

**Agendum
Oakland University
Board of Trustees Formal Session
April 6, 2020**

**AUTHORIZATION TO ESTABLISH A FLEXIBLE COHORT PRICING MODEL
A Recommendation**

1. Division and Department: Academic Affairs and Finance and Administration

2. Introduction: Oakland University (University) seeks to develop new markets and increase enrollment beyond the traditional course format by establishing student cohorts with tailored programs for targeted corporate and community clients to address their specific training and professional development needs, similar to the differential pricing of the current Executive Masters of Business Administration (EMBA), Certified Registered Nurse Anesthetist (CRNA), and the RN to BSN programs.

Target markets include employers interested in educational and training opportunities for their employees that are not otherwise available within traditional academic programs, including specialized programs tailored for cohort-based instruction.

The proposed flexible cohort pricing model will be applicable to for-credit courses, programs, and certificates. Pricing may incorporate tuition, course materials, and course customization.

Board of Trustees (Board) authorization of this strategy will allow the University to respond quickly to non-traditional market opportunities. Each proposal will be evaluated by Academic Affairs and Finance and Administration relative to feasibility and financial return. Senior Vice President for Academic Affairs and Provost and Vice President for Finance and Administration approval will be required for each proposed student cohort, and will be based upon profitability and perceived growth opportunities.

3. Previous Board Action: None.

4. Budget Implications: This cohort pricing model will allow the University to consider the needs of employers and students, incorporate customization into educational proposals, react to market changes, and respond quickly to increasingly competitive markets. This cohort pricing model is anticipated to generate positive cash flows.

5. Educational Implications: By allowing for a specialized cohort pricing model, there will be greater flexibility to react to non-traditional market opportunities for faculty to develop specific academic courses, programs, and certificates that would not otherwise be available.

6. Personnel Implications: Any incremental faculty will be accounted for in the cohort pricing model budget.

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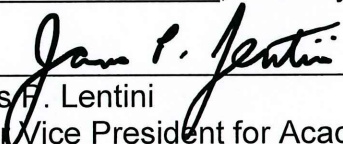
7. University Reviews/Approvals: This recommendation was developed by Academic Affairs, Budget and Financial Planning Office, and reviewed and approved by the Senior Vice President for Academic Affairs and Provost, Vice President for Finance and Administration, and President.

8. Recommendation:

RESOLVED, that the Board of Trustees authorizes the Senior Vice President for Academic Affairs and Provost and the Vice President for Finance and Administration to develop and implement cohort-based tuition pricing models applicable to for-credit courses, programs, and certificates that would include tuition and course materials, and course customization.

9. Attachments: None.


Submitted to the President
on _____, 2020 by



James F. Lentini
Senior Vice President for Academic Affairs and
Provost

John W. Beaghan
Vice President for Finance and Administration
and Treasurer to the Board of Trustees

Recommended on _____, 2020
To the Board of Trustees for Approval by



Ora Hirsch Pescovitz, M.D.
President