

CCCU Tuition Survey: 2009-10 Update
by Stanley A. Clark, Provost
Simpson University

Introduction. This is the twenty-fifth in an annual series of reports on tuition and fees at member institutions of the Council of Christian Colleges and Universities (CCCU). It is based on data collected by the College Board; their findings appeared in the October 30, 2009 edition of The Chronicle of Higher Education (pp. A20 ff). All member institutions in the US (n = 106; see Note 1) are included in this report; Canadian schools and non-member affiliates are not.

General findings. The Appendix presents summary data for 106 CCCU institutions, rank ordered from highest to lowest tuition for 2009-10. In order to better understand the central tendencies and variations across the population, Table I presents means, medians, ranges and standard deviations for 2009-10 and the past 3 years as well.

Table I
Summary Statistics: CCCU Tuition/Fees (in dollars)

	2009-10	2008-09	2007-08	2006-07
Mean	20,595	19,677	18,743	17,615
Median	20,740	19,570	18,771	17,590
Std Dev	4,244	4,075	3,834	3,611
Range	21,790	22,800	20,842	19,890
Mean % Ch	4.8	6.3	6.4	6.5
N	106	106	101	101

We can see from reviewing Table I that the means, medians, and standard deviations continue to increase each year. Because Westmont College (CA), which has the highest tuition in the CCCU, did not increase their tuition for 2009-10, the range is smaller for the first time in many years. The percent increase in tuition/fees for 2009-10 is lower than the increase for 2008-09 (4.8 and 6.3 percent respectively), which is not surprising considering the state of the national economy.

Table 2, on the following page, presents tuition/fee data in thousand-dollar intervals as another measure of variation. Tuitions exhibit some clustering, with a modal interval for 2009-10 of \$20,000-20,999. Sixty-four (64) member institutions have passed the \$20,000 mark this year, compared to 50 in 2008-09, 36 in 2007-08, 28 in 2006-07, 15 in 2005-06, and 10 in 2004-05.

National Comparisons. How do the member institutions of the CCCU compare to national averages for tuition/fees? Table 3 presents comparative data for 2009-10. The rate of increase (see Note 3) was slightly higher for CCCU institutions (4.8 percent) than for the group of all 4-year privates (4.4 percent), but considerably below the increase at 4-year publics (6.5 percent). Our average tuition is

Table 2
Tuition at CCCU Institutions, in Intervals of \$1,000

>27,000	7	3		
26,000 – 26,999	3	3		
25,000 – 25,999	4	5	5	
24,000 – 24,999	6	3	3	3
23,000 – 23,999	9	5	4	4
22,000 – 22,999	11	11	3	5
21,000 – 21,999	9	9	14	2
20,000 – 20,999	15	11	7	14
19,000 – 19,999	7	12	13	6
18,000 – 18,999	7	12	10	12
17,000 – 17,999	10	6	12	12
16,000 – 16,999	5	3	7	13
15,000 – 15,999	3	6	8	6
14,000 – 14,999		5	4	10
13,000 – 13,999	2	2	2	4
12,000 – 12,999	5	2	1	2
11,000 – 11,999	2	6	6	1
10,000 – 10,999		2	2	6
<10,000	1			

\$5,678 below the national average of all privates, which makes our mean about 78 percent of the national average for that group. Only 9 of our member institutions (8.5 percent) are either at or above the 4-year private college national mean, with 91.5 percent below the mean. We continue to be an excellent value in comparison to other private 4-year US colleges.

Table 3
2009-10 Mean Tuition, and Mean Percent Changes from 2008-09 *

<u>Type of Institution</u>	<u>Mean</u>	<u>Percent Change</u>
Private 4-year	\$ 26,273	4.4
CCCU	\$ 20,595	4.8
Public 4-year	\$ 7,020	6.5

* source: The Chronicle of Higher Education (October 30, 2009), p. A20.

Other findings. The following are worth noting for 2009-10:

(a.) There continues to be consistency in rankings at the extremes of the distribution, and general stability in rankings throughout the CCCU.

(b.) Double-digit tuition increases occurred on only 3 campuses this year, compared to 9 last year. At the other end of the spectrum, 13 institutions had tuition increases of less than three percent, compared to only 5 last year; and one of those (Crichton) decreased its tuition for 2009-10 by 19.6 percent.

(c.) The average dollar increase for 2009-10 was \$950, compared to \$1,164 in 2008-09, \$1,121 in 2007-08, \$1,056 in 2006-07, \$944 in 2005-06, and \$958 in 2004-05. Forty-eight (48) institutions increased tuition by more than \$1,000, compared to 70 in 2008-09, 64 in 2007-08, 51 in 2006-07, 41 in 2005-06, and 43 in 2004-05. Strategically, it appears, an additional 12 institutions increased their tuition by \$950-999 this year.

