

BOARD OF TRUSTEES
UNIVERSITY OF THE DISTRICT OF COLUMBIA
UDC RESOLUTION NO. 2016 - 21

SUBJECT: Approval of Institutional Aid/Leveraging Plan

WHEREAS, pursuant to D.C. Official Code §38-1201.01(a)(7), the Board of Trustees of the University of the District of Columbia, is charged with the responsibility of governing the University of the District of Columbia and possesses all the powers necessary or convenient to accomplish the objects and perform the duties authorized by this section including the power to adopt, prescribe, amend, repeal, and enforce bylaws, rules, and regulations it considers necessary for the governance and administration of the University; and

WHEREAS, pursuant to 8B DCMR §725.1 All tuition and fees to be charged to the students at the University, as set forth in Sections 728 through 729, shall be approved by the Board; and

WHEREAS, pursuant to 8B DCMR §725.3 resident, non-resident, full-time, or part-time students shall pay the amount set forth for students within their particular category, unless otherwise deferred or waived by specific authority of the Board; and

WHEREAS, with the anticipated decline of high school graduates in the Northern States/markets, and a cluster of competitive institutions aggressively targeting prospective students within the District and implementing a discounting/leveraging strategy universally, it is only imperative that the University of the District of Columbia considers a dynamic leveraging strategy to influence its recruiting area and geographic spread, which will be the most significant factor in determining its flow of enrollees in the next decade, in particular higher performing prospects; and

WHEREAS, the institutional aid for consideration supports District of Columbia Valedictorians and Salutatorians with full scholarships for 4 years while other eligible high performing prospective students will receive a discount in tuition cost determined according to residency designation consistent with applicable residency policies; and

WHEREAS, it is anticipated that implementation of this enrollment strategy may result in \$515,575 in net tuition, and potentially 90 new first time in college students per annum, greater diversification of the entering class, and an enhanced on-campus experience to reflect the global populace;

NOW THEREFORE, BE IT RESOLVED, that in order for the University to establish positional power as well as increase enrollment, diversification and graduation rates, the Board of Trustees hereby authorizes the University to offer institutional aid to qualifying students through the DC UP Program within the District and to employ a discounting strategy to recruit

other prospects outside of the District at an annual cost of \$309,794 during each of FY 2017, 2018, 2019, and 2020.

Submitted by the Academic and Student Affairs Committee
and Community College Committee


April 13, 2016

Submitted by the Audit, Budget and Finance Committee:

April 21, 2016

Approved by the Board of Trustees:

May 5, 2016


Elaine A. Crider
Chairperson of the Board