

4. Discussion: Border TuitionJonathan Womer

Situation: This is a discussion item on a possible policy change allowing for discounted tuition for nonresident undergraduates living near the state border and near a UNC institution.

Background: This idea was discussed briefly at the June 2013 BOG meeting with other nonresident enrollment management alternatives. Tennessee and Georgia have nonresident border policies and Virginia and South Carolina do not.

Assessment: A discounted nonresident border tuition policy could have a significant impact on enrollment at institutions near the border depending on the tuition level.

Action: This item is for discussion only.



***Border
Tuition
Discussion***

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Presentation Outline

- **Benefits of Policy**
- **Neighboring States Border Policies**
- **Policy Options**
- **Recommendation**
- **Institutions Near Border**
- **Setting Tuition – BOG Authority**

Benefits of Policy

- **Allows campuses close to a state border to grant nonresident students the ability to pay reduced tuition**
- **Increases enrollment**
 - **Allows campuses near border to focus on entire regional development needs rather than artificially segmenting communities**
 - **Helps rural campuses counteract the effects of urbanization**
 - **Improves economies of scale**

Neighboring States

■ **Tennessee Border Policy**

- Resident tuition, 30 miles from campus, only counties on border
- East Tennessee State affects NC counties (Ashe, Avery, Haywood, Madison, Mitchell, Watauga, and Yancey)

■ **Georgia Border Policy**

- Resident tuition, no distance measure, individual schools must request waiver for only counties on border
- 22 waivers granted but no Georgia school near NC has made a request

■ **South Carolina and Virginia have no policy**

Policy Options

- **Which UNC institutions to include?**
 - Proximity to state border
 - Institutions in rural versus urban areas
 - Carnegie classification
- **How far into border states?**
 - Counties on border only (within some mile radius)
 - Counties near border (within some mile radius)
- **At what price point?**

Institutions Near Border

■ **Rural**

- **Appalachian State University – 9 miles**
- **UNC Pembroke – 14 miles**
- **Elizabeth City State University – 19 miles**
- **Western Carolina University – 22 miles to GA and SC, 25 miles to TN**

■ **Urban**

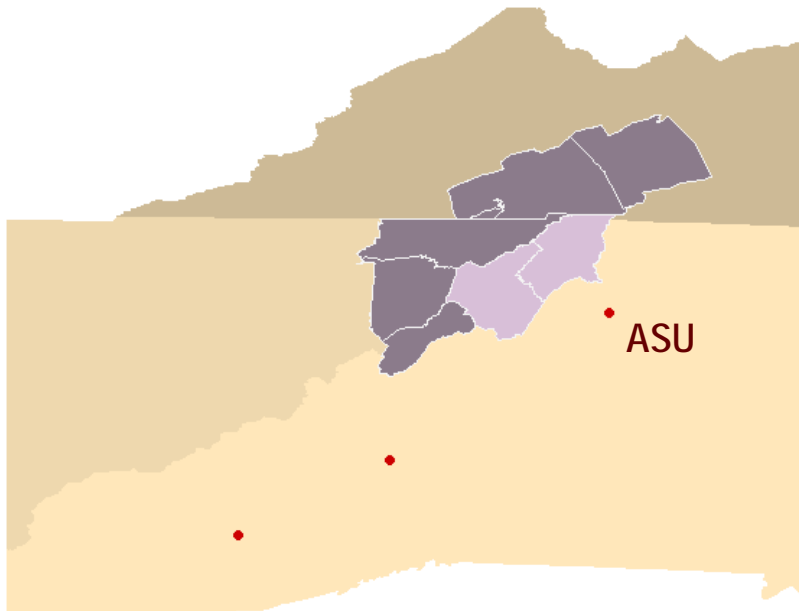
- **UNC Charlotte – 19 miles**
- **UNC Asheville – 24 miles**

Recommendation

- **Institutions within 25 miles of a border**
- **At market rate (resident tuition + 10%)**
- **Two border county scenarios:**
 - **Counties on the border only within 25 miles**
 - **Center of the counties within 50 miles**
- **Not eligible for state support**
- **Optional for institutions**

