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**Market-Based Tuition Policy**

V1 November 2017; V2 November 2018; V 3 11 17 2018; V4 12 04 2018, Admin V 6 15 2019

Under UW System tuition policy the UW-Madison Chancellor has the authority to propose to the UW System President per-credit market-based tuition for programs that serve non-traditional audiences. Programs that are specifically designed for adults and non-traditional audiences, and are supported directly through program revenue, may seek market-based tuition.

For-credit programs seeking market-based tuition must be designed to enhance the professional skills for post-bachelors and non-degree students, be responsive to local and national labor markets, and be delivered in non-traditional formats that include accelerated, hybrid face-to-face/online formats, or part-time, weekend or evening formats. Such programs typically have a clearly defined curriculum that follows a defined path and a predicable timeline for progress and completion. For eligible programs, the market-based tuition structure may allow for more competitive market pricing relative to peer and competitor programs and support enrollment growth.

**Policy**

Graduate and Capstone programs eligible for the market-based tuition structure may choose between tuition structures:

* A Board of Regent-approved standard graduate or professional-program-specific tuition structure, that includes resident/ MN/nonresident tuition rates, plateau structure and segregated fees); *OR*
* Market-based tuition structure, using one of the following per-credit increments (no residency rates and no credit plateau).

|  |  |  |
| --- | --- | --- |
| $800/credit  $850/credit  $900/credit  $1,000/credit  $1,100/credit  $1,150/credit | $1,200/credit  $1,300/credit  $1,500/credit  $1,600/credit  $2,000/credit  $2,500/credit | *Segregated University Fees*  Market-based tuition programs are usually predominately face-to-face programs and will charge segregated fees. |

**Proposal Deadlines**

Implementation in Fall or Summer term: submit proposal by Aug 9 or Nov 1 of prior year; approval must be complete by February 1.   
Implementation in Spring term (exceptions only): submit proposal by August 9; approval must be complete by October 1.

**Implementation**

* Market-based tuition programs may request any one of the approved tuition increments.
* Programs seeking to utilize one of the market-based tuition increments will have to show that the proposed tuition is appropriate based on the market, and show how the proposed tuition is competitive with peer or competitor programs.
* The tuition structure and rate will apply to all students in the program; cohort tuition is not allowed.
* Submit proposals to the director of Academic Planning and Institutional Research (Jocelyn Milner, [Jocelyn.milner@wisc.edu](mailto:Jocelyn.milner@wisc.edu)).
* Academic Planning and Institutional Research will coordinate the approvals with the Provost, VCFA, Madison Budget Office and Office of the Chancellor.
* Notification of approval will include program representatives, school/college deans office, Graduate School, Registrar’s Office, Bursar’s Office, Madison Budget Office, Academic Planning and Institutional Research, Division of Continuing Studies, VCFA, and Provost.
* Proposals and decisions will be added to the Lumen Programs system administratively after approval.

This policy is in keeping with UW System Tuition Policy (SYS 805) and UW System Policy for Programming for the Non-Traditional Market (SYS 130)

<https://www.wisconsin.edu/uw-policies/uw-system-administrative-policies/tuition-and-fee-policies-for-credit-instruction/>

<https://www.wisconsin.edu/uw-policies/130-appendix-b-service-based-pricing-guidelines-and-procedures/>

SYS 130 <https://www.wisconsin.edu/uw-policies/uw-system-administrative-policies/programming-for-the-non-traditional-market-in-the-uw-system/>

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**MARKET-BASED TUITION PROGRAM TUITION REQUEST FORM**

In keeping with UW System Administrative Policy 130 (SYS 130) on programming and tuition setting for the non-traditional market, this is a proposal for market-based tuition for a UW-Madison program that has been approved under the entrepreneurial program model. Programs are predominately face-to-face delivered programs designed for adults and non-traditional audiences, designed to enhance the professional skills for post-bachelors and non-degree students, be responsive to local and national labor markets, and be delivered in non-traditional formats that include accelerated, hybrid face-to-face/online formats, part-time, weekend or evening formats. Such programs typically have a clearly defined curriculum that follows a defined path and a predicable timeline for progress and completion.

Market-based tuition rates are higher than standard Wisconsin resident graduate tuition at UW-Madison ($670 per credit for Wisconsin residents and $1503 for nonresidents in 2017-18).

**04.01.2020 Update:** Starting Spring 2020, 131 programs will be expected to use a per-credit tier rate for market-based or online tuition by Fall 2021. The practice of using standard graduate tuition will be phased out. Existing programs that charge the standard graduate tuition rates may continue if they are generating a strong investment margin and if almost all students are enrolled at a number of credits below the tuition plateau.

1. Program Name:

Plan Code:

Subplan Code:

2. Department/Program Contact Person/Title/Email:

3. School/College Contact Person/Title/Email:

3. Request Submission Date:

4. Term for Requested Tuition to be Effective:

5. Requested Tuition Rate from List of Allowed Rates:

6. Describe the student audience, program structure, and how the program meets the criteria for market-based tuition:

7. Provide a rationale that this tuition rate is appropriate, based on the market, and show how the proposed tuition is competitive with peer or competitor programs. Specifically, provide information about competitor programs and pricing (usually presented in tabular form with relevant regional competitors, Big 10 competitors, and other key national competitors), including competitor programs at other UW institutions.

8. Provide a summary of applicant volume, enrollment trends, graduation patterns, and market demand for graduates.

9. Provide summary information about anticipated program revenues and expenses.

*Use this request form in conjunction with the UW-Madison policy on market-based tuition.   
Submit the form to director of Academic Planning and Institutional Research (*[*Jocelyn.Milner@wisc.edu*](mailto:Jocelyn.Milner@wisc.edu)*)*

Implementation in Fall or Summer term: submit proposal Aug 9 or Nov 1 of prior year; approval must be complete by February 1.

*Form creation date 12 4 2018; administrative revision 6 15 2019; administrative revision 4 1 2020*