

Tuition and Fee Advisory Board of the University of Oregon Meeting Summary | February 4, 2020

The 2019–2020 Tuition and Fee Advisory Board (TFAB) of the University of Oregon met in the Johnson Hall Conference Room on the UO’s Eugene campus at 8:00 a.m. on February 4, 2020. Below is a summary of the meeting; documents reviewed during the meeting are available [online](#).

Attendance: Jessica Brewer (guest), Jim Brooks, Robin Clement, Erica Daley, Debbie Davis (guest), Keith Frazee (guest), Eric Howanietz (guest), Saul Hubbard (guest), Andy Karduna (guest), Tova Kruss, Stuart Laing, Rocco Luiere (guest), Kevin Marbury (co-chair), Andy Marcus, Annika Mayne (guest), Ella Meloy (guest), JP Monroe, Jamie Moffitt (co-chair), Sarah Nutter (guest), Ryan Nguyen (*Daily Emerald*), Randy Kamphaus, Vanessa Robles, Hal Sadofsky, Doneka Scott, Kathie Stanley, Roger Thompson (guest), Janet Woodruff-Borden, Angela Wilhelms (guest)

Staff: Debbie Sharp (Office of the VPFA)

Welcome and introductions. Co-chair Jamie Moffitt, vice president for finance and administration/chief financial officer, welcomed the group and invited all participants to introduce themselves.

Undergraduate tuition – discussion with Roger Thompson. Roger Thompson, vice president for student services and enrollment management, talked with TFAB about the positive impact a guaranteed tuition program may have on student recruitment at the UO, particularly by addressing affordability and risk issues. Thompson explained that he would like to be in a position to be able to communicate the set cost of tuition and fees for an entering student, rather than have to talk about unknown future annual rate increases. Some of the high tuition increases have been very difficult for students and families over the past few years. He noted that the UO’s two top competitor schools—the University of Colorado at Boulder and the University of Arizona—both have guaranteed tuition programs, and that the University of California system has created a task force to look into the topic. Thompson shared that he understands the risks of guaranteed tuition to the UO, but worries more about the impact that large unexpected tuition increases have on students, particularly middle-income students who don’t qualify for financial aid or need-based scholarships and who have no choice but to take on loans to pay for increasing costs of education. He concluded that he thinks a guaranteed tuition model would offer students a powerful promise about education costs from the UO.

TFAB members discussed various aspects of the concept of guaranteed tuition, including the risks to university operations, minimizing burdens on students, and how to positively set step in rates at levels that are fiscally responsible and marketable to prospective students. Participants also discussed the importance of setting appropriate tuition rates for current UO students as well as new students. They also talked with Thompson about surveys of students that are accepted to the UO but elect to enter other schools—he explained that net cost is the biggest deterrent reported by students that prevents them from coming to UO.

Requested data. JP Monroe, director of institutional research, presented data and information requested during the previous TFAB meeting (January 30, 2020). This included data on students entering Oregon public universities from high school and transferring from other universities. He shared the information in [raw data, percentages](#), and [graph format](#). Monroe also shared [graduate enrollment](#) information for UO schools and colleges. TFAB members discussed the UO transfer rates, which are closely aligned to community college enrollment (primarily Lane Community College) and increasing transfer numbers at OSU, which are believed to be primarily due to OSU's growing online program. Information shared by Monroe is available [online](#).

Graduate tuition proposals. Monroe then shared the 2020-21 academic year [graduate tuition increase proposals](#), including information from the College of Business. He noted that tuition is flat for many of the College of Business programs, but that the Sports Product Management program is being restructured to develop a single rate for the program, encompassing the Face-to-Face and Online programs as well as resident and non-resident students. Turning attention to the [2016/7-2020/1 graduate tuition increase history](#), Monroe shared the historical data that he had compiled with the advisory group.

Meeting participants discussed how tuition rates for professional degrees are predominately driven by market factors. Graduate tuition information shared by Monroe is available [online](#).

Business School proposal – discussion with Dean Sarah Nutter. Sarah Nutter, Edward Maletis Dean at the Lundquist College of Business, presented the [AY20/21 business school tuition memo](#) to TFAB. She explained that based on a process of benchmarking with other schools, the college of business is recommending either no increases or very low increases to most graduate tuition rates. Dean Nutter outlined the restructuring changes to the Sports Product Management (SPM) Program, which are detailed in the [memo](#). She explained that the only other area of change is the recommended 2% increase in resident graduate tuition in the Masters in Accounting Program. For undergraduate students, Dean Nutter explained that the college is proposing an increase in differential tuition of \$5 per student credit hour (SCH), which would raise differential tuition to \$25 per SCH. She explained that this increase would be used to fund improved career services and student advising as part of wrap-around services for the success of business students. She also shared details of how the existing differential tuition had been invested in the college.

The [memo](#) and [supporting documents](#) from the Lundquist College of Business (LCB) are available [online](#).

Undergraduate tuition. Moffitt talked through several guaranteed tuition scenarios with the group using the revised tuition calculator. TFAB members talked about various assumptions, including potential future budget challenges, step in rates, and other universities' experiences of transitioning to guaranteed tuition.

Adjournment. The meeting adjourned at 9:26 a.m.