### Talking Points in Support of 2009-10 UNCG BOT-Approved Increase in Tuition and Fees

#### Proposed % Increase in Tuition and Fees:

<table>
<thead>
<tr>
<th>Student Category</th>
<th>08-09 rate</th>
<th>$ increase</th>
<th>09-10 rate</th>
<th>% tuition increase</th>
<th>% tuition &amp; fees increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident UG</td>
<td>$4,135</td>
<td>$141</td>
<td>$4,276</td>
<td>5.0%</td>
<td>3.41%</td>
</tr>
<tr>
<td>Resident Grad</td>
<td>$4,527</td>
<td>$161</td>
<td>$4,688</td>
<td>5.0%</td>
<td>3.56%</td>
</tr>
<tr>
<td>Non-Res. UG</td>
<td>$15,629</td>
<td>$365</td>
<td>$15,994</td>
<td>2.5%</td>
<td>2.34%</td>
</tr>
<tr>
<td>Non-Res. Grad</td>
<td>$15,798</td>
<td>$369</td>
<td>$16,167</td>
<td>2.5%</td>
<td>2.34%</td>
</tr>
</tbody>
</table>

#### Allocation of the Increase in Tuition:

- 50%: Financial Support – Undergraduate and Graduate Students
- 50%: Faculty Recruitment and Retention

#### Talking Points in Support of the Board of Trustees Action to Increase Tuition:

**Educational Value and Competitiveness**
- Protects, preserves, and enhances academic quality and the value of a UNCG diploma
- Based on a thorough analysis of trends and actions by our academic peer institutions
- Received the support of undergraduate and graduate student leaders
- Balanced in view of a very modest proposed increase in student fees (1%)
- Ensures increased resources in anticipation of unlikely or small expansion budget and anticipated permanent budget cuts.

**Student Financial Need**
- Protects students with demonstrated need and ensures UNCG remains affordable for its neediest students
- Offsets tuition increase for the neediest members of the student body
- Preserves buying power of graduate student in-state and out-of-state waivers
- Helps recruit outstanding graduate students in a highly competitive environment

**Faculty Recruitment and Retention**
- Invests in our most important asset – our faculty
- Addresses a UNCG average faculty salary that is only 88.0% of the 80th percentile of peers
- Enhances efforts to recruit exceptional faculty, and to reward and retain our highest performing faculty
- Addresses, in a targeted manner, faculty merit and combats recruitment actions by competitors

Revised 12/2/08