A BOLD STEP IN AFFORDABILITY

2014-15
Ashland University has taken a bold step to address the issue of affordability facing higher education. We are adjusting our tuition and financial aid for full-time undergraduate students, reducing the tuition by more than $10,000.

For the past several years, Ashland University has been concerned about the cost of higher education and the challenges facing many prospective students and their parents. Always an innovator, Ashland University recently implemented three-year degree programs, a four-year graduation guarantee and reduced credit hour requirements. This new cost reduction, along with a more transparent financial aid model, demonstrates Ashland University’s commitment to finding ways to make college more affordable.

Delivering the same exceptional academic experience with innovative programs, expert faculty and individual attention, Ashland University will offer a high quality, private education for about the same cost as some public schools.

“Over the past decade everyone in higher education has danced around the subject of the rising cost of college. Yet few have been willing to tackle the issue,” says AU President Dr. Fred Finks.

Ashland University is tackling the issue head on and reducing tuition by 37%.
Tuition Reduction for 2014-15

With the new full-time tuition price of $18,908, Ashland University will be among the most affordable four-year private institutions in the Midwest.

<table>
<thead>
<tr>
<th>Cost for 2014-15 before Tuition Reduction</th>
<th>Cost for 2014-15 after Tuition Reduction</th>
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</thead>
<tbody>
<tr>
<td>Tuition $30,064</td>
<td>Tuition $18,908</td>
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<tr>
<td>Fees $944</td>
<td>Fees $944</td>
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<tr>
<td>Room $5,172</td>
<td>Room $5,172</td>
</tr>
<tr>
<td>Board $4,330</td>
<td>Board $4,330</td>
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<tr>
<td>Total $40,510</td>
<td>New Total $29,354</td>
</tr>
</tbody>
</table>

Ashland University continues to offer generous financial aid to assist students with affording their education. Visit www.ashland.edu/finaid to learn more about new student and transfer student financial aid.

Tuition Reduction

Beginning 2014-15, students will pay $18,908 in tuition at Ashland University.

37% reduction

Delivering the same exceptional academic experience.

The new tuition cost makes a private education from a nationally recognized university within reach while offering an option closer to the cost of most public universities in the state of Ohio.
Why did Ashland University decide to decrease its tuition for the 2014-15 academic year?

Over the past decade there has been much discussion regarding affordability of higher education but few institutions have been willing to tackle the issue of rising costs of college. Ashland University believes this is a very important issue and we have decided now is the time to act.

Will the University be cutting any of its programs or services because of this price reduction?

No, nothing will be cut or eliminated from the total Ashland educational experience to accommodate this tuition reduction.

Why did Ashland choose to reduce its tuition by more than $10,000?

We believe the new full-time tuition price of $18,908 will mean that Ashland University will be among the most affordable four-year private institutions in the Midwest.

What other steps has Ashland taken in response to student and family financial concerns about higher education costs?

In just the past two years, Ashland University has reduced the number of credit hours needed to complete an undergraduate bachelor’s degree from 128 to 120, instituted three-year degree programs that allow students to earn a quality private education in less time and for less money, established a four-year graduation guarantee that keeps college costs predictable for families and launched a five-year accelerated accounting degree program that allows students to complete bachelor’s and master’s programs in less time than it would for separate degrees.

For more information on Ashland University's tuition reset and our financial aid plan, visit ashland.edu/tuitionreset or call 800.882.1548.

1 Cost based on a 4% increase in tuition for 2014-15 over previous year.
2 Tuition reduction applies to full-time undergraduate students.