Tuition Discounting Explanation

The proposed discounting scheme does two things for CWU: 1) to make it easier to recruit and retain international students; and 2) to deal more effectively with international institutions with which we have established relationships.

How does it make easier to recruit and retain international students? Currently international tuition waivers (now branded as WorldCat Tuition Scholarships) are essentially given real-time. International students need at least a year out a firm quote on tuition, and they need to know how much it will cost them for the duration in general. International students live in a more unpredictable world than domestics with currency fluctuations and the stability is necessary to attract and retain. Column I makes it easy to determine how much CWU would offer to them to matriculate. If they are a low 3.0/min TOEFL type of student, then they get a WorldCat tuition scholarship down to 200%. If they are a stellar (high GPA/TOEFL), then they would get a tuition discount down to 150%.

Column J transparently tells them how well they need to do once they are here to earn WorldCat Tuition Waiver Scholarships. Thus their efforts and outcomes directly impact their tuition.

How does it make easier to deal with institutions? There are several situations that this would be useful. For instance, we have partners or those schools that want to be our partner for exchanges. If these schools are in Asia, it is a losing proposition for CWU to have an exchange since our domestic students rarely go there. This would allow us to offer them a compromise...we would explain that we won’t do an exchange but because they are our partner, we are pleased to offer their students 150% tuition if they send us students that have a 2.5 gpa (see column G). If the students don’t slip below a 2.0 once here, then they will stay at least a 200% tuition level (see column H). It is not envisioned at this point to offer these types of discounts to Third-party Government Sponsored students like the SACM (Saudi Arabia Cultural Mission) when we don’t have any agreements, MOUs, or really even any relationships. We did offer the 150% rate (with John Swiney’s concurrence) to NORAM (the Norwegian government). The difference to my mind is that we established a relationship with NORAM, and they negotiated for the rate.