

# TUITION EXCHANGE ANSWERING QUESTIONS AND PROVIDING SOLUTIONS

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## Introduction

Employees and student demographics are ever evolving, and many post-secondary schools are looking for new ways to serve their employee base with affordable and reasonable options. The Tuition Exchange model is one option that could hold promise for help to meet workplace expectations. However, the question asked often is, "how?"

Tuition Exchange, Inc., developed this guide for the college decision makers just starting to explore the question of how. As a member of the college decision team, whether a member of Human Resources, Enrollment Management, or Financial Aid staff, you are looking for guidance on how to begin and eventually execute a successful exchange program. In addition to best practices outlined in this booklet, Tuition Exchange offers monthly training webinars, individualize online training as needed, an organic website and experienced staff. Both the Executive Director/CEO and the Associate Director have over 75 years of combined financial aid and TE Liaison Officer experience. Tuition Exchange Membership Services is available to help you plan and execute your tuition exchange program when you are ready to move to the next step.

## Planning

Just like the genesis of any program at your school, making the strategic choice to join Tuition Exchange is a thoughtful decision. Implementing a new opportunity for your employees means change. Change requires deliberate planning and can impact at least three areas of your routine operations; Human Resources, Financial Aid, and Enrollment Services, specifically Admissions.

The decision to join Tuition Exchange offers a variety of opportunities to your employee base. It is a decision that needs to be discussed at the highest level to ensure buy-in and understanding at all levels of the college.

- What are your goals for considering Tuition Exchange?
- Identifying your goals is important.
- Why is Tuition Exchange the right program for your institution?
- What is the value that Tuition Exchange brings to your system?
- What employee challenges are you attempting to solve?

While these questions are generic in nature and most likely questions asked every time change or something new is considered, the answers, when addressed uniquely to Tuition Exchange, will help guide you through the decision-making process as you make the decision to join Tuition Exchange.

## Organizational Alignment

In addition to the questions above, college leadership needs to focus continuously on the college's mission statement and vision.

- Is expanding your footprint important?
- Is introducing your employees to an educational experience more in line with their aspirations important?
- Is the option of choice important?
- Is the availability to recruit the best and the brightest (employees and students) relevant?

While these questions may seem almost too basic, it is important to understand that by joining Tuition Exchange you are adding your school's name to a list of more than 650 regional, national and international institutions of higher education. Tuition Exchange offers educational opportunities for every type of student and educational possibility. Not all students or their parents, want their student to sit in the classrooms they teach in, monitor or maintain, Tuition Exchange offers families options. And finally, whether you are recruiting a new faculty or staff person Tuition Exchange offers another option in employment consideration and for your Admissions staff, the Tuition Exchange offers students choices.

## Key Decision Makers

When reviewing and ultimately accepting new offerings for employees and their families, it is vital that the key decision makers are present, and project management is assigned. Tuition Exchange encourages this group of policymakers discusses the plan together at the beginning of the process.

Open and honest communication provides for the most successful launch and ongoing stable program. As with any decision-making process, honest opinions and the public voicing of concerns helps all to have an equal understanding of the process. Of course, notes and input should be recorded and shared so that all participants can review and recall later in the implementation period.

## Plan Development

Concrete decisions and written policies and procedures are critical to maintaining the integrity of any program, and Tuition Exchange is no different. Often faculty and staff believe it is an employee benefit; this is not the case. Tuition Exchange is an opportunity because of eligible employment at a member school. Tuition Exchange is a program that requires understanding and interfacing across a variety of school channels. The better all know the program at your school, the better the employees' satisfaction with the program and their jobs. It is important for all key decision makers to be involved. Open communication and clear guidelines help to minimize conflicts and misunderstandings throughout the implementation process and beyond.

In addition to key decision makers, internal systems need to be identified and monitored. Tuition Exchange will provide to all member schools beginning with the 2017 application year an online application process. Member schools are encouraged to create a process with the TE system and the school's communication management systems. Both technology and business process systems have their work flows, and the process of Tuition Exchange will need consideration when adding a new option to the mix. Understanding the flows and process management will assist in the overall success of your school and its Tuition Exchange membership.

Efficient, timely and transparent communication is critical to the success of any project. Tuition Exchange has both internal and external audiences. It is essential to overall success and health of the program at your school to keep both internal and external clients informed. Communicating that you are a member of Tuition Exchange for the purpose of attracting imports and sharing that you are a member of Tuition Exchange for purposes of offering alternative educational options to your employees' dependents can be instrumental to all.

Tuition Exchange provides to each member school an administrative portal. It is inside this secure web portal that schools monitor their imports and exports, provide an annual report and manage the institutional balance sheet. These performance metrics allow schools to manage and measure the success of the Tuition Exchange program at your school.

