

From: Redacted by HELP Committee
Sent: Monday, April 12, 2010 07:08:27 PM
To: Redacted by HELP Committee
Cc: Redacted by HELP Committee
Subject: USEdu Proposed Pricing
Attachments: USEdu Proposed Pricing 04 12 10.xls

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one of the key decisions we make at this time of year is for FY11 tuition price increases. These increases are usually effective around the end of July. The attached spreadsheet shows competitive pricing for the MA program in each market as well as the gainful employment analysis prepared by Tom Babel's group. these are the two primary data points we used in determining the proposed new tuition prices. Here is a summary of our recommendations:

1. We price all certificate or diploma programs equally within each market, but each market has different prices depending on the competitive environment.
2. We would adjust the Apollo prices differently in each market, ranging from 3% to 4.9%
3. We would increase Western's prices by 2%.
4. We would not announce any increase in the degree program pricing until we get visibility on the gainful employment regulations. Many of these programs may exceed the 8% threshold.

We will load these assumptions into the first pass of the budget, understanding that those assumptions might change. I wanted to share this rationale with you and get your perspective before the budget meeting.

Thanks.
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President

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