

Clayton State University

Miscellaneous Fee Form

Fiscal Year 17

Name of Fee: APPLICATION FEE (ADMISSIONS)

Fee Type: Miscellaneous

Office Responsible for Fee: ADMISSIONS

Amount of fee: \$40

Basis (per term, one time, etc.): UPON APPLICATION

Purpose of the fee (explain need or benefit for operations/student):

ADMINISTRATIVE COSTS

Explain use of the fee including major items funded by the fee:

FUNDS STUDENT ASSISTANTS, RECRUITMENT EVENTS, RECRUITMENT MATERIALS, RECRUITMENT ACTIVITIES, MARKETING & ADVERTISEMENT AND FUEL FOR STUDENT EVENTS

Revenue in FY 17:

Expenditures in FY 17:

Surplus amount and suggested use:

Point of Contact for questions:

Name: STEPHEN JENKINS

Phone: 678-466-4143

E-mail: Stephen.jenkins@clayton.edu

For more information on how this fee is used and related financial data, please go to:
Annual Review of Fee Usage (<http://www.clayton.edu/SFAB/Annual-Review>).

Form Submitted By: _____

Kevin Demmitt (FA)

VP/Dean/Director

Date: _____

10/11/17

Date: _____

10/13/17



Undergraduate Recruitment & Admissions

Application Fee Presentation

Overview

- Current Fee
- Fee Purpose and Usage
- Financial Data

Current Fee

State Universities	Application Fee
Albany State	\$25
Armstrong State	\$30
Clayton State	\$40
Columbus State	\$40
Fort Valley State	\$20
Georgia College & State	\$40
Georgia Southwestern State	\$25
Middle Georgia State	\$30
Savannah State	\$25
University of North Georgia	\$30



Current Fee

USG Competitors	Application Fee
Clayton State	\$40
Georgia Gwinnett	\$20
Georgia State	\$60
Kennesaw State	\$40
University of West Georgia	\$40



Fee Purpose and Usage

- Student Assistants
 - Call Center
 - Campus Tours
 - Administrative assistance
- Marketing and Advertisement
 - Paid Advertisement
- Recruitment Events
 - Freshman Preview Day
 - Majors Monday
 - Nontrad Tuesday

Fee Purpose and Usage

- Recruitment Materials
 - Give-aways
 - Collateral
 - Postage
 - Purchasing names
- Recruitment Activities
 - Counselor Appreciation Luncheon
 - Presidential Scholars Luncheon
 - Presidential Scholars Reception
 - Laker Experience Bus Tours
 - PSAT Day

Financial Data

	Budget	Revenue	Expenses	Surplus/Deficit
2017	\$200,000	\$233,080	\$196,391	\$36,689
2016	\$225,000	\$238,863	\$217,335	\$21,528
2015	\$190,000	\$202,325	\$171,385	\$30,940