



July 1, 2013

Dear New Potomac College Student:

This letter contains important information regarding tuition rates effective July 15, 2013, along with several new initiatives that will significantly improve the quality of your experience at Potomac College.

It is highly recommended that you take time to review changes to policies outlined in this letter as well as other policy changes designed to assist you in establishing an annual course enrollment schedule. Details around these changes will also be available in the Potomac College catalog.

Please know that all of these initiatives are designed with one goal in mind: to help you to achieve your educational goals and objectives in the most timely and cost-efficient manner.

### **Tuition Changes Effective July 15, 2013**

Potomac College tuition and fee increases have been established for full implementation to enhance the quality of the educational experience for students. Please note that the fee increases go into effect on first time Potomac College students. The tuition and fees effective July 15, 2013 are as follows:

- Undergraduate Program Tuition: \$541 per credit hour
- Graduate Program (MBA): \$721 per credit hour

While annual higher education tuition increases have averaged between 10% and 20% at schools around the country, Potomac College has continued to provide students an affordable educational experience. Please understand that even with this increase, Potomac College has worked hard to keep your total price of education 15% - 25% below similar programs offered by other colleges and universities. We also take pride in ensuring that our degree programs are consistently priced lower than similar regionally accredited colleges and universities.

As part of your experience at Potomac College, we will set up a full degree completion schedule that will require you to be continuously enrolled in your degree program. This requirement is consistent with data that show students who are continuously enrolled in courses are 40% more likely to achieve their goal of receiving a college degree when compared to students who take time off from their studies. In addition, continuously enrolled students incur lower costs and gain the added advantage of moving into the work force and receiving promotions faster due to the benefits derived from an on time completion of their degree programs. This requirement will result in you being automatically enrolled in your courses for successive academic sessions.



## **Enhancing the Quality of Your Potomac Experience**

While maximizing the efficiency of our degree programs is a top priority for all of us, we also understand that it is only one part of the student's experience. To help enhance every other part of your College experience, we are implementing even more strategic initiatives that include:

- I. **University Status:** In preparation for the future expansion and growth of new academic program offerings, Potomac College is transitioning to the University of the Potomac. The name change will become effective in the next few weeks and will provide students with the added benefits of attending and graduating from a well-respected, regionally accredited university.
  
- II. **Improved Academic Services:** Potomac College is placing a greater emphasis on ensuring that students have degree completion programs that provide a complete and transparent view of all courses needed to complete their academic degree programs. This is just one of many enhanced academic services that will improve the student experience.
  
- III. **Campus Relocation:** Relocating the institution to a new campus located at 14th and H Street NW in the District of Columbia. Our new campus is located in the heart of the world's political sphere of influence. The new Potomac College campus will be located within a short couple of blocks from the White House.

With all of these current initiatives, and more student value-added services to come in the future, we are confident that Potomac College will strengthen its position as the preferred choice for traditional students and working professionals seeking the highest quality, cost-efficient academic degree programs.

Sincerely,

Clinton D. Gardner, Ph.D.  
President and Chief Executive Officer  
Potomac College