

BOARD OF REGENTS
BRIEFING PAPER

1. Agenda Item Title: Request to fix, package and discount tuition and fees for RN-BSN Program

Meeting Date: December 1-2, 2016

2. BACKGROUND & POLICY CONTEXT OF ISSUE:

As part of its transfer mission, Nevada State College began offering a fully online RN to BSN program in 2003. At its peak, approximately 100 students were enrolled at various levels in the program. Recent emerging competition in the market have significantly reduced participation such that cohorts have been canceled on a regular basis.

In an effort to revitalize the program, Nevada State College issued a Request for Proposals seeking a private partner to help reframe, market and recruit for the program, while maintaining the curricular and instructional components under the college's control. The private partner selected, Academic Partnerships, has successfully grown RN to BSN programs in various markets throughout the United States. Academic Partnerships believes that the RN to BSN program at Nevada State College has the capability of becoming a market leader in Nevada and a major regional player. The first main strategy for success is to restructure the curriculum so that completion of the program is possible in as little as 12 months. The second strategy is to price the program competitively for in-state and regional success.

Academic Partnerships' experience in the market has shown that a strategy of marketing the entire program price, rather than stating the per-credit hour price, is a strong factor for successful recruiting. Using the FY 2017-18, in-state credit hour registration fee and other institutional fees associate with the current program as a basis, the price for the 36 credit hour program will be approximately \$7,300. Academic Partnerships believes that this is a competitive price.

Eduventures, a leading research and advisory source for higher education, estimates that, nationwide, more than 128,000 students were enrolled in online RN to BSN programs in 2013. The Arizona, California and Nevada region enrolled 17,829 RN to BSN students in 2014. Arizona led the region with 14,321 students. According to IPEDS data, the tri-state market has a Compound Annual Growth Rate of 10.1%. Academic Partnerships has advised the college that in order to achieve a significant market share of the region, our price for out of state students must be under \$9000 for the program. The two major competitors in the region are CSU San Marcos, with more than 700 students, and UT Arlington, with more than 1,000 students. These programs are priced at \$11,505 at San Marcos (\$10,005 after potential discounts) and \$8995 at Arlington. Under current pricing, both the Western Undergraduate Exchange rate and standard out of state rate at Nevada State College would exceed the recommended, competitive pricing.

Based on proforma studies, this program stands to provide significant resources that will not only support the growth of the RN to BSN program and the necessary student support services associated with this growth, but also fund other college needs such as start-up funds for new programs. In addition, the college will allocate 15% of gross in-state fees to institutional Access funds, maintaining the institution's policy of funding Access at that required level. The college will also fund the Student Success Fee as well as the Technology and iNtegrate 1 fees from the college's share of tuition and fees.

3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:

President Bart Patterson requests approval of a price strategy for Nevada State College's RN to BSN program to be a fixed rate of \$7,300 for in-state students and \$8,900 for out of state students.

4. IMPETUS (WHY NOW?):

New emergents in the market, specifically the Western Governors University, are beginning to take market

share from NSHE schools. A new strategy needs to be implemented soon in order to actively compete for RN to BSN students, who are far better served by Nevada State College. Our new partner has a solid strategy and the resources to make the college's RN to BSN program better for the college and the students – making it more affordable and with an earlier completion duration.

5. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:

- The RN to BSN program is consistent with the transfer mission of the Nevada State College
- Nursing is a signature program for Nevada State College and part of its original mission
- There is a significant demand for baccalaureate-prepared nurses in the state of Nevada
- There is an approximate \$12,000 salary difference between a Nurse with an Associates Degree and one with a BSN
- Many regional students that benefit from Nevada State College's RN to BSN program can help fill needed positions in Nevada
- The Regents have tasked the institutions to be more entrepreneurial

6. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:

- Per credit hour rates are established by the Board

7. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:

- Continue to use current, per credit hour rates, remaining uncompetitive regional market
- Abandon the RN to BSN program at Nevada State College

8. COMPLIANCE WITH BOARD POLICY:

X Consistent With Current Board Policy: Title #4 Chapter #17 Section #13

Amends Current Board Policy: Title #_____ Chapter #_____ Section #_____

Amends Current Procedures & Guidelines Manual: Chapter #_____ Section #_____

Other:_____

X Fiscal Impact: Yes__X__ No_____

Explain: This new approach to the college's RN-BSN programs is anticipated to return approximately \$536,000, net of all costs program costs, in its first two years, with modest growth thereafter.

Table 1
Comparative Pricing for RN to BSN Markets

Regional							
Name	Type	Credits	Duration	Per Credit	Price	Scholarship/Discount	Discounted Price
West Coast University	Private, For Profit	36	12 Months	\$525	\$18,900	nursing partner grant of up to 20% of tuition	\$15,120
Azusa Pacific University	Private, Non-Profit	40	15 Months	\$450	\$18,000	10% discount to A.D.N. grads of select community colleges or employees of partner hospitals	\$16,200
Grand Canyon University	Private, For Profit	36	12 Months	\$470	\$16,920	priority registration grant \$250 to \$750	\$16,170
Arizona State University	Public	30	15 Months	\$435	\$13,050		
Northern Arizona University	Public	30	12 Months	\$387	\$11,610		
CSU San Marcos	Public	39	14 Months	\$295	\$11,505	affiliate partner discount \$1,500	\$10,005
Western Governors University*	Private, Non-Profit	36	18 Months	\$271	\$9,750	healthcare partner discount up to \$2,500	\$7,250
U. Texas Arlington	Public	35	10 Months	\$257	\$8,995		
Nevada State College(Proposed)**	Public	36	12 Month	\$247	\$8,900		
U. Texas El Paso	Public	30	12 Months	\$248	\$7,446		

In-State							
Name	Type	Credits	Duration	Per Credit	Price	Scholarship/Discount	Discounted Price
Touro University	Private, For Profit	36	12 Months	\$435	\$15,660	10% affiliate partner discount	\$14,094
University of Nevada - Reno**	Public	25	12 Months	\$426	\$10,639		
Western Governors University*	Private, Non-Profit	36	18 Months	\$271	\$9,750	healthcare partner discount up to \$2,500	\$7,250
Nevada State College(Proposed)**	Public	36	12 Month	\$203	\$7,300		
Great Basin College**	Public	39	18 Months	\$171	\$6,679		

- Based on published 2017-2018 rates

*Competency Based - Average 18 month completion

**Required Nursing Courses only, includes related fees

Table 2
Distribution of Tuition and Fees

In-state		Out of State	
Price	/SCH	Price	/SCH
7,300.00	202.78	8,900.00	247.22

	Normal Dist	Requested Dist	Normal Dist	Requested Dist
State Supported	108.35	108.35	108.35	108.35
Out of State			167.00	44.44
Access	22.77	22.77	22.77	22.77
General Improvement	15.18	15.18	15.18	15.18
Capital Improvement	2.49	2.49	2.49	2.49
NSSA	2.96	2.96	2.96	2.96
Success	8.75	8.75	8.75	8.75
Tech/iNtegrate	5.50	5.50	5.50	5.50
Distance	25.00	25.00	25.00	25.00
Building (approx/sch)*	12.50	11.78	12.50	11.78
	203.50	202.78	370.50	247.22

*Nevada State College charges a building fee in the amount of \$150/semester for every student enrolled in more than 3 credit hours. This amount approximates a per credit hour fee over the course of the program.