

From: Wade Dyke
Sent: Wednesday, April 01, 2009 3:27 PM
To: VP - Operations; Beth Hollenberg
Subject: FW: Military Pricing
Attachments: @

Fyi below. I think **Fin. E'ee** is doing a good job framing expectations here....

From: Finance Employee
Sent: Monday, March 30, 2009 6:41 PM

To: Campus Presidents

Cc: VPs - Operations; Wade Dyke; VPs - Admissions
Subject: Military Pricing

All – I know you are waiting for information regarding military pricing. As it stands right now, the needle, in terms of what the VA will reimburse under the yellow ribbon program, is still moving. I have spoken today with the KU online military vertical and confirmed this is the case. For the yellow ribbon program, the military will reimburse the soldier up to the highest public tuition rate in the state. There are published rates. However, in speaking with KU, these rates are not yet settled. So the reimbursement is a moving target and therefore the price is a moving target.

KU online, as you know, has set their prices. But in my conversations, in a perfect world they would have waited until this level of reimbursement became settled. They will probably be under priced compared to the reimbursement the soldiers can obtain. We don't want to go down that path. But online's overhead is low and their space is not finite, so they have the luxury to move forward without harming their financials. This would not necessarily be the same with the ground campuses should this program become a major source of enrollments.

Therefore, we will certainly have something in place before the yellow ribbon program kicks in. We will need to continue to monitor the reimbursement levels until they are final. Given our immaterial levels of soldiers to active population, and the fact that we want to increase this pool, it makes sense to do this so we can obtain the proper pricing, provide the right benefit to the soldiers, and not harm your campus.

More to come.

Thanks.

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