Special notes.

1. The universe is defined as all 107 US institutions listed on the CCCU website as “members”, as of November 2009. College of the Ozarks (MO) has again been excluded from this analysis because they do not charge tuition.
2. As noted above, Crichton College (TN) decreased its tuition this year by almost 20 percent, dropping them to last place among the 106 CCCU institutions studied. Because of the impact of this large change on the mean, they have been excluded from the “mean percent change” calculation on the summary table on page 1 and the “average dollar increase” above; however, they are included in all other tables and calculations in this report (including within the CCCU mean and standard deviation).
3. The percent changes for CCCU tuition that appear in Tables 1 and 3 are calculated differently, and this deserves an explanation. Table 1 describes the “mean percent change in tuition”. That figure was obtained by determining the actual increase for each school, converting to a percentage, adding up across all institutions, and dividing by N. It tells us by what percentage, on average, each CCCU school increased its tuition this year. Table 3, on the other hand, focuses on the “percent increase in mean tuition”. It was calculated by subtracting the 2008-09 CCCU mean tuition from the mean tuition for 2009-10, and dividing by the mean for 2008-09. It tells us by what percentage the CCCU average increased this year. The calculation in Table 1 will likely be the more useful one for individual analysis.
4. The tuition figures reported in this study do NOT take institutional discounts into consideration. The net price is of course a much more significant comparison point than the sticker price, but such data are not readily attainable. We know from The Chronicle source (p. A20) that the average financial aid package (grants and tax benefits) for full-time students at private 4-year institutions this year is \$14,400, which amounts to more than half of the “sticker price.”
5. The data for this report were collected by another source (The College Board). The author accepts responsibility only for recording and/or calculation errors.

