

**BOARD OF TRUSTEES
UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC RESOLUTION NO. 2017-_____**

**SUBJECT: NOTICE OF PROPOSED RULEMAKING, AMENDMENTS TO
CHAPTER 7, ESTABLISHMENT OF LAW SCHOOL METROPOLITAN
AREA RESIDENT RATE**

WHEREAS, District of Columbia law (D.C. Official Code §38-1202.06(8)) provides for the Board of Trustees of the University of the District of Columbia (the “University”) to fix tuition to be paid by resident and nonresident students attending the University; provided, that such tuition is adopted by the Board of Trustees in accordance with the provisions of D.C. Official Code §2-505(a); and

WHEREAS, the UDC David A. Clarke School of Law’s (the “Law School”) mission is to recruit and enroll students from groups under-represented at the bar; to provide a well-rounded theoretical and practical legal education that will enable students to be effective and ethical advocates; and to represent the legal needs of low-income District of Columbia residents through the school's legal clinics; and

WHEREAS, the establishment of the Metropolitan Area Resident rate (“Metro Rate”) for the Law School would create a standard rate structure across the University; and

WHEREAS, creating a Metro Rate for the Law School will further the Law School’s efforts to increase enrollment over the next three years.

NOW THEREFORE, BE IT RESOLVED that the Board of Trustees of the University hereby takes proposed rulemaking action to amend Chapter 7, Admissions and Academic Standards, of subtitle B, University of the District of Columbia, of title 8, Higher Education (Title 8B DCMR) to provide for a Law School Metro Rate as indicated in the Notice of Proposed Rulemaking attached hereto as Appendix A; and

BE IT FURTHER RESOLVED that the General Counsel of the University is hereby directed to publish this Notice of Proposed Rulemaking in the D.C. Register as soon as is practicable for a comment period of not less than thirty (30) days, in accordance with the provisions of D.C. Official Code §2-505 (a).

Approved by the Board of Trustees:

Date

Dr. Elaine A. Crider
Chairperson of the Board

Appendix A

NOTICE OF PROPOSED RULEMAKING

The Board of Trustees of the University of the District of Columbia pursuant to the authority set forth under the District of Columbia Public Postsecondary Education Reorganization Act Amendments (Act) effective January 2, 1976 (D.C. Law 1-36; D.C. Official Code §§ 38-1202.01(a); 38-1202.06)(3),(13) (2001 & 2011 Supp.) hereby gives notice of its intent to amend chapter 7 (Admissions and Academic Standards) of subtitle B (University of the District of Columbia) of title 8 (Higher Education) of the District of Columbia Municipal Regulations (DCMR) in not less than thirty (30) days from the date of publication of this notice in the *D.C. Register*.

The purpose of the proposed rule is to establish a Metropolitan Area Resident rate for the University of the District of Columbia David A. Clarke School of Law beginning in the fall semester of 2018.

The Board of Trustees will take final action to adopt these amendments to the University Rules in not less than thirty (30) days from the date of publication of this notice in the *D.C. Register*.

Chapter 7, ADMISSIONS AND ACADEMIC STANDARDS, of subtitle B, UNIVERSITY OF THE DISTRICT OF COLUMBIA, of title 8, HIGHER EDUCATION, is amended as follows:

Section 728, TUITION AND FEES: DEGREE-GRANTING PROGRAMS, Subsection 728.1 is amended as follows:

728.1 The following tuition and fees have been approved by the Board of Trustees consistent with D.C. Official Code § 38-1202.06(8):

Section 728, TUITION AND FEES: DEGREE-GRANTING PROGRAMS, Subsection 728.5 is amended as follows:

728.5	DAVID A. CLARKE SCHOOL OF LAW DEGREE-GRANTING PROGRAMS FULL TIME PROGRAM STUDENTS (FALL & SPRING SEMESTERS ONLY)	
		<u>Per Semester</u>
	Washington, D.C. Residents	\$5,919.00
	Metropolitan Area Residents *	\$8,878.00
	All Other Residents	\$11,837.00

*Applies only to students who enroll for the first time at the UDC David A. Clarke School of Law for the fall semester of 2018 or thereafter.

