

From: Redacted by HELP Committee @national.edu>
To: Ron Shape <rshape@national.edu>
CC: Redacted by HELP Committee @national.edu>, Redacted by HELP Committee @national.edu>, Redacted by HELP Committee @national.edu>, Redacted by HELP Committee @national.edu>, Redacted by HELP Committee @national.edu>
Subject: RE: Tuition Increase Recommendations
Sent: Thu 10 Jan 2008 17:03:51

Ron,

When I sped our recommended fall 2008 tuition rates to you yesterday, I failed to mention our posture on the standard hours per course issue of 4 versus 4.5.

As I understand the issue, we are on a quarter credit hour system now and we will still be on a quarter credit hour system after the change. The number of quarter credit hours to graduate will remain basically the same although some majors will likely increase or decrease a few credit hours as they adjust for the change. Because the total number of credit hours to graduate will basically remain unchanged, we find no rationale to adjust the tuition rate when the standard course length moves from 4 to 4.5.

Thus, our recommendations for undergrad and grad tuition rates are good for either a 4 quarter credit hour course system or a 4.5 quarter credit hour course system.

Cheers,

Redacted by

From: Redacted by HELP Committee
Sent: Wednesday, January 09, 2008 4:06 PM
To: Ron Shape
Cc: Redacted by HELP Committee
Subject: RE: Tuition Increase Recommendations

Ron,

Here's the RCC recommendations for tuition rates effective with fall 2008:

Undergrad:

| | |
|-------------------------|-------------------|
| Current \$249 | Recommended \$257 |
| Increase of \$8 or 3.2% | |

FYI, a price ending in 7 is a marketing savvy approach. Research says customers mentally round up prices ending in 8 or 9 dollars, but they typically don't round up prices ending in 6 or 7 dollars.

Grad:

| | |
|---------------|-------------------|
| Current \$299 | Recommended \$299 |
|---------------|-------------------|

This tuition rate is just on the edge of being \$300 and that's a significant threshold in the mind of the education consumer in our market. We're recommending we leave the current grad rate alone for a year and bump it past \$300 in fall 2009. Although RCC's grad program is successful, it remains a small program in this market and if we lose only one prospect/student from a price hike, the few \$\$\$ gained from the increase wouldn't begin to cover the revenue lost.

This campus has consistently recommended modest increases, primarily cost of inflation. Given the fact that this campus' competition is strictly state institutions with significantly lower tuition rates at both the undergrad and grad levels, a more greedy approach would backfire and many prospects/students would simply choose a less expensive educational alternative.

Again, I thank you for not nudging RCC to have a mid year tuition increase. This Rapid City area market simply could not bear that mid year jump and it would have been detrimental to our ability to recruit and retain.

Cheers,

Redacted by

From: Ron Shape

Sent: Wednesday, January 09, 2008 11:50 AM

To: ~~Redacted by HELP Committee~~
Redacted by HELP Committee
Redacted by HELP Committee

Subject: Tuition Increase Recommendations

To All,

I need your tuition increase recommendations for Fall 2008 by the end of the day. These recommendations will go to the BOG tomorrow for their consideration/approval at their next meeting (January 28th).

I would like your recommendations to reflect two scenarios. Scenario 1 – we successfully convert to the 4.5 credit hour system by Fall 2008. Scenario 2 – we do not successfully convert to the 4.5 credit hour system by Fall 2008.

If you have any questions, please let me know.

Thanks,

Dr. Ronald Shape

Chief Operating Officer and Chief Finance Officer

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