Redding, California
November 6, 2009

INSTITUTION	2009-2010	Rank	% Change	2008-2009	Rank	% Change	2007-2008	Rank	% Change	2006-2007	Rank	% Change
Westmont	33,190	1	0.0	33,170	1	6.3	31,212	1	5.9	29,470	1	6.0
Whitworth	28,650	2	4.5	27,420	2	6.7	25,692	3	6.4	24,154	3	6.5
Gordon	28,352	3	3.9	27,294	3	6.0	25,748	2	6.1	24,278	2	5.9
Seattle Pacific	27,810	4	3.7	26,817	4	6.7	25,128	5	7.4	23,391	6	7.4
Azusa Pacific	27,750	5	4.2	26,640	5	6.0	25,130	4	5.8	23,750	5	6.9
Biola	27,744	6	5.0	26,424	6	5.7	24,998	6	5.1	23,782	4	5.2
Bethel-MN	27,020	7	4.5	25,860	7	5.5	24,510	7	8.0	22,700	8	6.6
Messiah	26,700	8	4.0	25,670	8	5.1	24,420	8	4.9	23,290	7	5.3
Wheaton	26,520	9	4.0	25,500	9	7.5	23,730	10.5	5.7	22,450	10	6.4
George Fox	26,180	10	3.9	25,190	10	5.9	23,790	9	5.4	22,570	9	4.0
Point Loma Naz	25,840	11	2.9	25,120	11	5.9	23,730	10.5	7.1	22,150	11	6.8
Vanguard	25,452	12	4.7	24,310	14	5.8	22,986	13	6.8	21,524	14	5.9
Taylor	25,396	13	3.5	24,546	12	5.5	23,260	12	5.6	22,028	12	6.2
Covenant	25,270	14	3.9	24,320	13	6.5	22,830	14	5.0	21,740	13	5.0
Erskine	24,645	15	6.4	23,165	17.5	6.8	21,680	20	6.9	20,275	23	6.5
Houghton	24,440	16	6.3	22,990	20	6.3	21,624	22	6.0	20,400	5	5.0
Master's	24,280	17	5.0	23,120	19	5.0	22,020	15	5.7	20,830	15	7.2
Eastern Menno	24,220	18	4.5	23,180	16	5.6	21,960	16	6.2	20,670	17	6.0
Bluffton	24,044	19	4.9	22,920	22	5.2	21,780	18	5.9	20,570	18	5.9
Calvin	24,035	20	3.8	23,165	17.5	6.8	21,685	19	5.9	20,470	20	6.9
Fresno Pacific	23,898	21	3.0	23,202	15	6.5	21,796	17	4.8	20,790	16	5.2
Eastern	23,820	22	4.9	22,715	23	6.2	21,395	25	6.6	20,075	26	6.4
Roberts West'n	23,780	23	5.2	22,600	24	5.8	21,352	26	6.7	20,002	28	5.0
Asbury	23,748	24	6.0	22,413	25	5.3	21,286	28	5.5	20,184	24	6.5
Olivet Naz	23,590	25	9.3	21,590	36	10.2	19,590	42	11.4	17,590	50.5	6.7
Judson - IL	23,500	26	7.6	21,850	35	7.0	20,420	35	5.0	19,450	32	5.1
Goshen	23,400	27	4.9	22,300	28	4.7	21,300	27	4.9	20,300	22	5.2
Calif Baptist	23,266	28	4.2	22,330	26	8.2	20,636	33	8.4	19,030	34	8.9
Corban	23,220	29	4.0	22,320	27	7.9	20,690	32	7.2	19,294	33	6.9
Northw'n-MN	22,990	30	3.3	22,250	29	6.0	20,990	30	5.0	19,990	29.5	4.7
Anderson	22,910	31	4.5	21,920	32	4.5	20,976	31	4.9	19,990	29.5	5.8
NW Christian	22,900	32	4.6	21,900	33	2.0	21,481	24	7.1	20,060	27	9.1
Palm Beach Atl	22,700	33	5.3	21,550	37	6.6	20,210	36	7.8	18,740	37	8.1
Hope Internatl	22,520	34	2.9	21,885	34	10.0	19,900	38.5	6.4	18,700	38	3.9
Trinity Int'l	22,370	35	2.0	21,930	31	4.3	21,020	29	4.5	20,106	25	3.8
Cedarville	22,304	36	6.2	20,992	40	6.7	19,680	41	7.0	18,400	41	14.6
Northwestern-IA	22,240	37	-3.1	22,950	21	6.0	21,648	21	18.3	18,296	44	6.0
Northwest Naz	22,200	38	4.9	21,170	38	6.0	19,970	37	6.4	18,770	36	5.9
Dordt	22,080	39	4.9	21,040	39	5.7	19,900	38.5	6.6	18,660	39	5.8
Eastern Naz	22,014	40	0.0	22,014	30	7.0	20,574	34	5.0	19,595	31	7.0
Northwest-WA	21,994	41	5.8	20,790	42	5.2	19,762	40	8.9	18,144	45	13.8
King	21,880	42	6.3	20,582	43	6.9	19,262	46	5.0	18,345	42	3.8
Milligan	21,860	43	6.3	20,560	44	5.4	19,510	43	6.5	18,320	43	6.3
San Diego Chr	21,610	44	3.0	20,980	41	10.0	19,070					
Geneva	21,400	45	4.9	20,400	45	5.0	19,430	44.5	5.3	18,460	40	5.6
Huntington	21,290	46	4.9	20,300	47	4.5	19,430	44.5	3.0	18,860	35	2.0
Colo Christian	21,200	47	5.3	20,130	49	6.0	19,000	49	8.4	17,530	52	4.7
Grace	21,100	48	3.6	20,376	46	6.0	19,224	48	10.8	17,350	55	8.3
Malone	21,080	49	5.3	20,020	50	6.1	18,870	50	6.1	17,790	49	6.0
Bethel-IN	20,978	50	4.9	19,996	51	11.1	18,006	59	3.2	17,450	53	6.4
Trinity Christian	20,959	51	3.5	20,256	48	5.3	19,241	47	6.2	18,115	46	5.7
Union	20,940	52	6.8	19,610	53	5.3	18,620	52	5.9	17,590	50.5	6.9
Houston Baptist	20,830	53	10.7	18,820	64	6.1	17,736	62	7.5	16,500	64	18.3
U. Mary Hardin-Baylor	20,650	54	4.6	19,750	52	11.2	17,760					
Montreat	20,576	55	10.0	18,700	66	5.8	17,681	63	9.3	16,182	68	4.0