Section 728, TUITION AND FEES: DEGREE-GRANTING PROGRAMS, Subsection 728.6 is amended as follows:

728.6	DAVID A. CLARKE SCHOOL OF LAW DEGREE-GRANTING PROGRAMS ALL OTHER STUDENTS	
		<u>Per Credit Hour</u>
	Washington, D.C. Residents	\$402.00
	Metropolitan Area Residents*	\$601.00
	All Other Residents	\$802.00

*Applies only to students who enroll for the first time at the David A. Clarke School of Law for the fall semester of 2018 or thereafter.

All persons desiring to comment on the subject matter of the proposed rulemaking should file comments in writing not later than thirty (30) days after the date of publication of this notice in the *D.C. Register*.

Comments should be filed with the Office of General Counsel, Building 39- Room 301-Q, University of the District of Columbia, 4200 Connecticut Avenue, N.W., Washington, D.C. 20008.

Comments may also be submitted by email to karen.hardwick@udc.edu. Individuals wishing to comment by email must include the phrase "Comment to Proposed Rulemaking: Tuition " in the subject line.



FISCAL IMPACT STATEMENT

TO: The Board of Trustees

FROM: Managing Director of Finance *David L. Franklin*

DATE: March 17, 2017

SUBJECT: UDC David A. Clarke School of Law Metropolitan Tuition Rate for AY2018-2019

Conclusion

It is concluded that the establishment of the Metropolitan Rate (“Metro Rate”) for the UDC-David A. Clarke School of Law for AY 2018-2019 will result in a positive fiscal impact to the University of the District of Columbia’s revenue stream as a result of an increase in tuition charges to be paid by Metro Rate-eligible students.

Background

The proposed resolution will establish the Metro Rates for the UDC David A. Clarke School of Law. This rate structure will be consistent with the tuition rate structure of all other UDC schools and colleges.

The new tuition rates are projected to generate approximately \$40,000 in additional tuition revenue based on an increase of ten (10) students with the Metro Rate for the Academic Year 2018-2019. The new tuition rates will apply only to students who enroll for the first time at the David A. Clarke School of Law for the Fall semester of 2018 or thereafter. The new rates are based on estimated AY 2016-2017 enrollment data. Apart from a slight increase in the number of metro area law students, the new rates assume the current levels of enrollment will remain constant. The amount for tuition revenue should increase as each new class enters.

Attached is a schedule showing the prospective change in tuition structure using the CPI+1% and the HEPI+1% for the School of Law.

Financial Impact

It is projected that the creation of the new tuition rates would lead to an increase in revenue for the University. This request has been approved based on information provided. There are no anticipated risks at this time.

University of the District of Columbia
 Schedule of Proposed Tuition Rate Increase (CPI+1% vs HEPI +1%)
 For Academic Year 18-19

	Tuition per Board Resolution 2016-39	CPI+1% Tuition Rate Increase	Proposed CPI Tuition Rates FY19 (AY18-19)	HEPI+1% Tuition Rate Increase	Proposed HEPI Tuition Rate (AY18-19)	Tuition Rate Variances
LAW SCHOOL - FULL TIME PROGRAM STUDENTS (FALL & SPRING SEMESTERS ONLY)						
Washington, D.C. Residents	5,758.00	3.20%	5,942.00	2.8%	5,919.00	(23.00)
Metropolitan Area Residents		3.20%	8,913.00	2.8%	8,878.00	(35.00)
All Other Residents	11,515.00	3.20%	11,883.00	2.8%	11,837.00	(46.00)
LAW SCHOOL - ALL OTHER STUDENTS						
Washington, D.C. Residents	391.00	3.20%	404.00	2.8%	402.00	(2.00)
Metropolitan Area Residents		3.20%	604.00	2.8%	601.00	(3.00)
All Other Residents	780.00	3.20%	805.00	2.8%	802.00	(3.00)

March 10, 2017

MEMORANDUM

TO: Board of Trustees

FROM: William C. Nelson, Jr. Associate Dean of Administration and Finance

THRU: Shelley Broderick, Dean

SUBJECT: Establishment of Metropolitan Resident Rate for UDC-David A. Clarke School of Law for Academic Year 2018-2019

The School of Law is requesting the establishment of the Metropolitan Resident Rate (“Metro Rate”) for Academic Year 2018-2019 for entering students. This request will be leveraged with the use of institutional aid with the goal of increasing enrollment at the David A. Clarke School of Law.

