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**MARKET-BASED TUITION PROGRAM TUITION REQUEST FORM**

In keeping with UW System Administrative Policy 130 (SYS 130) on programming and tuition setting for the non-traditional market, this is a proposal for market-based tuition for a UW-Madison program that has been approved under the entrepreneurial program model. Programs are predominately face-to-face delivered programs designed for adults and non-traditional audiences, designed to enhance the professional skills for post-bachelors and non-degree students, be responsive to local and national labor markets, and be delivered in non-traditional formats that include accelerated, hybrid face-to-face/online formats, part-time, weekend or evening formats. Such programs typically have a clearly defined curriculum that follows a defined path and a predicable timeline for progress and completion.

Market-based tuition rates are higher than standard Wisconsin resident graduate tuition at UW-Madison ($670 per credit for Wisconsin residents and $1503 for nonresidents in 2017-18).

1. Program Name:

Plan Code:

Subplan Code:

2. Department/Program Contact Person/Title/Email:

3. School/College Contact Person/Title/Email:

3. Request Submission Date:

4. Term for Requested Tuition to be Effective:

5. Requested Tuition Rate from List of Allowed Rates:

6. Describe the student audience, program structure, and how the program meets the criteria for market-based tuition:

7. Provide a rationale that this tuition rate is appropriate, based on the market, and show how the proposed tuition is competitive with peer or competitor programs. Specifically, provide information about competitor programs and pricing (usually presented in tabular form with relevant regional competitors, Big 10 competitors, and other key national competitors), including competitor programs at other UW institutions.

8. Provide a summary of applicant volume, enrollment trends, graduation patterns, and market demand for graduates.

9. Provide summary information about anticipated program revenues and expenses.

*Use this request form in conjunction with the UW-Madison policy on market-based tuition.   
Submit the form to director of Academic Planning and Institutional Research (*[*Jocelyn.Milner@wisc.edu*](mailto:Jocelyn.Milner@wisc.edu)*)*

Implementation in Fall or Summer term: submit proposal Aug 9 or Nov 1 of prior year; approval must be complete by February 1.

*Form creation date 2018 12 04; administrative revision 6 15 2019*