Growing SLU Business Plan: 
International 1818 ACC Program

**Project title:** International 1818 ACC Program and 1818 Study Abroad for Domestic Partners

**One sentence project description:**
Expand the highly successful 1818 Program to offer ACC courses at international secondary schools throughout the world; in addition, connect current U.S. 1818 secondary schools with SLU Study Abroad partners as a program benefit.

1. **One paragraph summary of project:**

   I. **International 1818 ACC Program**
   Several years ago, Saint Louis University established the International Advanced University Credit program (IAUC) and offered it in various locations. This program was successful in the schools where it was offered, but difficulties in finding qualified faculty and an overall lack of follow through on SLU’s part curtailed the strong potential of the IAUC. Since the inception of IAUC the dual credit accrediting body has allowed expansion into international countries. It make sense not to reinvent the wheel, but expand the reach of the 1818 ACC Program since best practices, guidelines, and standards are already set, practiced and enforced by the 1818. This project would provide funding for visits to potential secondary school partners in China, India, and Southeast Asia where initial interest was quite strong in addition to Belize where conversation have started with the Jesuit high school. In the event an international school could not provide qualified faculty, the course could be delivered on-line by SLU faculty, with students receiving on-site support from local teachers utilizing an early college co facilitator model.

II. **SLU Study Abroad for 1818 Partners**
The existing 1818 Program has many area partner schools, SLU could connect these schools with our existing Study Abroad programs around the world. Of course, we would start with SLU-Madrid.

2. **Expected timeline for implementation, including stages or phases if necessary:**

   I. **International 1818 ACC**
By expanding the existing 1818 ACC Program to offer these courses abroad including structure, accreditation standards, and faculty the program could easily be started up with no additional costs in terms of pay and infrastructure. In addition, these models of international dual credit already exist and have been vetted by the National Alliance of Concurrent Enrollment Programs (NACEP), the premier dual credit accreditor, through Syracuse University and University of Missouri Kansas City. The International 1818 ACC program should be available within one year of the initial visit to international secondary schools, assuming there is sufficient interest on the part of these institutions.

II. Study Abroad
The Study Abroad component could be implemented immediately.

3. **Positive financial impact on SLU (additional revenue), including business model:**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong> *</td>
<td>$195 - $39,000</td>
<td>$195 - $39,000</td>
<td>$390 - $78,000</td>
<td>$585- $117,000</td>
<td>$975 - $195,000</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>Travel; Faculty Liaison pay; High school teacher stipend; Scholarships for student and faculty</td>
<td>Travel; Faculty Liaison pay; High school teacher stipend; Scholarships for student and faculty</td>
<td>Travel; Faculty Liaison pay; High school teacher stipend; Scholarships for student and faculty</td>
<td>Travel; Faculty Liaison pay; High school teacher stipend; Scholarships for student and faculty</td>
<td>Travel; Faculty Liaison pay; High school teacher stipend; Scholarships for student and faculty</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>Null</td>
<td>Null</td>
<td>Null</td>
<td>Null</td>
<td>Null</td>
</tr>
</tbody>
</table>

*Revenue based on HIGHLY CONSERVATIVE MODEL:*
• Year 1: Enrollment figures of 150-300 students per grade for one school. Having it be junior and senior after implementing the required guidelines of GPA we could estimate 100-200 students conservatively would enroll long term. The model estimates one student enrollment on the low end ($65 per credit x 3 credits) to 200 students at 3 credit hours per student. This does not take the case in which students may take multiple courses or multiple school partners with larger enrollments.

• Year 2: Repeated above. Program grows / teachers get certified to required standards.

• Year 3: Projection rooted in having 2 schools in the program with 150-300 students per grade level. Having it be junior and senior after implementing the required guidelines of GPA we could estimate 100-200 students conservatively would enroll per school. The model estimates one student enrollment on the low end ($65 per credit x 3 credits) to 400 students at 3 credit hours per student. This does not take the case in which students may take multiple courses or multiple school partners with larger enrollments.

• Year 4: Add an additional school. Low end $585 to 600 students at one course per kid is $117,000

• Year 5: Total 5 schools. Low end $975 to high end 1,000 students for $195,000.

Considerations of estimates:

• This does not take the case in which students may take multiple courses or multiple school partners with larger enrolments. Historically, enrollment will start off low and build as word and reputation builds within the school and additional courses are added.

• Please note this is using the traditional 1818 ACC tuition rate for these students. We believe this will keep it both fair and accessible for families. However, the Budget Office may have a better handle on comparative prices for education in foreign nations.

Expense:

• Travel: Roughly $15,000 per person. ($6,000 for China and $9,000 for India). Travel would need to have the 1818 ACC Director attend based on accrediting standards of quality assurance of program setup and execution. Additionally, the Program Director of International Services should also travel to bridge the networking of the schools with the program. Year 1 would be the start up cost as 1818 ACC, International Services, and SLU discipline faculty liaisons need to attend to meet with the instructors and orient them. Travel thereafter could be
every other year based on accreditation standards and for quality assurance of academic programming

- **Liaison Pay:** Null -- already part of 1818 ACC payment model. Some programs will bump to the next level of payment. Increase roughly $1,000 from pay level. See attached matrix.

- **Stipends:** $250 per person per year.

- **Scholarships:** Student tuition assistance capped at $390.00 per school per academic year with no roll over benefit. Instructors are granted up to $6,450 per academic year of graduate tuition assistance which may be used primarily for certification to teach or professional development. Note: Most instructors do not use the benefit outside of using it for necessary teaching credentials for the program.

