From 10/21/08 Expanded Presidents’ Council Meeting

- People don’t realize that there are no fees on “items” (testing, late fees, application fees, etc)
- Raise general fee and then advertise what it buys (unofficial transcripts, testing, late fees, application fee, etc)
- Take a close look at other student paid costs/fees (not just tuition).
- Build relationships – create “commitment” through fee?
- Increase general fee to $10 – what would happen?

- What do we want to know as we consider tuition increase for next year?
- Did we experience a decline in LDC with tuition increase? NO, there has been an increase.
- What is effect or at what point is tuition too high and a decrease in enrollment would be seen?
- Last recession – what was our enrollment, offerings & price?
- What $ increase is PCC, MHCC and CHCC considering?

- Increase in Financial Aid from State resources with quick turnaround in financial aide packaging.
- Support funds to colleges – increase or decrease effects on enrollment.

- Drawing students from Washington and Multnomah Counties – why?
- Check assumptions about attending here because of price – why do students attend here and not somewhere else?
- Why are students applying and not attending?
- CCC does not require students to formally apply – open door policy.

- Some programs are more price sensitive than others – differential tuition.
  - LBCC tried this last summer
  - Report is not out yet, but initial thoughts were positive and growth in double digits
  - Targeted a specific off campus building site in a low income area
  - Building was underutilized and had a lot of cancelled classes.
  - Offered Gen Ed classes at that site for $40/credit, rather than the $60+ at other campus sites
  - Have not decided what to do next.

- Do not nickel and dime our students.
- Link to SEM committee.
- WEB connection for information regardless of price.
- Assets to support awareness
- Overall demographics – peak? (ASE, Socioeconomic, background)
- Projections – HEPI tied? Is HEPI in mix at all?
- Tuition and persistence – once here does it help keep people focused?
• Targeted recruitment and offerings