

Tuition and Fee Advisory Committee Meeting (TFAC)

February 5, 2021 – Meeting #5

Via Zoom

3:00 PM – 5:00 PM

I. Introductions

- TFAC Members: Giovanna Johnson, Will Lucas, Earlene Camarillo, Ana Karaman, Camarie Moreno
- Also Present: Max Chartier, Erin McDonough

II. Soliciting Student Feedback

- All-student survey options – UCS, Max Chartier
 - Brainstorming:
 1. Open ended feedback?
 2. Keep to 2-3 questions to keep students interest
 3. Rank priorities on next year's experience – "What's going to make you say yes?"
 4. Word pool – "Give me one word about your feelings for next year" – could build word cloud outside to pair with recommendation to President
 - Tuition increase options from last time:
 1. 0% (\$184/cr, \$0 increase in gross tuition)
 2. 1.63% (\$187/cr, \$417K increase in gross tuition)
 3. 3.26% (\$190/cr, \$859K increase in gross tuition)
 4. Change 3.26% option to 2.72% (\$189/cr, \$704K increase in gross tuition)
 - FINAL DRAFT Portal Survey (Max to mock up draft and bring to TFAC's next meeting)
 1. TFAC is currently considering the following options for the resident undergraduate tuition rate increase next year – what would you be alright with? (Options – 0%, 1.63%, 2.72%)
 2. Give me one word to describe your feelings about next year.
 3. What is the max per credit you would pay for your WOU classes? Have answer be slider from \$184 – highest per credit rate from OR universities (Have other publics price points marked)
 4. Tell us anything you want to share.
- 3 open forum Zooms
 - Rotating TFAC members
 - Trying to have more of the personal conversations we had last time
- Message running on TVs (computer labs, library, etc.)?

- Maybe not worth it due to limited students on-campus
- Could attach a 1-pager pamphlet to to-go packaging from Valsetz instead
- Have forums first – then link to survey on portal; update poster from last year and post on portal with forum information

III. Marketing Angle on Potential Tuition Increases

- MarCom – Erin McDonough
 - How would a 0% tuition increase impact recruitment as well as retention?
 - In a normal year, it would be a great marketing opportunity. But in our current situation, she believes that our current and prospective students care much more about getting the 'normal' college experience.
 - Maybe consider 2.72% instead of 3.26% - it would be \$189/cr instead of \$190/cr – kind of like the car salesman marketing strategy to end prices with a 9.

IV. Higher Education Price Index

- 1.9% in FY2020

V. UPCOMING MEETINGS

- Next Meeting – Friday 2/12 from 3-5 pm
- Open forum dates? End of February/beginning of March? Schedule towards the beginning of the week, on alternating days. Camarie to send poll on availability so that we can schedule forums at next week's meeting.

VI. ADJOURNMENT