The attached analysis shows that an increase of 10 students with the Metro rate would result in positive gross revenue of approximately \$40,000. Based on the Fall 2016 incoming class, there were 13 students who would have qualified for the proposed Metro Rate. Netting the adjusted tuition of the 13 students with new tuition of 10 new students results in positive gross revenue. An increase of 10 students would be an 11.5% enrollment increase.

A review of the applicant pool from last year indicates achieving an increase of 10 students in this target market is reasonable.

Metro Rate States	# of Applicants	# of Admitted	# Eligible for Metro Rate
Maryland	147	44	7
Virginia	74	28	6

This rate will be incorporated with other targeted recruitment/retention efforts (See Attached) and used along our \$700,000 Board-approved institutional aid to increase enrollment. If the half scholarship award is applied to the target population the net tuition increase would be about \$20,000.

School of Law Responses to Questions regarding Efforts toward increasing enrollment and retention

Actions taken in 2014-2015 and 2015-2016 to increase student enrollment and provide successes of these actions

- In the 2014-2015 academic year, admission staff undertook a Black History Month and a Women’s History campaign.
 - Also, throughout the academic year, the admission staff conducted private informational visits to several Historically Black Colleges and Universities throughout the country, such as Morehouse College, Morgan State University, North Carolina Central University, and Tougaloo College.
 - The law school has been a continuous participant in the National HBCU Pre-Law Summit, which has been held in Washington, D.C., Houston, TX, Atlanta, GA, and Raleigh, NC.
 - The Office of Admission continues to use direct mail (postal and electronic mail) recruitment and searches, using LSAC software programs and non-profit organizations listservs.
 - The Law School also placed an advertisement in the USA Today Black History Month Edition.
- During the month of February 2015, the Law School hosted “A Day in the Life of a Law Student” Program as a part of recognizing Black History month.
 - The program targeted University freshman and sophomores who are interested in law school, most of whom are African-American. On the day of the program, the participating student is paired with one of the Law School’s students for a day. The prospective students shadow the Law School students, accompanying them to class and to other Law School activities. The Law School aspirant also attends workshops on how to prepare academically for the rigors of Law School; how to plan financially for Law School; and how to seek out other available resources.
 - Admission has also done outreach to students at local area community colleges and other local colleges and universities.
- The Law School publicizes its programs and events across the University and invites faculty and undergraduates to participate.
 - For example, the Dean and three faculty members have spoken to the undergraduate honors program and guest lectured in undergraduate classes.
 - E-mails and flyers are posted across the University campus for programs that have featured speakers like Supreme Court Justice Sonia Sotomayor, Attorney General Eric Holder, Senator Elizabeth Warren, Secretary of Labor Tom Perez, and others.
 - For the past two years, the Law School has co-hosted major events with the College of Arts and Sciences featuring Congressman John Lewis and death penalty lawyer Bryan Stevenson.

- The Law School has also hosted speaker series on current issues, such as police brutality and #BlackLivesMatter, inviting undergraduate students and faculty to attend.
- Admission staff and student recruiters have held tabling events at the University and at the Community College, and spoken to University department chairs. These events and others have attracted larger and growing numbers of University undergraduates and others in the University community than in past years.
- Law School students and organizations also invite undergraduates to Law School student activities and events through emails to the University pre-law advisor, flyers, and emails.

