

Market Tuition Rate 2016 Pilot Program Review Survey

Only one survey response per university. This survey includes the totality of the market tuition rate programs approved by the Board of Governors for your university

1. How has this market rate tuition program achieved "success?"
 - a. How many degrees have been awarded as a direct result of the approval of market tuition rate?

Degree:

Management Information Systems (MIS): 13

Electrical Engineering (EEL): 9

Master of Public Administration (MPA): 11

Nurse Anesthesia (NA): 29

Certificate:

Analytics and Business Intelligence: 4

Projected to graduate at the end of SP16 term (May 2016)

Degree:

Management Information Systems (MIS): 9

Electrical Engineering (EEL): 7

Master of Public Administration (MPA): 2

- b.** How does this number compare to the number of degrees awarded for E&G funded program offerings in the same or related CIP code?

Electrical Engineering: 257

Electrical Engineering (May 2016): 61

Management Information Systems (MIS): 292

Management Information Systems (May 2016): 38

Masters of Public Administration (MPA): 58

Masters of Public Administration (May, 2016): 12

Nurse Anesthesia: The average size prior to market rate was 13.

- c.** How many additional students have enrolled as a direct result of approval of market tuition rate?

Degree:

Management Information Systems (MIS): 33

Electrical Engineering (EEL): 32

Master of Public Administration (MPA): 34

Certificate:

Analytics and Business Intelligence: 19

Wireless Engineering: 2

Nurse Anesthesia: N=15 and double the previous size.

- d. How has each approved program achieved success in terms of outcome measures in original program proposal?

The online market rate program has attracted two kinds of students who were difficult to otherwise offer programs to. We did have out of state students in the program who were working full-time and benefited as a result. We also had many students who were not local in the Tampa area participate in both the online market rate certificate as well as the masters programs. In the majority of programs, we did not attract large enough numbers to sustain the program under this model.

Nurse Anesthesia: Additional admits, increased graduation rates, 100% job placement, increased the numbers of graduates to meet workforce needs, reputation nationwide.

- e. How does attrition for the market tuition rate program offering compare to attrition rates for E&G funded program offerings in the same or related CIP code?

No statistically relevant difference in attrition rates.

- f. Provide other indicators of success:

The online market rate program was an important impetus for the departments to create online courses at the graduate level. This range of online courses has now turned out to be a significant benefit for our E&G students who are benefiting from the flexibility offered to them by our online courses. In fact the new and very successful MS in Cybersecurity at

USF uses many online courses that were initially developed due to the need for the online course for the market rate program.

Nurse Anesthesia: The ability to attract more applicants and more applicants with diverse backgrounds from a wider market, both in the State of Florida and out of state. Recruitment of world-class faculty nationwide, met regional workforce needs, increased and enhanced clinical partnerships.

2. If market tuition rate was approved for a program identified as a state critical workforce need, how has implementing market tuition rate increased the number of critical need graduates overall?

Nurse Anesthesia: See 1c and 1e.

3. What has been the impact on similar existing E&G funded program offerings in the same or related CIP code at the same degree level?

The overall unduplicated headcount in the E&G MS-MIS program has increased significantly in the last five years, going from an unduplicated headcount of 88 in Fall 2011 to 255 in Fall 2015. This has been driven primarily by a significant growth in the international students coming into the program. The number of domestic students who have graduated has been smaller, but this number has been gradually increasing each year from 14 in 2013 to 22 in 2015. Applications from domestic students to the on campus program has been mostly flat during this time.

MSEE - The headcount in the E&G MSEE program have also doubled.

MPA-There has been no measurable impact on similar existing E&G funded program offerings in the same or related CIP code.

4. Have any E&G funded program offerings in the same or related CIP code at the same level been eliminated since the approval of market tuition rate? If so, please explain.

MIS: None, the E&G program has in fact more than doubled in size during this period. As noted in response to #3 above, the E&G funded program has significantly increased in this time driven by growth in international students.

As a result we have significantly more E&G sections of all our classes that is accessible to all students in this degree program.

MSEE/MPA: No E&G funded program offerings in the same or related CIP code were eliminated.

5. How do program revenues compare to program costs?

Revenues have been adequate to meet current costs of the program (Nurse Anesthesia).

All other market rate programs: The life-to-date gross revenue for market rate programs launched totaled \$2.3M as compared to total costs of \$3.0M.

6. How much revenue has been generated by market tuition rate cohorts and how has the revenue been used?

Nurse Anesthesia: \$5,208,987 as of April 2016. Recruitment and retention of faculty, adjuncts, and staff; travel to national conferences; rental of simulation space at the world-class CAMLS facilities; computer hardware; specialized software and testing for students; high-cost and –fidelity simulation equipment; misc. office and lab supplies.

All other programs: As indicated in number 5 above, the cost for the market rate programs exceeded tuition by \$0.7M. Of the \$3.0M in expenses, the two largest expenses are instructor salaries and course conversion costs at 38% and 36% respectively of the total expense. Other significant costs include 3rd party services for marketing and recruitment, course conversions, or both. Additional expenses include university student fees and overhead, university marketing and recruitment efforts, program management, administrative services such as tuition waiver processing, reporting, audit oversight, and faculty payment processing.

7. Describe the positive aspects of the market tuition rate initiative.

MIS: State universities throughout the US are going through a period where they are all evaluating their costs and funding structures. The market rate initiative has provided Florida universities with an opportunity to experiment, in an informed manner, with programs and pricing. This can help Florida universities significantly in the long run as the universities think entrepreneurial as a way to fund themselves more.

Nurse Anesthesia: The requirement to offer the same courses or program at the E&G rate without major modifications is seen by students as unfair and confusing.

MSEE: The initiative afforded the opportunity to develop a high-quality fully on-line masters of science in electrical engineering degree program, allowing us to meet the needs of part-time students with full-time jobs. The initiative provided a funding mechanism to support content development and an organizational structure to coordinate and deliver the program.

a. Describe the negative aspects

The negative aspects of this initiative may be that sometimes it is confusing for in-state students to see big differences in costs of the same course if they are offered across different programs. While universities understand “market rate”, students often do not. If the market rate program is completely new, and does not have a related E&G program then this is typically not an issue. Cases where there is an E&G program and there is a related market rate program is when such student confusion might arise. As E&G students find out that they cannot enroll in a section of the course dedicated to a ‘market rate program’, or that if they do the tuition is much higher, they are often unable to understand the restrictions they see.

Also, it is challenging to administer the market rate program in parallel with the traditional E&G program. Course and instructor scheduling, student advising, registration, etc. are managed in parallel with the same staff and keeping the proper boundaries between the students and resources require constant vigilance.

MPA - The biggest barrier to the MPA market rate program was the inability to accept tuition waivers from state and government employees. These employees make up a high percentage of prospective students seeking this degree.

8. How does the market tuition rate initiative compare to Continuing Education?

The market rate has more flexible spending policies and offers programs the ability to quickly adapt to meet the growing technological, clinical, healthcare, and curriculum needs as they arise.

9. If the Board's Continuing Education Regulation 8.002 was modified to allow greater flexibility, could this take the place of market tuition rate for future programs? Please explain.

The University of South Florida does value the flexibility to cover the cost of the program and the ability to reinvest in strategic initiatives of our institution as well as those of the State of Florida. As well, it would give us the ability to improve program delivery, accessibility, and implementation and to become entrepreneurial in our program development.

Campus contact for any follow-up questions about this survey:

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