

**From:** VP - Business and Technology  
**Sent:** Friday, December 4, 2009 7:12 PM (GMT)  
**To:** VP - Health Sciences; John Danaher; Redacted  
VP - Legal Studies  
**Subject:** RE: Significant concerns about 5% tuition increase

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Hi folks,

I'd like to weigh in here as well. I find it a bit naïve to make an across the board change in tuition. I've asked to have the MSIT tuition raised to be in line with the MBA/MSM/MACC and was told no. Don't know exactly how these decisions are made, but would love to have some input.

Redacted



Redacted, Vice-President  
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www.kaplan.edu  
A different school of thought.

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**From:** VP - Health Sciences  
**Sent:** Friday, December 04, 2009 1:14 PM  
**To:** John Danaher; VP - Legal Studies; VP - Business & Technology  
**Subject:** RE: Significant concerns about 5% tuition increase

Thanks John – I find it interesting that they're doing this in February and doing this across the board. We've certainly raised this issue regarding being competitive in the associate's degree market – especially with Axia. My understanding is the explanation given is that we're doing this to help with 90/10 – not sure how that matters.

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**From:** John Danaher  
**Sent:** Friday, December 04, 2009 12:17 PM  
**To:** VP - Health Sciences; VP - Legal Studies; VP - Business & Technology  
**Subject:** FW: Significant concerns about 5% tuition increase

fyi

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**From:** John Danaher  
**Sent:** Friday, December 04, 2009 11:14 AM  
**To:** Gregory Marino; Sophie Vlessing; John Staten; Wade Dyke  
**Cc:** Finance Employee; VP - Marketing; School Employee; School Employee  
**Subject:** Significant concerns about 5% tuition increase

I am concerned that the proposed across the board 5% tuition increase will be very harmful to our BSN business.

- Based on a pricing "deep dive" we performed this summer, our normalized tuition per credit hour is \$353, UoP (our biggest competitor) is \$300, Walden is \$283, and Grand Canyon is \$277.
- The median price of our major competitors (excluding Kaplan) is \$283 per credit hour.
- Nursing does not have a 90/10 problem.

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- It has been reported, that typically a 5% tuition increase results in a 12% fall in starts.
- On surveys of students who apply or inquire but don't enroll at KU BSN, price is one of the main issues currently.
- Even if we rebalance later in 2010 and reduce the tuition, I am concerned that 2 price changes in one year, will significantly hurt our business.

Please advise.



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