

Graduate Tuition Proposal
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We propose to achieve parity with the average of UNC-Charlotte and UNC-Greensboro's 2010/2011 resident graduate tuition by 2013/2014 through phased increases in campus-based-tuition (CBTI). We propose the following: a 1% CBTI in 2011/2012 for both residents and non-residents; a 5% CBTI for residents and a 2.5% CBTI for non-residents in the two subsequent years of 2012/2013- 2013/2014.

Using ECU's proposed 2010/2011 graduate tuition as a benchmark, this would require an increase of \$40 for residents and an increase of \$147 for non-residents in 2011/2012, \$203 for residents and \$371 for non-residents in 2012/2013, and \$213 for residents and \$381 for non-residents in 2013/2014. These amounts would be in addition to supplemental increases in 2010/2011 to cover budget cuts.

	<i>Benchmark year</i>		<i>Proposed or assumed* increases</i>						
	<i>2010-2011</i>		<i>2011-2012</i>			<i>2012-2013</i>		<i>2013-2014</i>	
			<i>Supplemental</i>	<i>CBTI</i>		<i>CBTI</i>		<i>CBTI</i>	
	<i>Resident</i>	<i>Non-Resident</i>		<i>Resident</i>	<i>Non-Resident</i>	<i>Resident</i>	<i>Non-Resident</i>	<i>Resident</i>	<i>Non-Resident</i>
ECU	\$3,130	\$13,817	\$887	\$40	\$147	\$203	\$371	\$213	\$381
NC A&T*	\$2,908	\$12,493	\$500	\$34	\$130	\$172	\$328	\$181	\$336
UNC Charlotte*	\$3,464	\$14,297	\$500	\$40	\$148	\$200	\$374	\$210	\$383
UNC Greensboro*	\$3,727	\$15,207	\$500	\$42	\$157	\$213	\$397	\$224	\$407

	<i>Net tuition in 2013-2014</i>	
	<i>Resident</i>	<i>Non-Resident</i>
ECU	\$4,473	\$15,603
NC A&T	\$3,795	\$13,787
UNC Charlotte	\$4,414	\$15,702
UNC Greensboro	\$4,706	\$16,668
	\$4,560	\$16,185

Assumptions:

UNC Charlotte, UNC Greensboro and NC A&T will have supplemental tuition increases in 2011-2012 of about \$500 per graduate student to offset budget cuts and will have the same CBTI increases as ECU (1% CBTI for both residents and non-residents in 2011/2012; a 5% CBTI for residents and a 2.5% CBTI for non-residents in the two subsequent years of 2012/2013- 2013/2014).

Rationale:

Currently ECU's resident and non-resident graduate tuition is significantly lower than UNC-G and UNC-C. By keeping our tuition substantially lower than our comparable research intensive sister institutions; we risk being perceived as the low-cost provider of on-line graduate education in the state of North Carolina. For many prospective students and their families, price is a proxy for quality. By maintaining low tuition and very low graduate assistantships, ECU is less competitive for high demand students; whereas an investment in quality would have a multiplier effect: High quality attracts high demand students, and enrollment of high demand students further enhances university quality.

Rank compared to UNC and peer universities:

If the assumptions outlined above hold

- ECU's rank for resident graduate tuition within the UNC system will increase from 10th place to 5th place.
- ECU's rank for non-resident graduate tuition will increase from 10th place to 9th place.
- ECU's rank for resident tuition will remain the lowest (16th place) in its peer group.
- ECU's rank for non-resident tuition will increase from 14th place to 11th place out of 16 in its peer group.

Use of campus based graduate tuition increases:

The UNC Board Of Governor's policy on graduate tuition (1000.1.1) recognizes the need to use campus based tuition to enhance the quality of university graduate education programs:

“Tuition for graduate and professional students will be set with an understanding that tuition revenues may be needed to maintain and increase the excellence of the University's graduate and professional programs. In setting tuition rates, the Board will consider the need to provide access to these programs for students irrespective of their financial capacity as well as the desire to attract and retain the best students to serve North Carolina's needs in each field.”

Based on this policy, I argue that we should maximize the amount of campus based funds available for quality enhancement by allocating less than we traditionally use for need-based aid.

Discretionary funds generated by graduate tuition increases would be used to support the following items in order of decreasing priority, (1) being the highest.

1. Graduate scholar awards for high demand masters students. F&A is currently being used for this purpose. Campus based tuition will be used to replace F&A funds.
2. A small amount will be required to cover needed increases in the in-state and out-of-state tuition remission budgets.
3. About \$55,000 will be used to hire a budget officer for the Graduate School. ECU has a larger graduate enrollment than UNC-C and UNC-G and has a smaller staff (15 compared to 26 and 19 respectively).
4. Increase graduate assistantship stipend levels, especially at the master's level from \$7,500 to an amount that is competitive with comparable programs at peer institutions.