

**SENATE RESOLUTION #2627**




**TITLE:** ASUW Support of Huron Tuition Recommendations  
**DATE INTRODUCED:** April 10, 2018  
**AUTHOR:** President Wetzel  
**SPONSORS:** Chief of Staff Thomson-Lichty; Senator Conard, Defebaugh, Mulhall, Rubino, and Westlake

1. WHEREAS, it is the duty of the Associated Students of the University of Wyoming (ASUW)
2. Student Government to serve our fellow students in the best manner possible; and,
3. WHEREAS, Huron Consulting conducted an in-depth analysis of the University of
4. Wyoming's academic capacity, institutional capacity, program costs, prospective student
5. perceptions, and price elasticity to determine and recommend the optimum levels of
6. enrollment as well as tuition ranges for increased recruitment and retention of out-of-state
7. students; and,
8. WHEREAS, Huron's price elasticity recommendations included lowering out-of-state tuition
9. to competitive levels with our comparator universities as outlined in Addendum A; and,
10. WHEREAS, the University of Wyoming, in an effort to increase transparency regarding
11. tuition costs and to aid recruitment efforts, will be deciding the 2019-2020 tuition rates at the
12. September 2018 Board of Trustees meetings; and,
13. WHEREAS, the University Administration will be working throughout the summer to utilize
14. the information from Huron's price elasticity modeling to recommend a lowered out-of-state
15. tuition rate to be competitive with our comparator markets; and,
16. WHEREAS, the ASUW Senate in the 106<sup>th</sup> Administration will not have sufficient time to
17. review proposals and provide a resolution regarding the University Administrations

18. recommendation for the 2019-2020 tuition rates.
19. THEREFORE, be it resolved by the Associated Students of the University of Wyoming
20. (ASUW) Student Government that the ASUW Student Government supports the principles
21. recommended in the Huron Price Elasticity modeling to lower out-of-state tuition to be
22. competitive with our comparator universities; and,
23. THEREFORE, be it further resolved that the ASUW Student Government supports the
24. Executive Branch of the 106<sup>th</sup> Administration working with the Intersession Oversight
25. Committee to form a well-researched opinion on the 2019-2020 tuition rates as
26. recommended by the University of Wyoming Administration in the timeline approved by the
27. Board of Trustees in Addendum B.

Referred to: Advocacy, Diversity, and Policy

Date of Passage: 4/17/2018 Signed:   
(ASUW Chairperson)

“Being enacted on April 19<sup>th</sup> 2018, I do hereby sign my name hereto and  
approve this Senate action.” 

ASUW President

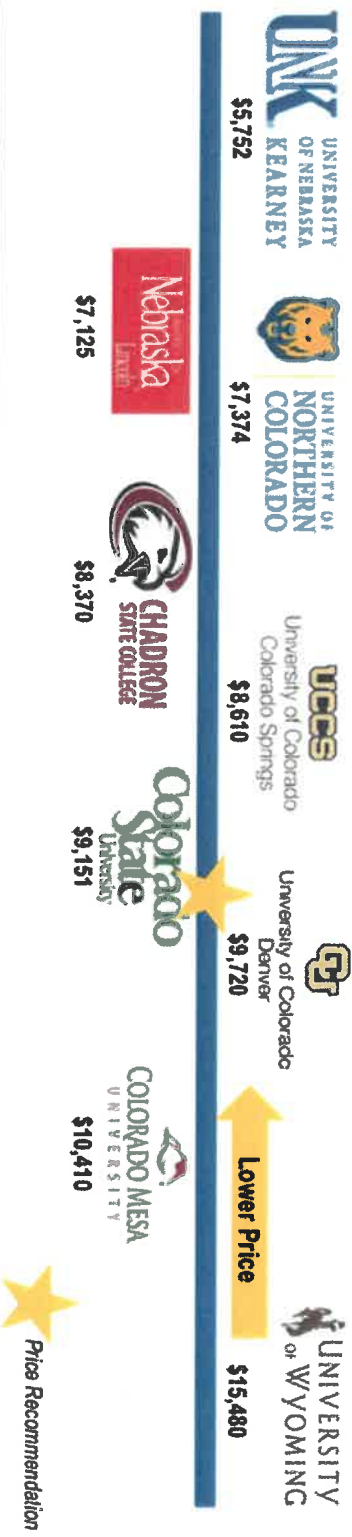
## Addendum A

# PRICE RECOMMENDATION

## PRICING: PROSPECTIVE STUDENT SURVEY & ELASTICITY

Given the findings of the student survey and price elasticity efforts, Huron recommends setting a non-resident tuition price between \$9,500 - \$9,750 for CO and NE to increase demand by offering a competitive price with in-state options for these students.

- + The prospective student survey suggested that a price point of roughly \$12,000 appeared to be the “sweet-spot” of providing a good value while remaining an affordable option for prospective students
- + However, in-state options for Colorado and Nebraska students suggest that in order to remain competitive, UW may consider lowering its price to fall within the range of options that these students could expect to pay if they remained in state
- + With analysis suggesting that lowering the sticker price of tuition between \$9,500 - \$9,750 would create additional demand, Huron recommends choosing a price within this range while offering a \$1,000 discount to the highest qualified academic students (those that previously earned the 150% in-state rate)



**While lowering the non-resident price will increase likely demand for CO and NE prospective students, price alone will not be sufficient to attract enrollments, and UW will need to augment recruiting efforts to compete with local options.**

## Addendum B

**Table 1: Administration's Proposed Timeline for Analyzing, Presenting and Requesting Approval of 2019-20 Academic Year (AY) Tuition Rates**

May 2018	Administration to share findings of its in-depth analysis (including detailed financial modeling and supporting calculations)
July 2018	Administration addresses and shares any follow-up analyses requested by the BOT at the May 2018 meeting and presents its tuition pricing recommendations for the 2019-2020 AY (FY2020)
August 2018	Public comment
September 2018	Administration requests BOT approval of proposed 2019-2020 AY tuition rates