

**Testimony by Bay Path University**  
**in**  
**Support of the State of Massachusetts Joining SARA**

*“A Bay Path University education empowers undergraduate women and graduate women and men to become leaders in their careers and communities with an innovative approach to learning that prepares students to flourish in a constantly changing world.”*

*The Chronicle of Higher Education* named Bay Path University among the top 20 fastest growing private baccalaureate institutions in the nation in large part because of its innovative and cutting-edge fully online degree programs. The University offers 21 distinct degrees with numerous majors completely online providing an extensive and rich array of choices for undergraduate adult women and graduate men and women (Appendix A).

Bay Path’s fully online programs have experienced significant enrollment growth. For instance, the undergraduate adult fully online degree programs grew 703% from 61 to 490 students in three years, 2012-2015. Fully online students also make up a growing percentage of Bay Path University’s enrollment. In Fall 2015, 26.4% of its adult undergraduate and 29% of its graduate student body were fully online. This means that nearly a third of Bay Path University’s 3105 students are fully online.

However, Bay Path University has not been able to take these programs to 10 states because of the high cost associated with gaining individual state permissions, permissions that would be available if Massachusetts joined 42 others as part of the State Authorization Reciprocity Agreement (SARA). We estimate significant enrollment and revenue loss because of this. Conservatively, Bay Path projects a loss of \$574, 649 based on the average number of undergraduate and graduate students recruited from the surrounding states (Appendix B).

Furthermore, Bay Path University has been prevented from meeting its mission. In the summer of 2015, we were approached by Mary Alvarez. She is the Special Emphasis Program Manager (SEPM) of the Federal Women’s Program for the USDA and is based in California. She explained that the Federal Women’s Program was established in 1963 to enhance employment opportunities and remove employment barriers for women in federal services. She said that her team had identified a significant barrier to 3000 female food safety inspectors. These women could not apply for a promotion to GS7 level positions without completing 30 credits in science and/or food science coursework. In addition, the women were spread all over the United States and its territories. She wanted an online, supportive, course option for them.

She searched for over a year to find an institution that would offer a program designed for these women. Bay Path answered the call, and developed the program in record time. Tragically, more than 75 students immediately showed interest from these 10 states in which we are not authorized, and we could not allow them to apply to the University.

The costs to become eligible to recruit in these 10 states are high. These states restrict us from offering our programs unless we undertake a lengthy application process with application fees of up to \$30,000, and most have yearly fees in addition. Furthermore, the state legislatures or boards of higher education in these states can change these requirements at any time. The financial burden and uncertainty of these arrangements make it impossible for a small institution like Bay Path to take on the risk of seeking individual state approval.

Yet, it is not revenue or costs alone that drives our support of SARA. Bay Path University offers high demand degree programs and convenient online accelerated degree formats that our research and experience indicate are needed by the residents in those 10 states. Among our graduate programs, we have one of the few online Master of Science degrees in Cybersecurity Management in the nation and have just added a cutting-edge Master of Science in Applied Data Science. Our unique MBA in Entrepreneurial Thinking and Innovative Practices and the MFA in Creative Non-Fiction offer opportunities not easily available to residents of Alabama, Arkansas, Indiana, Michigan, Minnesota, Montana, Missouri, Oregon, Wisconsin, or Wyoming.

In addition, we offer the first fully *online accelerated* degree program exclusively for adult women through our American Women's College. This program is uniquely designed to help first generation, diverse, and economically challenged women succeed in earning their degree in less than 4 years. The completion rate in this program is far above the national average. Adult women in these 10 states need access to this powerful online option. And operationally, our ability to serve women in these ten large states will also enhance our ability to serve women right here in Massachusetts.

## Appendix A

### Bay Path University Fully Online Graduate Degrees

Master of Science in Communications and Information Management  
Master of Science Cybersecurity Management  
Master of Science in Applied Data Science\*- Fall 2016  
MBA in Entrepreneurial Thinking and Innovative Practices  
Master of Science in Leadership and Negotiation  
Master of Science in Accounting  
MFA in Creative Nonfiction  
Master of Science in Nonprofit Management and Philanthropy  
Master of Science in Strategic Fundraising and Philanthropy  
Master of Science in Higher Education Administration

### Bay Path University Fully Online Undergraduate Degrees

Bachelor of Arts in Leadership and Organizational Studies  
Bachelor of Arts in Psychology with majors in  
    Counseling Foundations  
    Child Psychology  
    Foundations in Drug & Alcohol Counseling  
    Human Services and Rehabilitation  
Bachelor of Arts in Liberal Studies with a major in  
    Food Science & Safety  
Bachelor of Science in Business with majors in  
    Accounting  
    Business Analytics  
    Digital Marketing Management  
    Entrepreneurship  
    Strategic Human Resource Management  
    Operations Management  
Bachelor of Science in Cyber Security with a major in  
    Digital Forensics  
Bachelor of Science in Health Services Administration with majors in  
    Health Sciences  
    Health & Wellness  
Bachelor of Science in Nursing  
Bachelor of Science in Criminal Justice with a major in  
    Rehabilitation and Victim Advocacy  
Associate of Arts in Liberal Studies  
Associate of Science in Business Administration  
Associate of Science in Early Childhood Leadership

## Appendix B

### Lost Revenue Assumptions: \$547, 649

It can be assumed, from the enrollment data from neighboring states of the ten states in which we are not allowed to recruit, that Bay Path University could have enrolled nine undergraduate and nine graduate students this year.

We calculated the university lost significant potential revenue from the nine potential undergraduate students. On average undergraduate students complete 75 credits at Bay Path University toward the bachelor degree, excluding 45 eligible transfer credit, to reach degree completion. With undergraduate courses in the American Women's College costing \$400 per credit, this totals \$270,000 of lost revenue from 9 potential undergraduate students.

Additionally, potential graduate enrollment of nine graduate students cost Bay Path University over a quarter of a million dollars in tuition revenue. The graduate degrees, on average, require 45 credits of coursework to reach degree completion. Graduate costs per credit vary from \$675 to \$795 per credit across our nine degree programs, intentionally excluding the new Master of Science in Applied Data Science which is launching with Fall 2016 semester. With graduate courses costing, an average of \$752 per credit, the total lost revenue from potential graduate students from these states would be \$304,649.