Plans to increase enrollment over the next three years - 2017-2018, 2018-2019, 2019-2020

At the School of Law, in accordance with our strategic plan, the Office of Admission endeavors to increase outreach and enrollment efforts by implementing the following:

- Increased efforts to yield applicants and matriculates from UDC
 - Firebird posters around campus highlighting current UDC Law students who attended UDC for their undergraduate studies
 - Event information shared with UDC Communications for inclusion in UDC Events Week emails
 - Outreach to department chairs and advisors within potential pre-law advisors at main university and department chairs at UDCCC
 - Special personalized visits offered to UDC students who communicate an interest in applying to UDC Law
 - Offering Know Your Rights training in addition to a Law School class visit and tour
- Micro-targeted efforts with our local feeder schools, regional schools, and regional HBCUs
 - Schedule private informational visits
 - Schedule meetings with the pre-law advisors to build relationships and pipelines
 - Offer application process workshops to the pre-law and student-run organizations
 - Personalized e-newsletters to local pre-law advisors and department chairs specific to the students we've received from their respective universities
- Increased efforts reaching student activist groups, interns on Capitol Hill, employees within the federal agencies, teachers, law enforcement, and paralegals
 - Offer informational sessions in their offices and/or on our campus
 - Create photo inventory of non-traditional students coming to Law School from previous career paths
- Increased contact through national emailing campaigns based on demographic and interest criterion.
 - Regional outreach/invites to events on UDC campus
 - Based on LSAT/GPA or well-wishes for upcoming LSAT exam dates

- Based on areas of law
 - Based on undergraduate institution
 - Based on recruitment events we are attending near their current residence
- Adjustment of recruitment travel to focus more heavily on areas that send the greatest number of applicants and matriculates
- Improved tracking system for follow-up with campus visitors and prospective students within our ACES2 database
 - Follow-up emails, subsequent invitations to events, application deadline reminders
- Come Learn With Me campaign – emails to admitted students from our law faculty, detailing their career paths and what brought them to UDC, and inviting admitted to students to come and sit in on a class or join us for an event.
 - Students are able to start a dialogue directly with that professor, who then serves as an additional resource.
- Faculty Profile e-newsletters – emailed to admitted students, highlighting the faculty member’s road to law school, how they transitioned, what they struggled with, what their tips are for success, and an invitation to campus for a meeting/class visit
- Dedicated staff member now serving as primary contact for admitted students for more personalized communication
 - Personalized emails and postcards for an individual experience
 - Staff member holds resources and communicates next steps as information for fall becomes available
 - Staff member schedules campus visits for admitted students, provides campus tours, connects admitted students with current students and/or faculty members to address specific questions
- Expand alumni-focused recruitment kit that alumni can then share with employees, friends, and family who may be interested in attending UDC Law
- Build photo inventory for design of print materials, Metro car cards, newsletters, social media posts
- Increase social media efforts for streamlined, consistent posting
- Increase pipelining efforts with increased, intentional contact with local high schools and community college programs
- Increased efforts in building student ambassador program to connect prospective and admitted students with current students willing to share honest and positive experiences
 - Student ambassadors offer campus tours, are connected with prospective students who want to sit in on a current class, and offer their contact information to address prospective student questions

Steps taken to increase retention rates over the next three years

- Enhance our first-year merit scholarship awards to allow for conditional, renewable awards that students may receive over multiple years. Amounts in continuing years will be based on GPA/class performance.
 - These new renewable scholarships are also being offered to current, continuing students in an effort to ease concerns about their ability to fund law school for their third/fourth years of law school.
- Increased amount available for need-based scholarship awards.
- Increased resources for financial literacy – the School of Law was selected to participate in Access Group’s Financial Education Pilot Program, which aims to provide financial education to students to increase their financial capability and well-being. Workshop topics will include focus on areas such as financial decision making, planning and financing a legal education, money management, debt management, and financial planning and investing for the short and long term.
- Continue student mid-semester surveys to ensure quality of classes and positive overall experience
- Develop anonymous student feedback process/suggestion box
- Regularly highlight numerous student resources, including Academic Support and the Writing Hub
- Work with professors to design and implement a uniform training process for Teaching Assistants
- Implement more faculty-student events, including “teas”, ice cream socials, book clubs, lobby tabling to interact with students more often in a less formal capacity
- Create a Faculty Blog for professors to share their insights and articles
- Urge Associate Deans to continue to walk the halls multiple times of the day to interact with students
- Increase support services for students who are first generation, have mental health issues and/or need family support
- Implement “shadow days” for 1L students to experience the 2L year and 2L students to experience the 3L year
- Add new courses focused on “hot” practice areas
- Evaluate the possibility of joint degree programs