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Course Fee Proposal

College Affairs:

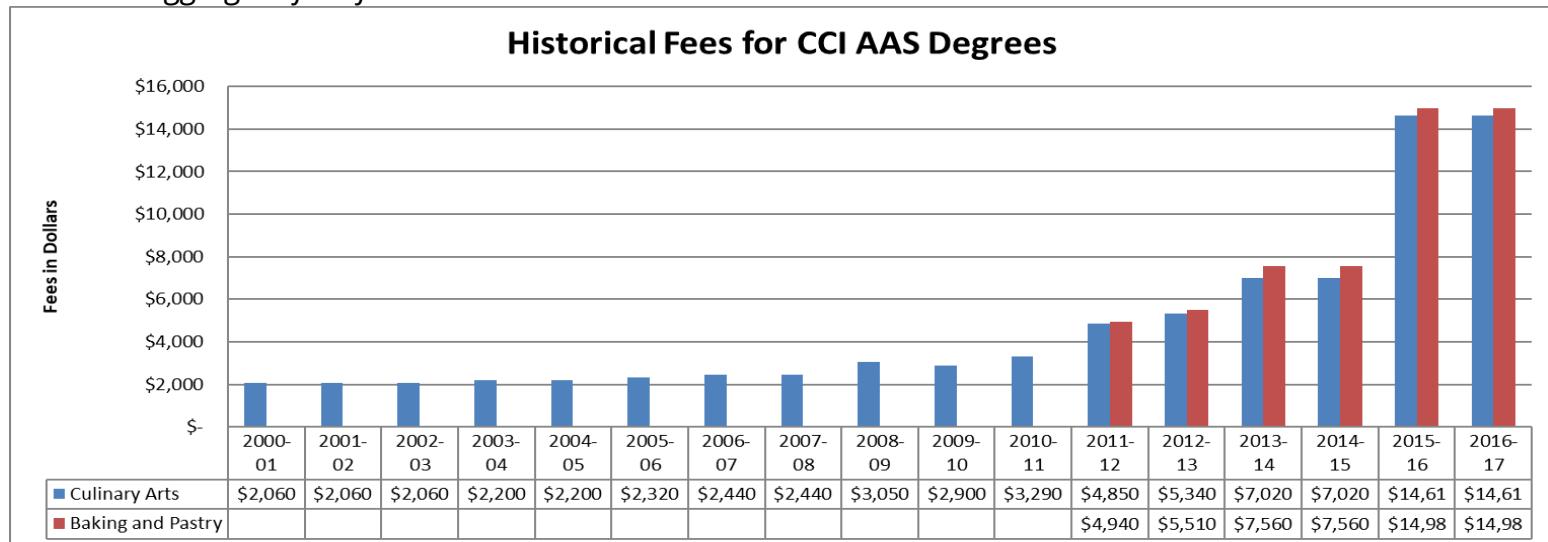
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Introduction**HISTORY**

Cascade Culinary Institute (CCI) began assessing course fees in 1998. The practice for CCI began simply to pay for food (consumables) and help maintain specialized equipment. To spread the costs out, both lab and lecture courses were assessed fees. These fee amounts were often the same or slightly higher on the lab side. In 2011 (?) CCI moved to enterprise status (not in the COCC general fund) when Junger's Culinary Center was built and the program was redesigned to be a national program, similar to Aviation.

At this point, CCI fees had remained roughly the same for the first 10 years of collecting (2000-2010). Fees increased slightly from 2011-2013. In 2013, it was determined that charging a fee for a class that used no consumables or specialized equipment was not the right thing to do for students. In 2013, CCI removed fees for lecture classes but almost doubled lab fees, which increased by nearly 70%. This increased in-district tuition and out-of-state tuition by almost 30%

Starting the 2015-16 school year, fees went up *again* by another 37% and the increase applied to *all* classes taught at CCI, lecture or lab, effectively increasing fees (aggregate) by 109% (in one year), more than doubling total fees and increasing in-district tuition by almost 50%. This change, along with the ever increasing COCC tuition rates, increased out-of-state CCI tuition by another 20%. *The graph below shows historical aggregate fees from 2000-2017.*



Introduction

COMPETITIVENESS

During this time of historical and extreme fee increases, CCI enrollment has dropped at a rate almost directly inverse to the increases with the exception of the opening of Junger's Culinary Center when Marketing efforts were at an all-time high. Additionally, in-district students (the group that pays the lowest total tuition) consistently take terms off because tuition / fees are so high, they need to work full-time and more to pay for school. Out-of-state tuition / fees make CCI the *highest cost* culinary educator in Oregon -- almost 25% more than the next highest provider if a student is coming from out of state.

