



October 29, 2020

Dear President,

Thank you for your institution's continued membership in the Tuition Exchange (TE). With your institution's ongoing support, the Exchange maintains the fine tradition of offering opportunities for every educational pursuit. We are confident that there is a Tuition Exchange school for every student.

I am pleased to share that 2019-20 membership was over 680 schools, with more than 7,700 TE students receiving more than \$250 million in TE scholarships from member institutions. Providing students access to higher education through scholarships is truly remarkable. We can never provide families this level of support without you!

Nationally, many post-secondary institutions struggle financially, and more did not meet the anticipated enrollment and revenue goals. The pandemic has further exasperated the issues with questions like how to enroll – online or on campus. Change seems to be the norm in 2020-21, as each institution's future operations are being reimagined, sometimes hourly.

Recently the Tuition Exchange redesigned the website and marketing publications. The new logo and branding are fresh and show the door to education open and welcoming. The new marketing plan includes expanding our membership footprint. We recently reached out to many historically black colleges and universities, encouraging each to add their name to our membership roster. As our membership base increases, more student scholarship opportunities become available. We appreciate your encouraging words to non-member schools as well.

Effective November 1, 2020, Tuition Exchange is eliminating the balance sheet requirement. What does this mean for your employees? Your institution can now certify all eligible export applicants for TE scholarship consideration. Yes, unlimited export certifications. Your institution will still retain its internal institutional guidelines, such as a minimum number of years of service, full-time employee position, and the like when determining eligible employees. We believe these changes will provide your institution future success in two ways: Potentially more student applications will be generated through the change in export options, and your employees and their families will be provided with more TE scholarship opportunities.

Institutions still control the number of TE scholarships offered to imported students. Each member school is expected to offer no less than three incoming TE scholarships annually to maintain good standing with the Exchange. Of course, the incoming student must meet your institution's admission criteria. Tuition Exchange is not increasing the cost of membership dues or fees for the 2021-22 academic year. The TE scholarship value continues under the same approach: full tuition, set rate for higher tuition private schools, and appropriate rates for public institutions.

We are confident that the Tuition Exchange is the exchange program of choice. Thank you for your membership. We look forward to many more years of collaboration. Should you have any additional questions about the program, we encourage you to visit with your TE Liaison Officer or contact Janet Hanson, Director of Communications at 402.418.1081, or me at 518.859.7301.

Sincerely,

Bob Shorb

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