## What is Tuition Exchange?

### Purpose and Scope:

"The Corporation shall be operated exclusively for educational purposes for the benefit of public, private nonprofit, and religious colleges and universities through the advancement and administration of reciprocal tuition scholarships for children and other dependents of faculty and other employees of educational institutions associated with The Tuition Exchange, Inc. and for related purposes similarly designed to promote the advancement of higher education."

Tuition Exchange is a member-based organization. As of April 2016 Tuition Exchange has 650 unique school members. All regionally or national accredited higher education non-profit institutions can seek membership approval. The process is very simple.

On our website – [www.tuitionexchange.org](http://www.tuitionexchange.org) inside the Prospective Membership tab – download the application. Complete the form and return the completed three-page membership agreement and the one-time initiation payment of \$350.

Tuition Exchange will be in touch regarding your application status. Typical membership approval turnaround is 3 – 5-days provided it is not during an extended holiday closure.

The Tuition Exchange member agrees to take on the following responsibilities:

- Establish policies and guidelines governing employee eligibility, with a priority mechanism for selecting final candidates if demand exceeds the number of slots available.
- Establish a process to determine which candidates nominated by The Tuition Exchange members will be awarded scholarships.
- Appoint a Liaison Officer with administrative responsibility for the program. This is typically an employee in your human resources, enrollment or academic affairs department who will serve as your point person and program coordinator.
- Follow reciprocity rules to maintain a positive balance on the school's most recent 5 year exchange history. TE member schools that export 3 or less students annually are exempt from the exchange balance rule.
- Offer full-tuition scholarships or an optional set amount for schools with tuition that exceeds the set amount (which is \$33,000 2015-2016 and \$34,000 for 2016-2017) or one-half tuition scholarships for non-residents at public institutions.
- Honor all continuing student commitments who maintain program eligibility.
- More details are included in our Membership Packet, available from the exchange office.

Tuition Exchange membership cost is very affordable.

Initiation Fee        \$350 (one-time charge)

Annual Dues         \$500 due annually on July 1

Participation Fees \$35 per year for each export exchange scholar sponsored

## How to Join

An officer of your institution sends or emails a letter of intent, along with a copy of your schools current catalog or web site address, to:

- Robert D. Shorb, Executive Director  
The Tuition Exchange  
3 Bethesda Metro Center, Suite 700  
Bethesda, MD 20814

To submit membership requests via e-mail [rshorb@tuitionexchange.org](mailto:rshorb@tuitionexchange.org)

- The Tuition Exchange agreement is available online [Click here to access the application](#). Return one signed copy by mail to The Tuition Exchange with payment of your one-time initiation fee of \$350.

Type (Carnegie Groupings)	Number	% of Category
Public Institutions	14	2%
Private Institutions		
Doctoral Research Universities	51	45%
Masters Colleges & Universities	272	72%
Baccalaureate – Arts & Sciences	133	58%
Baccalaureate – Diverse Fields	101	42%
Specialized, Associate & Other	41	16%

## A Comparison of Council of Independent Colleges (TEP) And The Tuition Exchange, Inc.

		<b>Council of Independent Colleges (TEP)</b>		<b>The Tuition Exchange, Inc.</b>
<b>Number of school members</b>		434		650
<b>Number of scholars</b>		1700		6920
<b>Annual program cost</b>		Additional cost of \$350 Must belong to CIC annual Institutional dues range from \$2,884 - \$9,355		\$500 - no additional institutional dues
<b>Participation fees</b>		None		\$35 per export
<b>Award amount</b>		Full tuition		Full tuition or Optional set-rate* or 1/2 tuition (public school option)
<b>Tuition rate options</b>		Tuition - typically, highest tuition schools do not participate in TEP		25% with tuition above optional set rate* - highest tuition schools participate
<b>Export considerations</b>		Unlimited - in practice schools average one new export annually		Three (3) new exports allowed annually. Additional exports require import/export balance.

<b>Import considerations</b>		Minimum requirement of three (3) annually		Import/Export balance required for exchanges above the initial annual three (3) export allowance
<b>School member size</b>		Small to mid-size enrollment		Small to very large enrollment
<b>School member type</b>		Mostly liberal arts institutions		Doctoral research, liberal arts/sciences, engineering, arts, theological, specialized
<b>School member funding source</b>		Private only		Private and public
<b>Graduate school options</b>		Some graduate schools		Some graduate schools
<b>International school options</b>		Few international schools		Few international schools
<b>Liaison reporting options</b>		Paper process		Electronic process
<b>Member services</b>		Limited		Full time
<b>New member recruitment</b>		Minimal recruitment effort		Full time recruitment

This comparison of the CIC program and Tuition Exchange program benefits is based on public information found in public documents. April, 2016

## Contact Tuition Exchange

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