

SUBJECT	TUITION DISCUSSION PREVIEW / CONSULTATION PROCESS
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MEETING DATE	SEPTEMBER 12, 2019
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APPROVED FOR SUBMISSION

Forwarded on the Recommendation of the President



Santa J. Ono, President and Vice-Chancellor

FOR INFORMATION

Report Date	August 29, 2019
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Presented By Ainsley Carry, Vice-President Students
 Andrew Szeri, Provost and Vice-President Academic, UBC Vancouver
 Deborah Buszard, Deputy Vice-Chancellor and Principal, UBC Okanagan
 Peter Smalles, Vice-President Finance & Operations
 Ananya Mukherjee Reed, Provost and Vice-President Academic, UBC Okanagan

EXECUTIVE SUMMARY

Under the Guidelines of Policy LR4, UBC Vancouver and UBC Okanagan Provosts, the Vice-President Students and the Deputy Vice-Chancellor jointly conduct a consultation process to communicate the rationale and principles underlying the 2020-2021 tuition proposal. The consultation is scheduled for October 1, 2019 to October 31, 2019.

The student consultation process includes the following components:

- Meetings with the elected student leadership of the Alma Mater Society (AMS) and Graduate Student Society (GSS) on UBC’s Vancouver campus, and the Students’ Union on UBC’s Okanagan campus to inform them of the University’s budgeting process, benchmarking approach, and ongoing operational considerations that contribute to annual tuition rate decisions. **This was accelerated, per the June BoG recommendation, and completed on July 29, 2019**
- The development of content that reflects the same depth of information shared with Student Leadership, for consumption by the student body during the consultation process. **This background content is currently in a final draft form, pending BoG feedback, and a decision on proposed rate increase**
 - This year’s content is a significant improvement over previous consultations, and includes the following: Background on what the consultation is, answers to previous FAQ during tuition consultations, overview of benchmarking process and considerations; how UBC tuition compares to peer institutions; how funds are allocated to improvements to the student experience both centrally and the big four faculties, and links to financial support options in accordance with Policy LR10
- The consultation will be promoted through all available student channels, both in a proactive manner and by putting awareness where students engage regularly with the University (i.e. SSC). **The communications strategy is driven by best practices in accordance with Policy LR4**
- In addition, this year our goal is to improve and streamline the process of data collection throughout the consultation process. We’ve engaged the University’s P.A.I.R. team to provide their expertise in this regard

In conjunction with the tuition consultation process, a financial assessment of current UBC domestic and international tuition fees has been undertaken including tuition rates relative to Canadian and similarly ranked international peers, financial support provided to UBC students and scenario modelling of the financial impact of a range of domestic and international tuition rate increases. Finally, a potential tuition proposal has been included to increase tuition at the same rate as last year but if the University's operating surplus is in excess of \$10m (0.5%) the Administration proposes to direct \$7.9m (the projected incremental domestic student tuition increase in 2020/21) to student priorities.

Attachments:

1. Student Consultation Schedule and Content Overview, including:
 - Policy LR4: Consultation with students about tuition and mandatory fees - Procedures
 - Schedule and timelines
 - Consultation Content
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Policy LR4: Consultation with students about tuition and mandatory fees: Procedures



2. Constituents

2.2. For Tuition and Mandatory Fees that apply across multiple Faculties, the Responsible Executive will consult with the Alma Mater Society of the University of British Columbia, the Graduate Student Society of UBC Vancouver, and the University of British Columbia Students' Union Okanagan, as appropriate, and in addition, may consult more broadly with the general student body

5. Consultation Process for General Increases to Tuition and Mandatory Fees that Apply Across Multiple Faculties

5.1 - The Responsible Executive will establish a schedule of formal meetings and mechanisms for the consultation process(es) that will take into consideration comments from the Elected Student Leadership and will be guided by best practices. The schedule will allow sufficient time for students and the Elected Student Leadership to respond in an informed manner

