



**Testimony from the University of Kansas in support of the
Kansas Board of Regents legislative initiative, House Bill 2007**

Declining number of Kansas high school graduates necessitates innovation

Richard Lariviere, Provost

I am Richard Lariviere, Provost of the University of Kansas, and I thank you for the opportunity to provide testimony in support of House Bill 2007.

Over the next decade, the number of students graduating from Kansas high schools will decline and so may the number of Kansas-educated college graduates entering the state workforce.

House Bill 2007 provides a way to address these declines. It provides a tool for advancing the state's educational mission, promoting workforce development, managing enrollment, and encouraging diversity on our state university campuses.

The bill makes it possible for state universities to create incentives that will attract a larger number of qualified out-of-state students to Kansas. Such incentives will target out-of-state students who already have a family connection to Kansas and who may be more likely to remain in Kansas after they graduate, thus contributing to the Kansas workforce and our economic future.

This bill accomplishes this goal by amending a current statute that authorizes a limited program of waivers for graduate students. The amendments authorize the Board of Regents to consider and approve a broader range of programs, as proposed by state universities. Such programs will attract additional students, provide enrollment stability, and graduate young adults who may become a part of Kansas' economic future. Secretary of Commerce David Kerr has indicated to me that he endorses this proposal.

My colleagues on this panel will briefly explain what such a plan would look like, how students might respond, and how enthusiastically the KU Alumni Association supports such a program.

New opportunity created by House Bill 2007: Jayhawk Generations Tuition Plan

Danny Anderson, Vice Provost for Academic Affairs

My name is Danny Anderson and I am Vice Provost for Academic Affairs at the University of Kansas.

Many state universities have created legacy tuition programs. These programs provide cost reductions for children whose parents or grandparents are graduates of that particular state university. More specifically, legacy tuition programs reduce the cost difference between

resident and non-resident tuition for the children of alumni. In our own region, Nebraska, Iowa, Missouri, and Oklahoma all have legacy tuition plans.

The effect of House Bill 2007 is to give the Board of Regents the authority to review and approve new proposals involving tuition waivers. If the bill is enacted, one of the proposals the University of Kansas will develop and present to the Regents for careful review is a Jayhawk Generations Tuition Plan. I want to briefly describe how such a plan would work.

The plan would be based on partial waivers that will allow the university to reduce out-of-state tuition for those students who qualify. It is important to emphasize that under this plan, Kansas tax dollars will not subsidize the education of out-of-state students; students on the Jayhawk Generations Tuition Plan will pay for the full cost of their education.

To be eligible, out-of-state students must have at least one parent, grandparent or legal guardian who graduated from KU; and they must also meet all KU admissions requirements.

The amount of the partial waiver is determined by one important detail: all out-of-state students pay more in tuition and fees than the cost of their education. This difference creates a margin within which partial tuition waivers can be granted. A sustainable business model for a tuition plan of this nature will be limited to this marginal difference between the higher out-of-state tuition rate and the lower actual cost of education.

A partial tuition waiver will allow KU to adjust the out-of-state tuition rate for qualified students. The end result is that the Jayhawk Generations student receives a discount on out-of-state tuition but also pays a rate that covers the full cost of his or her education at KU and still at a rate significantly above what a Kansas resident pays.

This plan provides a tool for ensuring enrollment stability during a decline in the number of Kansas high school graduates and geographic diversity within the student body. It also can serve to strengthen the academic profile of the student body. Academic achievement would be a factor in the amount of the waiver. A tiered system would award partial waivers according to academic achievement as measured by standardized test scores and high school grades; high ability students would receive a larger waiver, while still paying for the full cost of their education. Similarly, the plan encourages academic achievement among continuing students. In order to continue participating in the Jayhawk Generations Tuition Plan, students will be required to remain in academic good standing by maintaining a certain cumulative grade point average.

In summary, a tuition plan like this provides a financial incentive that makes KU and Kansas more attractive to the students who have the potential to contribute to our workforce. It also provides KU with a sound management tool for maintaining a stable enrollment.

