Workshop on
Market Tuition Rate Programs

June 25, 2026

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STATE UNIVERSITY
SYSTEM OF FLORIDA

HB 5601E - Higher Education
Fee Increases

- Subject to approval by the BOG, **each university BOT** may establish tuition for
  - Graduate
  - Professional programs
  - Out-of-state fees for nonresident students
- **Removes the 15% cap** on annual increases

BOG can withhold approval of out-of-state fee increases if:

The System exceeds 10% nonresident undergraduates pursuant to Reg. 7.006

OR

A university enrolls a greater % of students than projected in the accountability plan

HB 5601E - Higher Education

Fee Increases

If a university enrolls a greater % of students than projected, the Board shall require corrective action such as:

- A revision to the accountability plan
- An enrollment reduction plan
- Reduction of undergraduate out-of-state fee

HB 5003E - Implementing Bill

Auxiliary Enterprises

A UBOT can

Determine if auxiliary services will be self-supporting on an **individual** or **collective** basis

Includes intercollegiate athletics programs

Approve the transfer of unreserved cash from one auxiliary to another, but **must**

Cover expenses of the auxiliary

Adhere to bonds, debt service, & min reserves

Transfers **must be reported** to the Board of Governors annually

Entire Section Expires

July 1, 2027

Market Tuition Rate Programs

History of Market Tuition Rate 2010 Context

- In 2010, emerging from a recession & state revenue was down, universities were looking for alternative revenue sources
- There was a push to get universities to increase tuition towards the national average, increases of tuition of up to 15% for multiple years
- The settlement on governance occurred in early 2010 & the legislature codified the agreement in HB 7237 in 2010 session
- This bill authorized the BOG to approve market rate tuition

Market Tuition Rate

Original Criteria (2010)

- Programs of Strategic Emphasis cannot be market rate unless approved by the Chancellor & Board
- Pilot program with a limit of 5 proposals/year so that the Board could study the impact on students, impact on the market, & direction
- No supplanting E&G programs
- No differentiation between resident & non-resident tuition

2010 definition discussed by BOG

"Over & above tuition plus cost, a special price for those executive MBAs, for those other programs that are much more expensive than tuition plus cost"

Date		Program Count
Jan 2011	BOG approved Regulation allowing for market rate requests-established 5-year Pilot Program	
Feb 2011	17 market rate programs approved	17
Nov 2011	18 market rate programs approved	35
Apr 2012	Gov. Scott vetoes tuition increase bill	
Nov 2012	11 market rate programs approved	46
Nov 2013	21 market rate programs approved	67
Nov 2014	Board extends the pilot to 2016; 14 programs approved	81
Nov 2015	10 market rate programs approved	91
June 2016	BOG reviews pilot findings: • limited evidence of success due to program maturity • instances of supplanting E&G programs • primary use of market rate tuition to reduce out-of-state costs or avoid continuing education cost-recovery requirements **Board imposes a moratorium on new market rate requests**	
June 2017	Adopted Reg 8.002 with guardrails on E&G supplant issue	

Market Rate Since 2017

Date	Description
2017-2021	Universities establish tracks of programs as market rate under different interpretations of 8.002. This is why the count of programs exceeds what the Board has approved.
Nov 9, 2022	As a result of the inconsistencies, Board staff initiated a workgroup to redo 8.002 • Strengthens transparency & oversight by requiring side-by-side tuition comparisons • Reinforcing non-supplant protections • Clarifying allowable program categories • Standardizing reporting & review processes
May 10, 2023	Aligns market rate tuition provisions with statute, clarifies BOT proposal authority for eligible programs, & makes technical updates to proposal requirements

Market Tuition Rate Programs

As Reported April 2026

102*

Market-rate tuition programs

- 95 master's programs
- 5 doctoral
- 2 certificates
- 3,834 grads in 2024-25
  - 1,983 grads took out loans
  - 1,412 were FL residents

Institution	# of Programs
UF	37
FIU	29
UCF	10
FSU	9
FAU	8
UWF	6
UNF	2
USF	1

*Universities added tracks since 2015

Market Tuition Rate Compared to E&G

	E&G Graduate Tuition		Market Tuition Rate	
	Resident	Non-Resident	Masters	Doctoral
UF	$530	$1,255	$487-1,500	$1,514-2,285
FIU	$472	$1,018	$508-1,426	
FSU	$480	$1,112	$444-810	
FAU	$378	$1,033	$800-1,000	
UCF	$369	$1,194	$448-1,205	
UWF	$377	$1,037	$416-456	$425
UNF	$493	$1,044	$523	$523
USF	$434	$880		$1,250