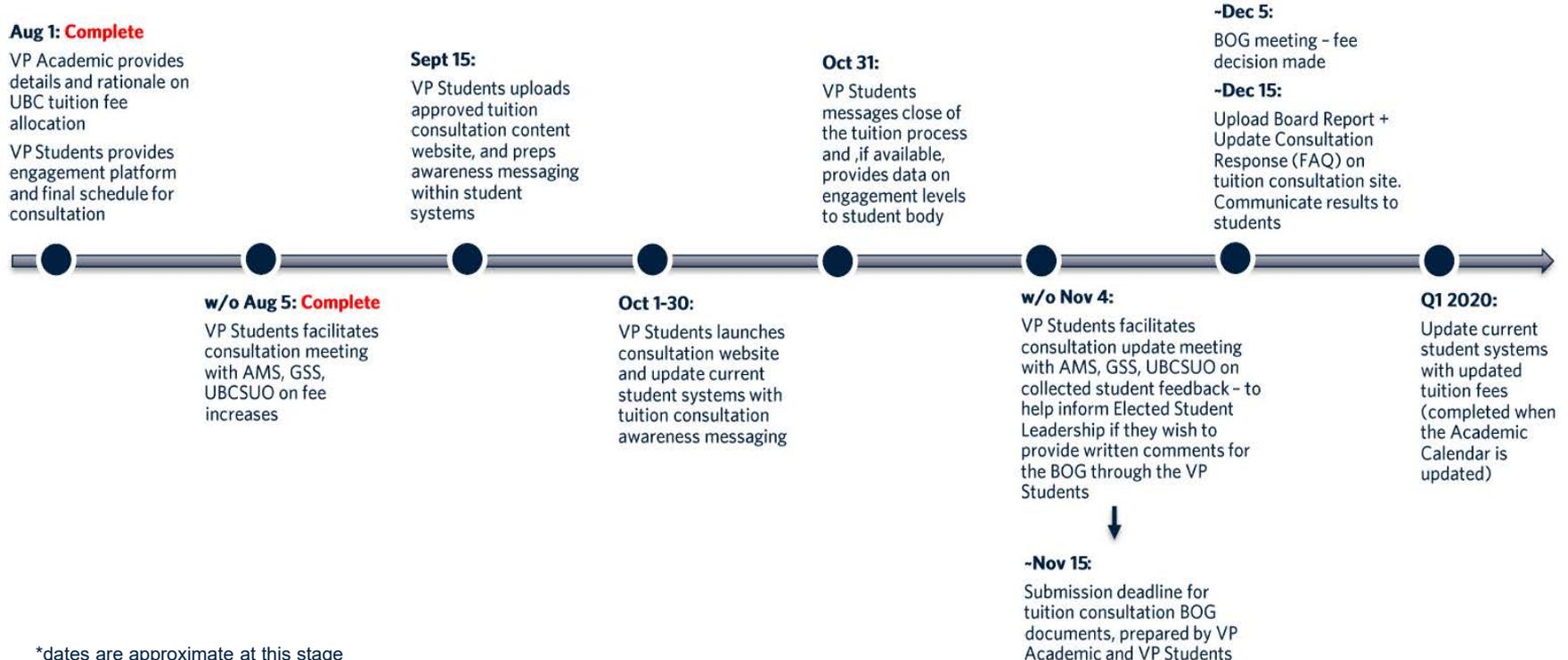


SCHEDULE AND TIMELINES

Timeline



This timeline reflects the process of communicating the tuition consultation, and may not include all touchpoints with AMS, GSS, BoG, etc.



*dates are approximate at this stage

Proposed Tuition Consultation Schedule

Oct 1-30



The following timeline reflects the tactics available for raising awareness of the tuition consultation among the student body.

Communications Tactics:

1. Ensure students receive both announcement **and** reminder email delivered to their inbox. Previous years only included consultation opening email
2. Aligned with best practices in modern communications, rather than receiving multiple messages with the same content, ensure the tuition consultation awareness messaging is visible on the two most highly trafficked student websites throughout month of October
3. Encourage Elected Student Leadership (AMS/GSS/UBCSUO) to leverage their channels and direct email capability to their student constituencies

Proposed Timeline – October 1-30, 2019



Week 1:

UBC Broadcast Email sent to all students informing them of consultation open, and directing them to tuition consultation site

Supporting social media awareness promotion on central student communications channels announcing consultation opening

Week 2/3:

Recommend AMS/GSS/UBCSUO send email to their constituents encouraging them to participate in the tuition consultation (*new recommendation*)

Recommend faculty-based student communicators, and student engagement officers, to send message to their constituents encouraging them to participate in the tuition consultation (*new recommendation*)

Week 4:

UBC reminder Broadcast email sent to all students informing them of consultation closure date, and to encourage feedback in advance (*new tactic for this year*)

Supporting social media awareness promotion on central student communications channels reminding students that consultation will close this week (*new tactic*)



All month:

'SSC Headlines' updated with permanent messaging for the month of October – messaging to focus on ensuring students are aware of the consultation, and will link to tuition consultation website. The SSC (UBC Student Service Centre) is the UBC student portal for registration/enrolment, fees, grades. This is the core transactional portal students use to engage with the university. (*new tactic for this year*)

Update central current students site (students.ubc.ca) with permanent messaging for the month of October – messaging to mimic the messaging available on the SSC. Last year between Oct 1 – 30, students.ubc.ca received over 640,000 page views. Recommend UBC-O does the same for their student site, if they have the functionality available (*new tactic for this year*)

*dates are approximate at this stage



CONSULTATION CONTENT

Objectives shaping consultation website content design



Consultation content and engagement objectives

Address some of the most frequently asked student questions/comments collected during past tuition consultations up-front

Collect data more efficiently, and seek ways to collect data/feedback that is new, and can help inform future budgeting decisions related to the student experience

Actions taken for 2020-2021 cycle

Action: Last year, for the first time, we provided answers to the most FAQ after the close of last year's consultation. We will update those responses to reflect latest information, and surface that within the opening copy of this years tuition consultation

Action: Engage PAIR team to bring their expertise to question development and data collection – moving away from a single-open comment field that provided little context to what we were asking feedback on

Objectives shaping consultation website content design



Consultation content and engagement objectives

Provide current and tangible examples of current student-focused investments at UBC that are funded by tuition fees

Incorporate the student voice to shape the structure of the content

Actions taken for 2020-2021 cycle

Action: Strategic Decision support (SDS) leads effort to collect current and planned investments in the areas of student experience and support from across the University

Action: Moved to a Q&A format for consultation content, at the recommendation of student staff within both the VP Academic and VP Student portfolios

Consultation Site Structure Improvement



Due to the volume of written content needed to communicate the breadth of effort required to determining student fee increases, and subsequent investments across the institution, this year's consultation website will employ a ['progressive disclosure interface design'](#).