

Proposal Bachelor of Professional Studies Differentiated Tuition

Given the data below that captures tuition levels from peer and competitive institutions, we propose the Bachelor of Professional Studies be offered at a 25%-40% per credit hour discount.

Offering this reduced tuition rate is based on the following:

- Lower tuition increases access to adult students who do not have the same access to financial aid as traditional undergraduate students.
- Lower tuition acknowledges the many other financial obligations adult learners typically encounter and increases the likelihood of persistence to degree completion.
- Adult students in general use fewer university resources.
- Competitive marketplace (see chart below)

School	Type of Program	Location / Delivery	Cost per Credit Hr.	Trad. Cost	Discount
College of Charleston	Degree Completion	Charleston	\$396	\$522	24%
Columbia College	Traditional degrees for adults	Online, hybrid, campus	\$395	\$650	39%
Liberty University	Degree Completion/ Traditional degrees for adults	Online	\$455	\$815	44%
Pfeiffer University	Degree Completion	Charlotte	\$460	\$700	34%
Queens University	Degree Completion/ Traditional degrees for adults	Charlotte/online	\$480	\$1434	66%
USC Palmetto	Degree Completion/ Traditional degrees for adults	Online	\$433	\$433	---
USC Upstate	Degree Completion/ Traditional degrees for adults	Greenville	\$467	\$467	---
Wingate University	Traditional degrees for adults	Wingate	\$395	\$1175	66%

BPS Tuition Reduction Analyses for Potential Enrollments

Base Assumptions for Revenue Projections

Current In-state Tuition / Credit Hour	\$ 639.00
Average Load	6
Indirect/Margin	30%

Enrollment	2020	2021	2022	2023	2024
Spring	15	50	70	95	115
Summer	-	15	30	35	50
Fall	35	60	85	105	165
Total	50	125	185	235	330
Anticipated Tuition Revenue	\$ 191,700	\$ 479,250	\$ 709,290	\$ 900,990	\$ 1,265,220

*Revenue calculations based on in-state tuition only (lowest potential revenue)

Costs

I. Instruction

Program Director + Benefits	\$ 98,750	\$ 98,750	\$ 103,750	\$ 108,750	\$ 108,750
Outreach / Student Service Coordinator	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000
Additional Student Support	\$ -	\$ -	\$ 20,000	\$ 40,000	\$ 40,000
<i>Subtotal Instruction</i>	<i>\$ 143,750</i>	<i>\$ 143,750</i>	<i>\$ 168,750</i>	<i>\$ 193,750</i>	<i>\$ 193,750</i>

II. Other Direct Costs

Marketing and Promotion	\$ 35,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
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Total Direct Costs	\$ 178,750	\$ 193,750	\$ 218,750	\$ 243,750	\$ 243,750
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III. Indirect (Institution/Margin)	\$ 57,510	\$ 143,775	\$ 212,787	\$ 270,297	\$ 379,566
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Total Costs	\$ 236,260	\$ 337,525	\$ 431,537	\$ 514,047	\$ 623,316
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Annual Profit / Loss	(\$44,560)	\$141,725	\$277,753	\$386,943	\$641,904
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Cumulative Profit / Loss	(\$44,560)	\$97,165	\$374,918	\$761,861	\$1,403,765
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What If Analysis	Enrollment Level	Discount Level (Off In-State Rate)					
		15%	20%	25%	30%	35%	40%
<i>Net profit and loss at different enrollment and tuition levels (indirect and marketing costs included). Based on the information used, the BPS will be in the black in Year 2 even at a 40% tuition discount level. We recommend discount between 25% and 40% to reach enrollment projections.</i>		\$543	\$511	\$479	\$447	\$415	\$383
	50	(\$64,689)	(\$71,398)	(\$78,108)	(\$84,817)	(\$91,527)	(\$98,236)
	70	(\$19,064)	(\$28,457)	(\$37,851)	(\$47,244)	(\$56,637)	(\$66,030)
	85	\$15,155	\$3,748	(\$7,658)	(\$19,064)	(\$30,470)	(\$41,876)
	100	\$49,373	\$35,954	\$22,535	\$9,116	(\$4,303)	(\$17,722)
	115	\$83,591	\$68,160	\$52,728	\$37,296	\$21,864	\$6,432
	130	\$117,810	\$100,365	\$82,921	\$65,476	\$48,031	\$30,586
	140	\$140,622	\$121,836	\$103,049	\$84,262	\$65,476	\$46,689
	150	\$163,435	\$143,306	\$123,178	\$103,049	\$82,921	\$62,792