

To: College Affairs

From: Sara Henson, Social Sciences Chair

Date: November 2, 2017

Re: Adding course fees to HD 110: Career Planning for proprietary course fees

Summary:

I am requesting that a mandatory course fee be placed upon all sections of HD 110: Career Planning in the amount of \$28.00. This money will be used to pay for proprietary career assessments used in the course. Adding the course fee will save students approximately \$11.00 in course materials.

History:

HD 110: Career Planning has long employed 2 widely used career assessments as part of the curriculum and materials for the course. The Myer Briggs Type Indicator (MBTI) is the most widely used personality assessment in the world and is used for career and personal development. The Strong Interest Inventory (SII) is among the most respected career career-planning instrument in the world. Both assessments are licensed and administered by Consulting Psychologists Press (CPP) and thus require certification from CPP to be able to use the assessments and fees to receive results.

Prior to 2011, we did not charge students to take these assessments because we only offered 1 course per term and we were able to absorb the cost into our program materials and supply budget. In addition, the cost to the college to administer the assessment and receive results was relatively low, in part because the instructor did all the scoring by hand. In 2011, CPP introduced an online portal for their assessments and no longer supported mailing in assessment results. This move coincided with an increase in enrollment in HD 110 to 3-4 sections per term, which made hand-scoring assessments and paying for results from program funds impractical. At this time, we approached the bookstore and asked them to collect money from students to pay for their required course materials. The bookstore said they would collect a small markup in addition to the actual cost of the assessment and send the HD program a list of the students who paid for the assessment. Faculty members then send the students who have paid for the assessments their results. Periodically, the bookstore transfers funds (minus their markup) to another college account so that the HD program has funds to purchase more reports.

Rationale:

We are requesting a change in this system because we have been made aware that the mark up charged to the students has been inconsistent in the past (ranging from a 20% markup for 1 assessment to 40% for another) and seems excessive relative to the service provided by the bookstore. Students are currently charged between 38%-40% mark up for their assessment. It costs the college \$14.40 and \$13.55 each for the MBTI and SII, respectively. The bookstore currently charges students \$20 and \$19 (\$39 total) to collect their money and send us a list. If we incorporated the actual cost of the assessments into a course fee, it would save students \$11.00. Approximately 150-175 students take HD110, resulting in an annual savings for students of \$1,650-\$1,925. While perhaps not a significant

amount of money for an individual students with average material costs in the thousands, as a college we are concerned with keeping college costs (including their required materials) affordable and doing what we can to minimize those costs. This course fee would be a small step in that direction. In addition, by making the assessment costs a course fee, students can continue to use their financial aid to pay for their required course materials. The course fee is set at \$28.00 to reflect the current actual cost to the college of both assessments. Prices for the MBTI and SII assessment reports have risen once only in the past 3 years. At that time, prices rose approximately \$1.00-.50 for each instrument. Any future increases in price could be offset by students who pay the course fee, but drop or stop out of the course before the assessments are taken and delivered to students. While we typically offer to send students who have dropped the class their assessment results if they have paid for them, rarely do we receive such requests.

This proposal has been reviewed and approved by Dean Jenni Newby and VPI Betsy Julian.