



UNIVERSITY *of* WEST FLORIDA
INNOVATION INSTITUTE



**The Costs of Online Education:
Differentiating Tuition and Fees**

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OUR CHARGE

Recruit and retain adults to degree completion

Recommend streamlined strategies for admissions and registration



Identify applicable cost components of distance learning

Connect adults to careers in Florida



**36% of students in
the State University System
in Florida are enrolled in
online courses.**

Board of Governors **IPEDS Data**, Nov 3, 2014

Distance Learning Defined

- **Distance Learning Courses** are defined in Florida as *a course in which at least 80 percent of the direct instruction of the course is delivered using some form of technology, when the student and instructor are separated by time or space, or both.*
- **Distance learning Fee** FS 1009.23(16)(a). *“The amount of the distance learning course fee may not exceed the additional costs of the services provided which are attributable to the development and delivery of the distance learning course.”*

Applicable Cost Components



Cost Components

Category	F2F	OL	Cost Lever
Direct Instruction	same	same	Remains constant
Facilities	higher		Distance learning design units, offices, support staff, some study space for students
Other direct salaries		higher	Instructional Designers (content development, maintenance) Media Designers (graphics, visuals, videos) Design Team Professional Development

Category	F2F	OL	Cost Lever
Other direct expenses		higher	Faculty Professional Development Faculty Support Purchased Content Proctoring State Authorization Library Materials
Technical & infrastructure		higher	LMS Costs (portion) Other software, tools and add-ons to support online learning
Support	similar	similar	Academic Tutoring Services Student Services (Help Desk) ADA Services Library Services
Other			Various office materials, facilities upgrades, institutional category

National Approaches to Differentiating Tuition and Fees

- Taking programs to scale
- eRate System Model
- All Fees + Distance Learning Fee
- Reduced Fees for Fully Online Students
- Subscription Pricing/Fixed Flat Rate
- System Shared Pricing for Collaborative Programs

National Approaches to Differentiating Tuition and Fees

Institution	Regular Tuition & Fees	DL Tuition & Fees	Model Used
Middle Georgia State College	298.67 (sh)	129.67 (sh)	eRate (by institution)
University of Georgia: General Business	847.50 (sh)	536.00 (sh)	eRate (by program)
Oregon State University	191.00 (sh)	271.00 (sh)	All fees + DL fee
Arizona State University	868.00 (sh)	553.00 (sh)	Reduced fees. Assessed DL fee, tech fee, financial aid
Northern Arizona University Personalized Learning	N/A	2,500.00 <u>six month</u>	Competency model, flat six month rate
Georgia eMajor	N/A	250.00 (sh)	Shared across system

Recommendations

- **Develop a Complete Florida Rate**
 - Includes reduction of specific fees for fully online students and a distance learning fee.
- **Fixed Cost Competency-Based Program**
 - Single per semester cost enabling students to take as many courses as possible during each term.
- **Complete Florida Shared Program Rate**
 - Collaborative program, multiple institutions contribute courses (opt in) for delivery of a single degree program. No textbook, use of open educational resources, use of Prior Learning Assessment

For more information:

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