

BACKGROUND & PURPOSE:

Significant change, both internal and external, has occurred at Eastern Oregon University over the past number of years. Meanwhile, the competitive landscape for recruiting students has shifted. Cost position and presentation are primary drivers for value determination when a person makes a product or service purchase decision. There are numerous tools available to influence purchase decisions and incent potential students to attend EOU. With the dramatic change in the state-funding model in Oregon that includes a shift in policy on funding treatment for students that do not reside in the state of Oregon, a comprehensive review of its tuition, fees, and fee remission strategy is necessary. Additionally, EOU is developing a strategic plan designed to guide the institution to success when we celebrate our centennial anniversary in 2029. An intentionally designed tuition, fee, and fee remission strategy will play an important role in facilitating attainment of long-term institutional objectives.

OBJECTIVES:

Identify a tuition, fee and fee remission plan that optimizes available and potential resources, attracts and serves the desired student population(s), aids in the financial sustainability of the university, and highlights an institutional market position of “best value” versus “low cost alternative.” This applies to all existing service delivery modalities.

Also, consider and recommend a course of action for the recently introduced but unadvertised Eastern Advantage program.

WORK DEFINITION:

- Identify target market based upon the values, mission, and developing strategic plan of the university while considering available resources.
- Inform perspective by investigating competitor (other state and private institutions) tuition, fee, and fee remission approaches.
- Evaluate existing tuition, fee, and fee remission strategy and evaluate current effectiveness.
- Recognize and consider that fee remissions are a tool available for developing an effective discount pricing strategy. As a more thoughtful discounting strategy is considered some critical items to consider include:
 - Defining the purpose of the discount (Intro/Entry promo, reward targeted consumers, penetrate a market or increase share, balance customer type to optimize supply fit, etc.).
 - Understanding customer psychology in regards to pricing, discounting, and discount timing.
 - Using the appropriate method for offering the available pricing/discount to the targeted audience.
- Align on a recommendation that has the highest likelihood of success for attracting and retaining the desired student population and demographic.
- Team members:
 - Tom Insko, Sponsor
 - Luke Aldrich, Facilitator
 - Holly Chason, Team Leader
 - Lacy Karpilo
 - LeeAnn Case
 - Sandy Henry
 - Tressa Seydel (ecampus)
 - Gina Galaviz
 - Peter Wordelman
 - Chris Jennings
 - Anji Weissenfluh/Isaac Williams

DELIVERABLES/END PRODUCTS:

- 1) Strategically connected comprehensive tuition, fees, and remissions structure proposal
 - a) Recommendations for mitigating identified transition risk(s)

KEY MILESTONES:

- 1) Launch team by April 15, 2017
- 2) Update VPFA, VPUA, Provost, and President on work associated with first three work definition items by June 30, 2017
- 3) Complete work and present proposal to Cabinet by September 15, 2017

CONSTRAINTS:

- 1) Team does not have implementation authority.

KEY ASSUMPTIONS:

- 1) Institution values and mission will serve as guides.
- 2) Strategic planning progress will inform process.
 - a) Institutional strategic planning is and will be in process at the same time as this team is working. If there is ever a question of strategic direction as it relates to considerations or recommendations of this team, the president will provide guidance.
- 3) Internal “content/resource experts” will be consulted if and when needed by the team.
- 4) Proposal will target growth in both campus and online modalities.

SPECIFICALLY EXCLUDED SCOPE:

- 1) Marketing planning outside the realm of pricing and discounting.