INSTITUTION	2009-2010	Rank	% Change	2008- 2009	Rank	% Change	2007-2008	Rank	% Change	2006-2007	Rank	% Change
Cornerstone	20,520	56	5.1	19,530	54	6.4	18,360	55.5	7.5	17,080	57	9.8
Indiana West'n	20,496	57	5.8	19,376	57	6.0	18,284	57	6.5	17,164	56	6.1
Simpson	20,400	58.5	4.6	19,500	55	4.8	18,600	53	4.5	17,800	48	4.7
LeTourneau	20,400	58.5	6.6	19,140	62	6.9	17,910	61	5.9	16,920	59	6.5
Lipscomb	20,390	60	9.7	18,580	67	10.5	16,811	74	8.1	15,556	75	6.8
Mt Vernon Naz	20,330	61	5.2	19,330	58	7.0	18,064	58	7.0	16,876	60	6.2
Sioux Falls	20,290	62.5	5.0	19,326	59	7.7	17,940	60	7.3	16,720	62	3.9
Abilene Chr	20,290	62.5	7.6	18,855	63	8.3	17,410	65	6.6	16,330	66	7.7
Greenville	20,216	64	4.1	19,428	56	4.0	18,672	51	4.1	17,932	47	4.0
Crown	19,870	65	3.5	19,198	61	3.3	18,588	54	9.0	17,054	58	9.0
Spring Arbor	19,790	66.5	2.9	19,240	60	4.8	18,360	55.5	5.6	17,386	54	4.3
Hardin-Simmons	19,790	66.5	7.7	18,380	69	8.5	16,946	73	8.4	15,626	74	8.3
Tabor	19,660	68	5.1	18,710	65	6.0	17,650	64	5.5	16,724	61	4.9
Nyack	19,500	69	6.6	18,300	70	5.8	17,300	67	6.1	16,300	67	4.2
MidAmerica Naz	19,146	70	5.1	18,216	71	6.6	17,090	70	7.0	15,968	72	8.2
Oral Roberts	19,106	71	3.9	18,386	68	5.7	17,400	66	4.4	16,670	63	5.0
John Brown	18,880	72	4.5	18,066	73	5.8	17,076	71	5.7	16,158	69	5.7
Campbellsville	18,810	73	3.9	18,100	72	4.9	17,260	68	5.6	16,340	65	5.7
North Park	18,800	74	6.8	17,600	76	6.7	16,500	75	10.7	14,900	79	7.2
Carson-Newman	18,702	75	5.1	17,800	75	4.8	16,980	72	5.7	16,060	71	5.4
Southern West	18,700	76	3.9	18,000	74	5.0	17,150	69	6.2	16,150	70	4.5
Howard Payne	18,650	77	7.2	17,400	77	8.6	16,030	78	10.8	14,470	86	11.3
Sterling	18,100	78	8.4	16,700	83	6.4	15,700	83	8.3	14,500	85	4.3
Bluefield	17,900	79	14.5	15,640	92	18.7	13,180					
Bryan	17,860	80.5	4.9	17,020	80	4.3	16,320	77	5.6	15,450	76	4.4
Missouri Baptist	17,860	80.5	5.9	16,872	81	6.4	15,850	81	7.5	14,740	82	6.6
Okla. Wesleyan	17,770	82	7.1	16,585	85	7.0	15,500	86	6.5	14,550	84	5.8
Waynesburg	17,760	83	4.0	17,080	79	4.0	16,420	76	4.1	15,780	73	4.2
Southern Naz	17,664	84	2.6	17,224	78	8.2	15,924	80	3.6	15,374	77	16.8
Okla Baptist	17,624	85	5.0	16,790	82	5.0	15,994	79	9.5	14,604	83	5.5
Dallas Baptist	17,490	86	6.4	16,440	87	10.0	14,940	88	14.5	13,050	91	6.4
E Texas Baptist	17,180	87	6.4	16,140	90	10.0	14,680	89	7.2	13,700	89	6.7
Warner Pacific	17,110	88	2.9	16,630	84	-22.7	21,500	23	5.0	20,480	19	6.9
Belhaven	16,780	89	2.6	16,360	88	5.0	15,580	84	5.5	14,774	81	4.8
Trevecca Naz	16,776	90	3.0	16,288	89	5.0	15,512	85	4.3	14,874	80	10.7
SW Baptist	16,530	91	5.3	15,704	91	5.0	14,950	87	6.0	14,100	87	6.4
Okla Christian	16,366	92	-1.2	16,566	86	4.9	15,796	82	5.5	14,976	78	7.5
Evangel	16,000	93	6.6	15,010	93	4.7	14,340	90	4.0	13,784	88	7.8
Toccoa Falls	15,575	94	6.5	14,625	95	5.8	13,825					
Warner So.	15,320	95	4.3	14,690	94	6.0	13,860	91	4.9	13,210	90	10.2
Southeastern	15,000	96	3.7	14,470	96	7.3	13,480	92	9.8	12,280	93	6.8
Mississippi	13,290	97	3.8	12,800	97	2.4	12,494	93	1.7	12,288	92	1.9
Kentucky Chr.	13,220	98	9.1	12,120	99	2.3	11,850	94	0.0	11,850	94	8.2
U. of the Southwest	12,964	99	1.7	12,750	98	9.0	11,700					
Judson – AL	12,890	100	8.0	11,940	103	7.4	11,120	99	3.8	10,710	98	5.0
Louisiana	12,530	101	4.2	12,030	101	4.7	11,490	95	6.0	10,840	95	5.2
Wayland Baptist	12,470	102	3.9	12,000	102	6.7	11,250	97	4.2	10,800	96	9.1
No. Greenville	12,264	103	5.0	11,680	104	4.5	11,180	98	3.9	10,760	97	4.0
Lee	11,660	104	5.1	11,094	105	2.9	10,782	100	5.1	10,258	99	6.7
Williams Baptist	11,400	105	4.1	10,950	106	5.6	10,370	101	5.3	9,850	101	6.5
Crichton	9,750	106	-19.6	12,120	100	7.7	11,256	96	9.8	10,248	100	0.0