



Office of the Chancellor

East Carolina University

105 Spilman Building • Greenville, NC 27858-4353

252-328-6212 office • 252-328-4155

www.ecu.edu

MEMORANDUM

TO: Campus Tuition and Fees Committee (CT&FC)

FROM: Steve Ballard
Chancellor

SUBJECT: Charge to CT&FC

DATE: April 7, 2010

Thank you for accepting appointment to the Campus Tuition and Fees Committee (CT&FC). The CT&FC has the important responsibility of providing tuition and fee recommendations to the Executive Council and to me for our consideration and which serve as the basis for my further recommendation to the ECU Board of Trustees (BOT). Like last year, we are still facing harsh economic times, and my charge to the CT&FC is just as challenging as it was then. The state revenue picture remains gloomy at best, and the national fiscal crisis is certainly not over. Across the nation, the expenditures per capita on higher education have decreased almost 6%. In North Carolina, the un-employment rate is an alarming rate of more than 11%, and prudent assessment tells us that we should expect at least one more year of tough fiscal times and perhaps longer.

As we prepare for the 2011/12 tuition and fee process, we will continue our previously established business model for revenue generation, cost reduction and resource allocation. We will continue to demand strong stewardship of existing resources, and we will continue to protect essential services to our students. Given our regional transformation mission, we must keep the total cost of education paid by them to a minimum.

Every category of student fees must be scrutinized carefully, and increase recommendations must be supported by strong strategic business plans. Recommendations for tuition increases will be considered because we have the ability to use these funds for financial aid, recruitment and retention of faculty, and to enhance the academic experience and retention of students. These are our biggest priorities. Additional revenue will help us do a better job of keeping and succeeding with each student who comes to ECU. Revenue increases will help us meet our biggest single challenge to our values of student access and student

success, i.e. providing adequate financial aid. Our past experience shows us that student retention is directly linked to affordability and availability of financial aid. I'm asking you to submit your recommendations and supporting documents to me by October 15, 2010, so that I can submit my recommendations to the ECU Board of Trustees and give them ample time for their consideration.

Thank you for your commitment to this effort and for your continued dedication to improving the quality and accessibility of education at East Carolina University.

cc: Kevin Seitz, Chair CT&FC
Executive Council