Appalachian State University

9 Miles to TN, 26 Miles to VA



■ Expected New Enrollment Per Year at Resident Tuition + 10%

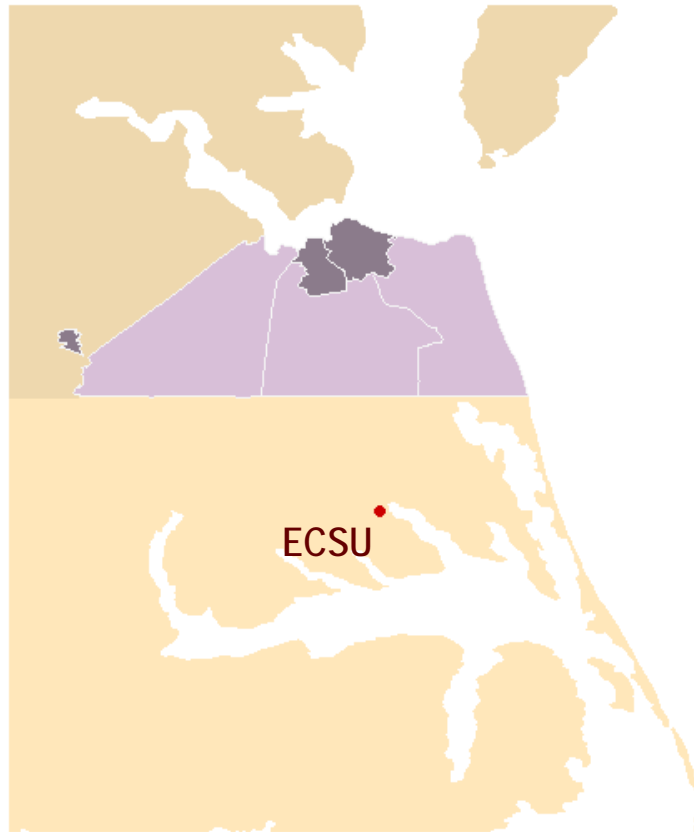
- 25 Miles: 31
- 50 Miles: 152.5

■ Tuition and Fee Comparison

- \$7,180 – ASU resident tuition + 10% + fees
- \$7,667 – East Tennessee State University
- \$7,679 – Tennessee Tech
- \$11,876 – University of Tennessee at Knoxville
- \$19,970 – ASU nonresident

Elizabeth City State University

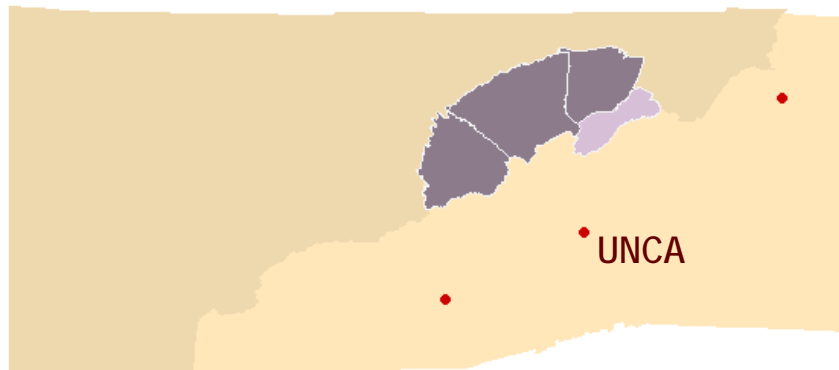
19 Miles from Border



- **Expected New Enrollment Per Year at Resident Tuition + 10%**
 - 25 Miles: 8 to 48
 - 50 Miles: 12 to 70
- **Tuition and Fee Comparison**
 - \$6,379 – ECSU resident tuition + 10% + fees
 - \$7,552 – Norfolk State University
 - \$8,002 – Virginia State University
 - \$17,777 – ECSU nonresident

UNC Asheville

24 Miles from Border



■ Expected New Enrollment Per Year at Resident Tuition + 10%

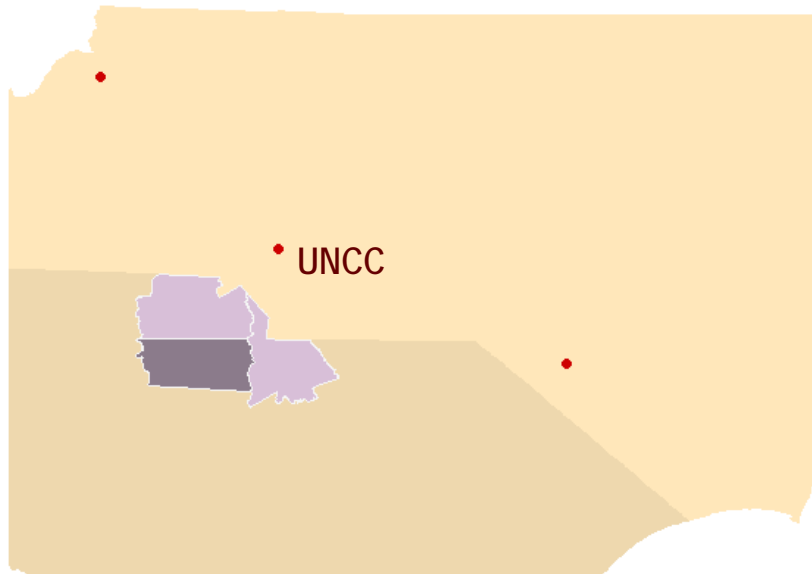
- 25 Miles: 2.5
- 50 Miles: 28

■ Tuition and Fee Comparison

- \$6,759 – UNCA resident tuition + 10% + fees
- \$7,667 – East Tennessee State University
- \$21,263 – UNCA nonresident
- \$28,730 – Milligan College (Private)