At \$40,435 for an AAS in Culinary Arts for a student coming from a non-border state, CCI is not competitive nationally. Oregon Coast Culinary Institute (OCCI) has thrived through full-time marketing efforts taking recruiters as far as Iowa because its tuition is the same if a student is from Coos Bay or if a student is from Miami. In fact, the one year the OCCI did not have a recruitment person, it lost an entire cohort start. If CCI was able to recruit in this fashion, it would not make sense outside of the border states because tuition / fees are too high. Additionally factors include the cost of living in Bend, which, in many conversations, in addition to the high tuition / fees, put coming to CCI from a border state out of reach for most.

One of the areas where there is some reprieve for current and prospective students is with the wonderful work the COCC Foundation does BUT even the Foundation is restricted to offering maximum scholarships of \$3600 annually for students. A "full" Foundation scholarship covers *less* than 30% of the cost of a CCI AAS as in in-district student. Policies of not allowing higher scholarships amounts to be awarded to cover fees (to students, it is all money out of pocket) and out-of-state tuition that is three-times the amount of in-district are decided and bound by the COCC Board of Directors.

Knowing that the fee structure is more in its purview, CCI offers three fee change proposals to increase competitiveness and to ease the burden of repayment of the degree as gainful employment in the culinary industry does not reach initial salaries high enough to pay back the cost CCI charges for an AAS. This is a similar argument the U.S. Department of Education made to proprietary culinary schools effectively shutting them down.

Proposals**FEE PROPOSALS**

1. Remove fees from non-lab classes and revenue generating classes. This would remove the \$185 per credit fee currently assessed on all CCI classes from classes that do not use consumable products and / or specialized equipment and from classes that generate revenue (sell the food produced by students to the public). This proposal would account for 26 credits on average or degree cost reduction of \$4800 per AAS.
2. In addition to proposal #1, reduce fees in classes that use consumable products and specialized equipment from the currently assessed \$185 per credit to \$100 per credit. This would affect 50 credits on average and result in a degree cost reduction of \$9050 per AAS (\$4800 per AAS from proposal 1 plus \$4250 from reducing lab fees to \$100). This would make CCI competitive with the other culinary arts education providers in Oregon to both border-state and out-of-state students and potentially increase enrollment to facility capacity offsetting the drop in fees.
3. Remove all fees. This would put the cost of an AAS degree from CCI the same as *most* COCC CTE programs and all COCC transfer programs. In addition to making CCI extremely financially competitive and potentially increasing enrollment to facility capacity, it would align with the COCC Workforce Development theme, providing well trained students to the workforce but leaving students a reasonable cost to pay for their education based – one that aligns more accurately with current industry pay.

Summary**CONCLUSION**

Education is expensive. The cost to get a degree is rising astronomically. CCI is the second most expensive culinary arts program in the state of Oregon for in-district students, and the most expensive for in state / border-state and out-of-state students. CCI serves a local provider of Culinary Arts and Baking and Pastry Arts education and has a responsibility to its community and workforce development. Unlike Nursing, Culinary Arts and Baking and Pastry Arts AAS degree holders don't start earning high enough wages initially to pay-back the high cost of CCI's education.

In obtaining enrollment data from the COCC office of Institutional Effectiveness, 2013-2015 when CCI fees really began to become unsustainably high, is the only period in time in the last 17 years where a major dip in CCI population *did not mirror* a dip in the College population.

The primary barrier to increased and sustained enrollment at CCI is the cost of earning a Certificate of Completion or and Associate Degree. Even Hospitality Management (HM), CCI's newest program and the lightest on lab clock hours of the three (mostly a lecture program), is the most expensive HM program in OR for any type of student with the exception of OSU Cascades.

Any of these proposals would bring all CCI courses (CUL, BAK, and HM) under one roof, aiding in promoting a sustainable culture of service. The more aggressive proposals (2 & 3) would make CCI competitive nationally bringing students from around the country to explore what COCC has to offer from its programs, culture, and residence hall, ultimately fostering diversity.

REQUESTED ACTION

CCI asks that College Affairs approves one of the three proposals above, all of which give some reprieve to the overwhelmingly high cost of an education at CCI with the hopes that even the smallest reduction in student costs will level-off enrollment declines and one of the more aggressive proposals will increase enrollment, off-setting the tuition decline.

{End of Proposal}