



POSTSECONDARY NATIONAL POLICY INSTITUTE

Virtual College Cost Boot Camp

January 26th & 27th

Boot Camp Overview

ZOOM & KAJABI

PNPI will utilize Zoom for all of the live sessions and Kajabi for access to readings, resources, and recordings.

LEARNING OBJECTIVES

- Increase participants' understanding of college cost and college price (net and sticker);
- Increase participants' understanding of cost of attendance and how it influences financial aid awards;
- Increase participants' understanding of what drives college costs; and
- Expose participants to provisions in current law meant to increase college affordability and reflect on past congressional attempts to contain college costs.

Moderators: PNPI Staff

Thursday, January 26th

10:00-11:30AM ET: Welcome & Overview of College Cost

Live Zoom: This session will explore the difference between sticker price and net price, price and cost, current trends in college costs, how the share of student cost has changed over time, the cost of college relative to family income, and trends in college cost related to other goods and services.

Panelist: [Jennifer Ma, College Board](#)

11:40AM-12:45PM ET: Calculating Net Price Simulation

Live Zoom: In this session, participants will learn more about net price calculators and engage in an exercise meant to assess net price calculators' accessibility and effectiveness.

Facilitator: [Jeremy Wright-Kim, University of Michigan](#)

12:45PM-1:45PM ET: Lunch Break (optional networking 1:30-1:45PM ET)

1:45-3:15PM ET: Cost of Attendance (COA): Overview & Simulation

Live Zoom: This session will explore COA, including what it is and how it is different from tuition, the difference between direct and indirect costs, how institutions calculate COA and how these calculations may differ, how COA calculations affect federal financial aid awards, and which types of non-tuition related costs occupy a large portion of COA calculations. Participants will also take part in an interactive COA simulation.

Panelists/Facilitators: [Rachel Fishman, New America](#) & [Delisa Falks, Texas A&M University](#)

3:15-3:30PM ET: Close

Friday, January 27th

10:00-11:00AM ET: Welcome Back & Financial Aid Letter Simulation

Live Zoom: This session will explore how COA and financial aid awards are communicated to families. Participants will take part in a simulation decoding financial aid letters.

Facilitator: [Sophie Nguyen, New America](#)

11:15-12:30PM ET: Drivers of College Cost

Live Zoom: This session will explore factors that drive college cost and tuition, how tuition and fee dollars are spent, and trends in state support for higher education.

Panelists: [Liz Clark, National Association of College and University Business Officers \(NACUBO\)](#), [Andrew Gillen, Texas Public Policy Foundation](#) & [Sophia Laderman, State Higher Education Executive Officers \(SHEEO\)](#)

12:30-1:30PM ET: Lunch Break (optional networking 1:15-1:30PM ET)

1:30-2:45PM ET: Federal Levers to Address College Cost

Live Zoom: This session will consider provisions in current law meant to increase college affordability and reflect on past congressional efforts to contain college costs.

Panelists: [James Bergeron, NCHER](#); [David Bergeron, Independent Strategic Advisor](#), & [Julie Peller, Higher Learning Advocates](#)

2:45-3:00PM ET: Close