



TUITION: RAISE IT, LOWER IT, OR STAY THE COURSE?

April 28, 2017 :: 1:00 - 2:30 p.m. EDT

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Make more informed tuition setting decisions to maximize your institution's enrollment.
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OVERVIEW

Gain a better understanding of the questions and considerations that should go into a decision to raise, lower, or maintain tuition. Expert instructor Lucie Lapovsky will provide an in-depth, example-based overview of different pricing models and key considerations for each. You will come away from the webcast better able to:

- Place your tuition setting decision within a macro context
- Clearly frame the arguments for various tuition strategies
- Assess the risks associated with each course of action
- Explain the implications of different tuition strategies on enrollment and net tuition revenue

WHO SHOULD ATTEND

This webcast will be of greatest benefit to leadership from enrollment management, finance, business, marketing, and financial aid. Both public and private institutions will benefit from this conversation.

To get the most out of the program, you are strongly encouraged to attend in institutional teams made up of participants from these various functional areas.

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www.academicimpressions.com/webcast/tuition-raise-it-lower-it-or-stay-course-april-2017



LEARNING OUTCOME

After participating in this online training, you will be able to make better-informed tuition setting decisions to maximize your institution's enrollment and net tuition revenue goals.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.

PROGRAM AGENDA

Friday, April 28, 2017 :: 1:00 - 2:30 p.m. EDT

Throughout the webcast, we will explore a variety of institutional examples that highlight different pricing choices and the decision-making that went into them. Factors to be discussed include:

- ➔ **Internal data points: Enrollment, Admissions, and Financial Aid data**
- ➔ **External data points: Competitive landscape**
- ➔ **Risks and implications of various pricing models: examples**
- ➔ **Educating the Board**
- ➔ **Marketing strategies to communicate new pricing models**



INSTRUCTOR

Lucie Lapovsky, Principal, Lapovsky Consulting

Lucie Lapovsky is an economist who consults, writes, and speaks widely on issues related to higher education finance, strategy, governance, and enrollment management. She also specializes in searches for chief financial officers and writes and speaks on issues related to women's leadership. Her clients include public and private colleges and universities throughout the United States and various companies and organizations throughout the world. Recent CFO searches have been conducted for University of the Sciences in Philadelphia, Drew University, Sarah Lawrence College, Saint Mary's College in Indiana, Dickinson College in Pennsylvania, and Portland State University in Oregon. In addition, she is actively engaged in research on tuition discounting and cost containment in higher education.

She served as president of Mercy College, a multi-campus institution of 10,000 undergraduate and graduate students with campuses in New York City, Westchester, and online from 1999 to 2004. Lucie has almost thirty years of experience in higher education finance in both the public and private sectors of higher education. Prior to coming to Mercy College, she served as vice president for finance at Goucher College, and worked at the University of Maryland at College Park, the Maryland Higher Education Commission, and the Maryland State Department of Budget and Fiscal Planning.

Dr. Lapovsky chairs the board of the National Council for Research on Women and serves on the boards of the American Public University System, Cedar Crest College, KnowledgeWorks, the Tuition Exchange, and HERS (Treasurer and Finance Committee chair). She also serves on the Committee of Visitors of Goucher College. In addition, she frequently serves on Middle States evaluation teams and has chaired several of these visits.

She is the co-editor of three books: *Strategic Financial Challenges for Higher Education: How to Achieve Quality, Accountability and Innovation*; *Roles and Responsibilities of Chief Financial Officers* (both published by Jossey-Bass); and *The White House Project Report: Benchmarking Women's Leadership*. She also is the author of more than 200 chapters and articles and is a frequent speaker at major higher education conferences.



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Postmarked on or before April 21, 2017. After April 21, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

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