UNC Charlotte

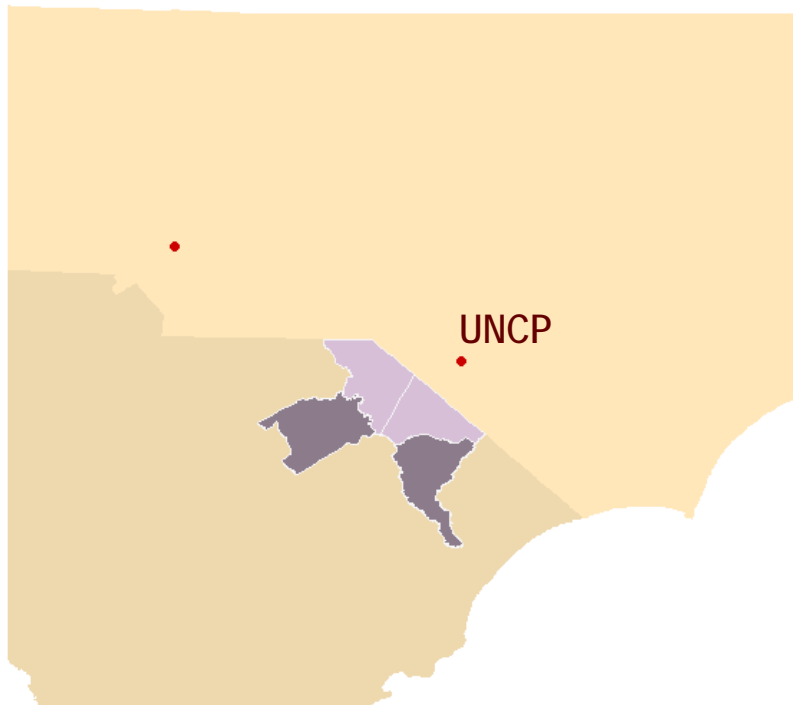
19 Miles from Border



- **Expected New Enrollment Per Year at Resident Tuition + 10%**
 - 25 Miles: 42.5
 - 50 Miles: 50.5
- **Tuition and Fee Comparison**
 - \$6,629 – UNCC resident tuition + 10% + fees
 - \$13,446 – Clemson
 - \$13,812 – Winthrop (SC Public)
 - \$19,448 – UNCC nonresident

UNC Pembroke

14 Miles from Border



- **Expected New Enrollment Per Year at Resident Tuition + 10%**
 - 25 Miles: 9
 - 50 Miles: 24
- **Tuition and Fee Comparison**
 - \$5,608 – UNCP resident tuition + 10% + fees
 - \$9,738 – Francis Marion (Public)
 - \$9,760 – Coastal Carolina (Public)
 - \$15,239 – UNCP nonresident

Western Carolina University

22 Miles to GA and SC, 25 Miles to TN



- **Expected New Enrollment Per Year at Resident Tuition + 10%**
 - 25 Miles: 28
 - 50 Miles: 48.5
- **Tuition and Fee Comparison**
 - \$4,892 – University of North Georgia
 - \$8,502 – WCU resident tuition + 10% + fees
 - \$11,876 – University of Tennessee at Knoxville
 - \$13,812 – Winthrop (SC Public)
 - \$18,528 – WCU nonresident

Setting Tuition – BOG Authority

- **Each constituent institution shall charge and collect tuition from each student.**
- **The Board of Governors sets tuition in the amounts it deems appropriate, taking into consideration the nature of each institution, program of study and other costs.**
- **No free tuition; tuition waivers are generally prohibited.**
- **The Board of Governors shall fix the tuition for nonresidents at rates higher than the rates charged residents.**

Source: NC General Statutes 116-143 and 116-144

Discussion/Questions

Border Tuition Discussion

Border Nonresidents Paying Resident Tuition + 10%

UNC Institution	Within 25 Miles of State Border	Expected Enrollment Increase per Year		Population in Target Area	
		Counties with Border within 25 Miles	Counties within 50 Miles	Counties with Border within 25 Miles	Counties within 50 Miles
Appalachian State University	9 Miles	31	152.5	75,315	494,599
Elizabeth City State University	19 Miles	8 to 48*	12 to 70*	764,778	1,115,760
UNC Asheville	24 miles to TN	2.5	28	18,082	247,374
UNC Charlotte	19 Miles	42.5	50.5	319,821	352,399
UNC Pembroke	14 Miles	9	24	59,232	159,239
Western Carolina University	25 miles to TN, 22 miles to GA and SC	28	48.5	304,679	476,028

* ECSU has a range of values because of the significant drop in VA new student enrollment from 2001 through 2012 (average of 38) to Fall 2013 (7).