Plan would increase the number of qualified out-of-state students who come to Kansas
Marlesa Roney, Vice Provost for Student Success

I am Marlesa Roney, Vice Provost for Student Success at the University of Kansas.

One of the key features of this tuition model is that it will attract students who already have family ties to our universities and to the state of Kansas.

Each year KU admits qualified out-of-state students whose parents or grandparents graduated from the University of Kansas. However, the number of out-of-state legacy students who attend KU is lower than we would like and the Jayhawk Generations Tuition Plan will entice more of these students to attend KU.

In recent years, we typically have about 450 admitted students who would be eligible to be Jayhawk Generations students. At present, only about one-third (150) of these potential out-of-state legacy students end up attending KU. At the same time, as out-of-state students, they pay almost \$10,000 more in tuition than Kansas residents, and this difference is an obstacle for many.

The Jayhawk Generations Tuition Plan will be embraced strongly by these potential students and their families because:

- Scholarship dollars at KU are highly competitive and a larger proportion are awarded to Kansas residents;
- A Jayhawk Generations Tuition Plan will reduce the total cost of education for qualified out-of-state students, while still covering at least 100% of the cost of their education; and
- Being designated a Jayhawk Generations student will be a mark of prestige.

These features make a compelling reason to consider going to school in Kansas and will increase the number of potential out-of-state students who actually attend KU, thus offsetting the demographic decline in the state.

Alumni: Jayhawk Generations Tuition Plan will help KU compete nationally

Kevin Corbett, President and CEO of the KU Alumni Association

My name is Kevin Corbett and I am President and CEO of the KU Alumni Association, which represents nearly 200,000 graduates and more than 46,000 members. House Bill 2007 answers the most recurring request of graduates living outside Kansas who want their children to follow in their footsteps and attend the University of Kansas.

Two years ago, in the most comprehensive survey of KU alumni in our 126-year history, which more than 60,000 graduates responded to, we heard loudly and clearly that our alumni strongly desire a program like the Jayhawk Generations Tuition Plan.

The most vocal graduates live in nearby states -- Oklahoma, Missouri, Nebraska, and Iowa -- which have out-of-state legacy programs, putting KU at a significant competitive disadvantage in recruiting quality students to Kansas. We also heard from alumni living in Alabama, Arkansas, Kentucky and other states which have legacy programs.

The KU Alumni Association has more than 20 alumni chapters across Kansas, covering all counties. The chapters are led by more than 500 volunteers who are highly supportive of House Bill 2007. They recognize that the value of their own KU degree depends on KU's ability to recruit students who provide the diversity KU needs to remain a world class public university. Our black graduates who live outside Kansas are among the strongest advocates of this bill. They see the legacy program as an opportunity build legacies of black students and alumni, while adding to KU's diversity.

There are 114,000 KU graduates who live out of state compared to 79,000 living in state. This past year, non-resident alumni gave \$17.5 million in contributions to the KU Endowment Association as opposed to \$16.3 million from Kansas resident alumni. I cite these figures simply to give you an idea of the donations that out-of-state alumni make back to KU and the state, investments that the University turns into jobs, scholarships, and infrastructure improvements such as building construction.

We are confident that a program like the one this bill would allow will be successful and that both KU and the State of Kansas will benefit educationally and economically from bringing Jayhawk legacies back to Kansas.

House Bill 2007 gives universities the flexibility to innovate

Richard Lariviere, Provost

As members of our state legislature, you are all looking at challenging times for making decisions. Within the state universities we also see challenges ahead as we examine demographic trends and seek ways to use our instructional resources efficiently and to full capacity.

We appreciate the support you have given to higher education in the past and we are here to ask you, as members of the House Higher Education Committee, to be advocates for House Bill 2007. If this bill is approved, I expect that other state universities may also develop plans appropriate to their institutions and that this change will benefit the entire state university system.