**Net Income:**

- It is difficult to even project the net income as the initial costs beyond travel are flexible. For example, we do not know yet how many instructors meet the criteria to teach versus how many may need assistance to get up to the credentialing requirement. Additionally, there is fluctuation if it is one teacher or ten teachers teaching for the stipend. Until we are able to meet with these schools in person to develop a growth strategy we cannot in good faith provide outcomes. What we do know is that this model is highly effective. Consistently, the program to date has brought in $2.5 - $3 million dollars per year for the University.

---

**II. Study Abroad Program for 1818 ACC US Students and Partners**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Revenue ***</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$15,000</td>
<td>$20,000</td>
<td>$25,000</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>Marketing; Study Abroad Support Fees</td>
<td>Study Abroad Support Fees</td>
<td>Study Abroad Support Fees</td>
<td>Study Abroad Support Fees</td>
<td>Study Abroad Support Fees</td>
</tr>
</tbody>
</table>
## Fees

<table>
<thead>
<tr>
<th>Net income</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>$6,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$10,000</td>
<td></td>
</tr>
</tbody>
</table>

** Year 1 net income does not account for marketing costs

*Revenue based on $500 fee model per student and HIGHLY CONSERVATIVE PARTNER AMOUNT:*

- Revenue: After taking out support fees the revenue becomes $200 per student.
  - Model based off of 10 students per one school.
  - Year 1: One school sends 10
  - Year 2: Two schools send 10 each (20) etc.

- Expenses:
  - Marketing: $1,000 - $5,000 (Brochures, handouts, etc.) One time mass printing of bulk materials for next 5-10 years.
  - Study Abroad Support Fees: Fees are already covered in the sticker price per student. Costs average $300 which means a roughly $200 profit per head.

- Net Income (see table)

### 4. Positive non-financial impact on SLU:

1. **International 1818 ACC:** Additional funding to explore this option could potentially grow that revenue stream, access of SLU to abroad students, build the SLU name abroad, and create brand champions of the University at the schools, with the students and the parents. Even if the kids do not attend SLU they become brand champions and spread the University name as research shows they typically are the high performing students at their institutions once they matriculate.

2. **Study Abroad 1818 ACC:** The Study Abroad partnerships build off already strong SLU 1818 ACC partners and will strengthen the relationship between the university and area high schools in addition to creating a unique opportunity that 1818 ACC can market to other potential partners against competitors.

### 5. Alignment with Jesuit mission and strategic plan of the University:

Both aspects of this project align closely with the following facets of the university mission:

- Fosters programs that link University resources to local, national and international communities in collaborative efforts to alleviate ignorance, poverty,
injustice and hunger; extend compassionate care to the ill and needy; and
maintain and improve the quality of life for all persons.

- Strives continuously to seek means to build upon its Catholic, Jesuit identity and
to promote activities that apply its intellectual and ethical heritage to work for the
good of society as a whole.

6. **What’s needed, including budget (i.e. startup capital needed) and other
resources (i.e. physical space, personnel, etc.):**

1. **1818 International**
   - **Start Up Capital:**
     - Travel budget to do an exploratory trip to build programs and bring
       them on-board.
     - A secondary travel budget for SLU faculty to visit to orient
       instructors and ensure academics meet SLU departmental criteria.
     - Marketing funds: International 1818 ACC brochure / university
       swag/gifts for visits
   - **Physical Space:** N/A
   - **Personnel:** Short-term no. Long-term potentially as program grows will
     need additional student support person in 1818 ACC to handle volume of
     needs.

2. **Study Abroad**
   - **Start Up Capital:** Marketing (see above cost analysis)
   - **Space:** N/A
   - **Personnel:** N/A -- Study Abroad would help coordinate this. Potentially
     based on their volume the University should assess long term and
     consider if additional support is necessary.

7. **Potential obstacles:**
In order for this program to succeed, long-term commitment to all aspects of it is
essential. In the field of international educational exchange, success is only possible if
an institution clearly demonstrates its on-going interest in and support for its partners.

1. **International 1818 ACC:**
   - **HLC Regulation:** Currently there is no direct policy for abroad dual credit,
     but rumours of compliance policies have been increasing. Need Steve
     Sanchez to investigate further.
SLU Faculty Buy-In: The University will need to ensure that SLU faculty are part of this process. Without SLU faculty support this program and the reputation of other programs already existing will be heavily damaged. Support from the Academic Deans and Provost to help create buy-in is extremely essential.

2. Study Abroad 1818 Partners:
   - Coordination of high school and university deadlines.
   - Orientation of Study Abroad to this new service and SLU departments of how to handle and transfer requests related to these inquiries.

8. How this project relates to what other universities or programs are doing [OPTIONAL]:

1. International 1818 ACC
   - UMKC is already developed a strong presence in China. The Director of their program will be forwarding data at my request in October to show how program operates and cost/benefit analysis.
   - Syracuse has a renowned program already that is operating in Asia. They have been looked as the “leader” in international dual credit among the national body of dual credit programs (NACEP).
   - The Executive Director of NACEP has noted both Syracuse and UMKC in conversations as leaders and models for international dual credit. It is an emerging new model.
   - One final note is that SLU 1818 ACC is the second oldest program in the US and oldest West of the Mississippi. We have been the leader in dual credit education for a long time and we are at risk of no longer being the thought leader and pushing new and innovative models at home and abroad.

2. Study Abroad 1818 ACC
   - No other local dual credit programs / universities offer this kind of innovative opportunity to partner schools.

9. Questions that still need to be answered [OPTIONAL]:

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

Due date: July 29, 2016