

## Four Strategies for a Difficult Economy

By: Jessica McWade – *universitybusiness.com*

Today's economic conditions are monopolizing discussions among leadership teams and boards of trustees at many colleges and universities. It is a nerve-wracking time, to say the least. Financial stresses now loom very large in pending decisions about enrollment, tuition increases, net revenue, financial aid policies, and discount rates.

Here are four immediate strategies to consider how to manage these challenges in ways that do not compromise an institution's long-term strategy and sustainability:

- 1) Remember the continuing students.
- 2) Communicate value early and often. Value is an essential message to share and frequently repeat with students and parents (click on [www.maguireassoc.com/resource/value\\_article1.html](http://www.maguireassoc.com/resource/value_article1.html) to read Maguire Associates' series on pricing and value).
- 3) Focus on enrollment over rankings. Given this year's circumstances, it is more important to enroll a class than to ratchet up institutional prestige.
- 4) 4) Review financial aid plans. Financial aid should focus on the price sensitivity of admitted students. Identifying specific ranges of net cost that have historically yielded the optimal number and mix of students is a key part of succeeding in an uncertain season.

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## Sagging Economy Lifts Adult Student Programs

### More non-traditional students are returning to IHEs

By: Dr. Brenda Harms – *universitybusiness.com*

Forget the labels and discussions targeting non-traditional student versus incoming freshman. Financial security is the buzz phrase now. Institutions across the country and non-traditional students by the masses both want the same financial fix.

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### Inside This Issue

1 Four Strategies for a Difficult Economy

1 Sagging Economy Lifts Adult Student Programs

2 Special Report: Higher Ed and the Economy

2 Funding Science, Smartly

2 Who Really Pays for Assessment?

2 Hoping the Price is Right

## Special Report: Higher Ed and the Economy

By: Alan Dessoff – [universitybusiness.com](http://universitybusiness.com)

It's definitely not business as usual for colleges and universities. Here's what campus leaders are doing to help keep their institutions on top of the hill.

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## Funding Science, Smartly

By: Doug Lederman – [insidehighered.com](http://insidehighered.com)

Rep. John Culberson's [Web site shouts](#) that the country should "just say no to federal spending," and the Texas Republican boasted at a House of Representatives hearing Tuesday that he has a 100 percent rating from [the American Conservative Union](#) because he consistently opposes wasteful government spending. But Culberson makes an exception, he told his colleagues on the House Appropriations Subcommittee on Commerce, Justice, Science and Related, for spending on scientific research and science education, given the contribution those things make to the country's economic stability and national security.

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## Who Really Pays for Assessment?

By: Unfunded Mandate - [insidehighered.com](http://insidehighered.com)

Many essays in these pages have debated the pros and cons of assessment, but I have not yet seen a discussion about what from my perspective is a crucial question for anyone involved in the assessment process: Who pays?

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## Hoping the Price is Right

By: Jack Stripling – [insidehighered.com](http://insidehighered.com)

As for the colleges that are slowing tuition increases, they're eager to let the public know about it. Each passing day seems to bring a new press release:

- "[Carnegie Mellon](#) Raises Tuition 2.9 Percent, Lowest Increase Since 1975"
- "[Drake](#) holds tuition increase to lowest percentage in a decade"
- "[Penn](#) Announces Lowest Tuition Increase in 41 Years"
- "[Worcester Polytechnic Institute](#) Undergraduate Tuition Increase Lowest in University's Recent History"
- "Cost to Attend [Duke](#) to Rise 3.9 percent, among lowest increases in recent years"

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