Market Tuition Rate Program Graduates

Market Tuition Rate Program Graduates					
Institution	2020-21	2021-22	2022-23	2023-24	2024-25
FAU	509	424	496	448	487
FIU	1,092	1,382	1,272	1,080	1,115
FSU	253	324	495	386	292
UCF	342	382	408	368	381
UF	1,037	1,378	1,336	1,455	1,351
UNF	60	69	56	43	18
USF	22	17	16	15	26
UWF	133	78	123	103	164
Total	**3,448**	**4,054**	**4,202**	**3,898**	**3,834**

15%

of the 24,046 Master's degrees awarded in 2024-25 in the System were in market tuition rate programs

Market Tuition Rate Programs of Strategic Emphasis

Graduate Program Examples

32

Programs of Strategic Emphasis

- Architecture
- Accounting
- Civil Engineering
- Curriculum & Instruction

Why is this important?

These programs cannot be supported by state revenue, but these 32 programs count towards PBF metric 8 & the university is being awarded state funds for grads of these programs

Staff Analysis of Market Tuition Rate Programs

Market Rate Graduate Outcomes

Median wages 1 year after graduation

Was the wage above or below the median wage for SUS grads in all graduate programs?

All Masters = $69,900
All Doctoral = $70,900

High wage = above
Low wage = below

Median Debt of Market Rate Graduates

(1) Did the median debt exceed the total E&G tuition for the program?

(2) Did more than 50% of grads take out loans?

High debt = meets (1) & (2)
Low debt = doesn't meet (1) or (2)

Market Rate Programs by Quadrant

High Wage Low Debt — **34 Programs**

- 1,256 grads
- 56% Florida residents
- 27 E&G programs
- 14 Programs of Strategic Emphasis

High Wage High Debt — **20 Programs**

- 1,123 grads
- 83% Florida residents
- 9 E&G programs
- 7 Programs of Strategic Emphasis

Low Wage Low Debt — **17 Programs**

- 624 grads
- 44% Florida residents
- 12 E&G programs
- 3 Programs of Strategic Emphasis

Low Wage High Debt — **23 Programs**

- 757 grads
- 69% Florida residents
- 15 E&G programs
- 7 Programs of Strategic Emphasis

*2 certificate programs removed; 6 programs without grads removed

Examples

High Wage
Low Debt

- M.S. in Risk Management & Insurance
- M.S. in Industrial & Systems Engineering
- Master's in Business Administration

High Wage
High Debt

- M.S. in Computer Engineering
- M.S. in Finance
- M.S. in Human Resource Management

Low Wage
Low Debt

- M.S. in Sport Management
- M.S. in Fisheries & Aquatic Sciences
- M.A. in Art Education

Low Wage
High Debt

- M.S. in Library & Information Studies
- Master of Social Work (MSW)
- M.A. in Global Affairs

Tuition Exceeding Annual Federal Loan Caps

16 Programs Exceed the New Annual Borrowing Limit

$20,500 Annual Federal Loan Cap for Graduate Students

UF	7 Programs
Doctorate in Business Administration	
Master's in Business Administration - 6 tracks	

FIU	6 Programs
Master's in Accounting (MACC)	
Master's in Business Administration - 5 tracks	

UCF	2 Programs
Executive Master's in Business Administration	
M.S. in Industrial Engineering	

USF	1 Program
Doctorate in Business Administration	

Discussion Items
Guiding Questions

The Board approved market-rate programs beginning in 2011 with the goal of creating another revenue source & boosting enrollment

Market Tuition Rate Programs
Does the Board want to allow universities to:

Continue to offer programs

Consider new programs

Increase tuition

Discussion Items

Framework for 2026 Market Tuition Rate

1. If market-rate programs are losing revenue or not breaking even, should they continue?
2. Should market-rate programs be Programs of Strategic Emphasis?
3. Should these programs have different in-state and out-of-state tuition rates?
4. How should the Board measure ROI of these programs?

STATE UNIVERSITY SYSTEM OF FLORIDA