

Differential Pricing Evaluation

May 16, 2005

Overview

A plan for evaluating the impact of differential course fees was developed prior to activating the fees beginning fall term 2003 for selected 100-level courses offered through the Advanced Technology, Family and Health Careers and Health & Physical Education Divisions. Beginning fall 2004, differential course fees were also attached to selected 200-level courses in Advanced Technology and Family & Health Careers divisions. The enrollment evaluation completed for this report deals only with 100-level courses.

Summary of Findings: Enrollment

A-1. For **Advanced Technology**, in the 100-level courses that had a differential fee, the number of students registering for courses

- declined 3% from fall '02 to fall '03 and
- declined 10% from fall '03 to fall '04.

A-2. For **Family & Health Careers**, in the 100-level courses that had a differential fee, the number of students registering for courses

- increased 1% from fall '02 to fall '03 and
- increased 16% from fall '03 to fall '04.

NOTE: For all Lane Professional Technical Preparatory courses, FTE

- declined 2.8% from fall '02 to fall '03, and
- declined 10.0% from fall '03 to fall '04.

A-3. For **Physical Education**, in the 100-level courses that had a differential fee, the number of students registering for courses

- increased 6% from fall '02 to fall '03 and
- declined 16% from fall '03 to fall '04.

NOTE: For all Lane Lower Division Collegiate Courses, FTE

- declined 5.8% from fall '02 to fall '03, and
- declined 5.5% from fall '03 to fall '04.

B-1. For **Advanced Technology**, in 100-level courses that had a differential fee, the total number of credits students registered for

- declined 12% from fall '02 to fall '03, and
- declined 9% from fall '03 to fall '04.

B-2. For **Family & Health Careers**, in 100-level courses that had a differential fee, the total number of credits students registered for

- declined 7% from fall '02 to fall '03, and
- increased 14% from fall '03 to fall '04.

B-3. For **Physical Education**, in 100-level courses that had a differential fee, the total number of credits students registered for

- increased 6% from fall '02 to fall '03, and
- decreased 16% from fall '03 to fall '04.

	# of Student Registrations		# of Credits Students Registered for	
	% Change from Prior Fall Term:		% Change from Prior Fall Term:	
	<u>Fall '03</u>	<u>Fall '04</u>	<u>Fall '03</u>	<u>Fall '04</u>
Advanced Technology	-3.0%	-10.0%	-12.0%	-9.0%
Family & Health Careers	1.0%	16.0%	-7.0%	14.0%
Physical Education	6.0%	-16.0%	6.0%	-16.0%
total FTE for all Professional Technical Preparatory courses	-2.8%	-10.0%		
total FTE for all Lower Division Collegiate courses	-5.8%	-5.5%		

NOTE: "Hold harmless" FTE based on a 12-week fall term were calculated for fall '03 to determine the change in FTE between fall '02 and fall '03.

C-1. An analysis of credit load of students before and after differential course fees were initiated indicates

- the percent of students taking 12 credits per fall term increased
- the percent of students taking fewer than 10 credits per fall term decreased.

Summary of Findings: Revenue

The accompanying summary report of differential fee revenues (Attachment I) shows

- revenue from differential course fees totaled \$240,713 in 2003-04 (5.6% less than budgeted for the year)
- revenue from differential course fees totaled \$496,125 in 2004-05 (17% more than budgeted for the year)

NOTE: The large percent increase in the actual revenue realized from differential fees during the 2004-05 academic year for some of the programs (e.g., Autobody/Fender) is due to fees attached to 200-level courses during 2004-05 when projected differential fee revenue did not include this addition.

Summary of Findings: Feedback from Students and Staff

Feedback about differential course fees was collected from students, faculty and staff in the three divisions.

When differential course fees were being discussed spring 2003, faculty from the Family & Health Careers Division predicted enrollment in courses and demand for their programs would not be affected because the career rewards for graduates from those programs would continue to attract students despite the increased cost of attending. While students and faculty expressed some concerns about the fees, that prediction seems to be holding true at this time.

Feedback from students, faculty and staff from the Advanced Technology Division indicates students initially are not clearly understanding the fees and that the increased cost of attending poses a hardship that can limit enrollment in a term, lengthen the time to degree, and lead to early departure from a program.

Student responses to a survey administered in Physical Education courses spring term 2005 indicate 20% of responding students reported differential course fees affected their decisions to enroll in Physical Education classes.

Conclusion:

While it's difficult to precisely untangle the effects of differential course fees from the effects of rising tuition over the past two years, analysis of enrollment in 100-level courses with differential fees suggests those fees are affecting enrollment differently depending on programs.

Recommendation:

1. Discontinue differential course fees on Physical Education courses. PE courses with differential fees were volunteered to be included in this fee pilot project and they were not related to a high-cost professional technical program. Lost differential fee revenue should be offset by tuition revenue from increasing enrollment in PE courses.
2. Continue differential course fees on the 100-level and 200-level courses from the Advanced Technology and Family & Health Careers Divisions that are currently carrying the fee.
3. Continue to evaluate the impact of differential course fees during the 2004-05 year.

**Attachment I Revenue
Budget**

Organization Title	FY05			FY04		
	Budget	YTD 5-03- 05	% differenc e	Budget	Year to Date	% differenc e
Physical Education	60,040	56,838	-5.3%	55,000	59,875	8.9%
Respiratory Care	32,318	39,876	23.4%	9,328	14,712	57.7%
Nursing	167,194	168,388	0.7%	89,865	80,751	-10.1%
Dental Assisting	15,656	12,796	-18.3%	15,308	12,474	-18.5%
Dental Hygiene	50,135	46,507	-7.2%	21,000	20,979	-0.1%
Health Records/Medical Office	13,497	14,683	8.8%	13,197	10,323	-21.8%
EMT	33,073	34,568	4.5%	19,390	12,388	-36.1%
Autobody/Fender	13,928	36,369	161.1%	11,803	8,022	-32.0%
Automotive Technology	14,713	39,636	169.4%	6,842	7,098	3.7%
Electronics	13,152	26,268	99.7%	7,525	5,849	-22.3%
Manufacturing	10,182	20,196	98.4%	5,698	8,243	44.7%
Total	\$423,888	\$496,125	17.0%	\$254,956	\$240,713	-5.6%