

ROSEMONT COLLEGE

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Rosemont College Tuition Reduction FAQs

Q. What has Rosemont College announced?

- A.** Rosemont College has announced that it will reduce tuition by 43 percent, beginning with the 2016-17 school year. Next year, tuition at Rosemont will be \$18,500, down from the planned \$32,620.

It will also reduce room and board by 14 percent next year. Currently \$13,400, room and board will decrease to \$11,500, a savings of \$1,900.

The annual cost of a Rosemont College education next year will be \$30,000, down from its current price of \$44,520.

Q. Why is Rosemont doing this?

- A.** Rosemont made the decision to decrease tuition for two reasons:

- It wants to be perceived as an affordable option for families who previously thought they couldn't afford a Rosemont education
- It wants to bring clarity and simplicity to a college finance process that it believes is badly broken

Q. What's broken with the current tuition model?

- A.** College tuition has become an artificial "sticker price" that most students do not pay. Instead, colleges discount the price through a package of grants and scholarships, which are really nothing more than discounts off of the sticker price.

There is an "arms race" underway in the world of college tuition, in which larger and larger "discounts" are being offered as a way of enticing a student to a particular college. That, in turn, keeps driving up tuition costs. The result is that most families have no understanding of the true cost of tuition and often make decisions to include or exclude schools based solely on the artificial sticker price of tuition.

Rosemont believes a more clear and straightforward approach to tuition – in which the actual cost of tuition is shared – will solve two fundamental problems with the current model. It will put Rosemont on the radar of families who previously overlooked Rosemont because they believed they could not afford it. And, more critically, it will restore much needed clarity to a confusing and muddled college finance system.

Q. Is Rosemont doing this to attract new students?

A. This is first and foremost a step intended to help reform a system that Rosemont believes is broken.

Rosemont knows from research that more than half of families build their college list around sticker price alone and that many families for whom Rosemont could be an excellent option never get as far as looking at it because of the sticker price.

The College expects to see more interest from prospective students and families, but considers that a byproduct of reforming a broken model.

Q. Is enrollment up or down at Rosemont?

A. Rosemont has been fortunate to experience a steady increase in enrollment.

Q. How will students benefit?

A. Students who are interested in a private, values-based liberal arts college now have an additional option – other than public institutions – to consider. Research told us that many families were eliminating Rosemont from consideration based on cost alone. In addition, the drop in room and board that the Board of Trustees also approved means that, starting next year, every student will be saving \$1,900.

Q. Will current students pay less next year with the reduced tuition?

A. All current students will pay either the same or slightly less next year in tuition than they are paying right now. However, all students will see a \$1,900 reduction in room and board.

Q. How is that possible, if Rosemont is reducing tuition?

It's because the current tuition model is based on a sticker price that is an artificially inflated number that schools discount for a majority of students. Once Rosemont lowers the tuition price next year, it will also lower the financial aid offered to students in the same proportion.

Q. To which students does the reduced tuition apply?

A. The reduction will apply to incoming students next year, as well as every undergraduate student at Rosemont.

Q. When does this take effect?

A. The new tuition will take effect the 2016-2017 school year.

Q. Will this tuition reduction cost Rosemont anything?

A. Because the published “sticker price” is, in reality, a price that most students do not pay, nothing had to be eliminated to enable us to reduce tuition to its true cost.