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From: Pauldine, David
Sent: Monday, September 15, 2008 5:56 PM
To: Pauldine, David
Subject: pricing

1. Reasons to be careful about a strategy to more aggressively raise prices:
 - a. It appears pricing has some elasticity to it? See page 8.
 - b. Congressional scrutiny
 - c. **Redacted by HELP Committee**
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 - d. **Redacted by HELP Committee**
 - e. Is raising prices more aggressively really a strategy?

2. Let's be sure to do something unique and that responds to the research
 - a. Giving the student choices
 - b. Cohort pricing
 - c. Loan averse program
 - d. Include books and fees
 - e. More loans, less out of pocket
3. The analysis didn't convert ^{Redacted by} and ^{Redacted} credit hour rates to a semester

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