USF Board of Trustees  
December 6, 2007  

Issue:  USF St. Petersburg Orientation Fee  

Proposed Action  
Information Only  

Background Information  

Significant Policy Issues for Board to Consider  

The division of student affairs of the University of South Florida St. Petersburg implemented a $15 increase to the new student orientation fee for the 2008 orientation season. Based on fall 2007 new student numbers, a $15 increase would generate approximately $14,000. The rationale for the fee increases is as follows:

1. The Orientation program’s sole source of funding is the Orientation fee. The current fee of $20 does not adequately fund the program and is significantly below the fee charged by USF Tampa (USF Tampa charges a $35 fee for FTIC and Transfer students).

2. The increase will support additional costs associated with an expansion of the program to a two-day overnight comprehensive orientation, and

3. An increase will address rising costs such as:
   a. Orientation Leader salaries
   b. Orientation Leader training
   c. Postage and mailings
   d. Marketing and Promotional pieces
   e. Food and hospitality services
   f. Evening programs and activities

In addition, an unfunded program expansion called “Orientation II” was implemented in the fall of 2007 to boost enrollment yields and promote retention and satisfaction. The program is a continuation of the summer orientation program with a focus on building campus community, establishing key connections to the institution, and support involvement and academic success. The program was successful and achieved strong positive evaluations by students. The cost of the expansion was approximately $10,000.

The orientation fee increase was reviewed by the USF St. Petersburg Regional Vice Chancellor for Administrative Services and approved by the USF St. Petersburg Regional Chancellor.
Strategic Goal(s) Supports:
Enhancing all sources of revenue, and maximizing effectiveness in business practices and financial management to establish a strong and sustainable economic base in support of USF’s growth.

Workgroup Review:
Finance and Audit Workgroup

Supporting documentation:
None

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