

TO: Marcela Brown, Director of International Study Opportunities, University of Monterey Bay
CC: Dr. Tamikka Asmus, Professor, English & History Departments
FROM: Kaitlin Healy, Karmen Mallow, and Jessica Schrader, SA-USA
DATE: November 24, 2015
SUBJECT: Summer History in Rome Program Budget

Executive Summary

SA-USA is pleased to offer the following price quote to University of Monterey Bay for a faculty-led trip to Rome, Italy. Prices are for a program taking place from Friday, May 20, 2016 through Monday, June 13, 2016 (25 days). Below is a summary of services provided, including SA-USA's 10% program fee. For a more detailed outline of costs, please see the attached budget. Our policy is to recommend two faculty members once the student-to-faculty ratio exceeds 10:1 out of health and safety concerns, and we have therefore provided pricing for both options.

Logistics

Services to be provided by SA-USA will include airport pick up on Friday, May 20, 2016 and drop off on Monday, June 13, 2016. Shared apartments for the students, and a one-bedroom apartment for faculty, for 24 nights are also included. Costs also cover insurance for students and faculty. Classrooms, which will have WIFI, computers, and internet instructional access for students, have also been planned for.

Orientation

SA-USA will provide a welcome reception on the evening on Friday, May 20th. It will include a meal as well as an introduction to program staff and logistics. Saturday, May 21st will be a full-day orientation organized by SA-USA. The morning will include health and safety information, followed by a provided lunch with 15 local students. The afternoon will include a cultural orientation and walking tour of the city.

Trips and Site Visits

Included site visits in Rome are the Vatican museums, a Roman convent, the Colosseum, the Roman Forum, and Palatine Hill, as well as a walking tour of sites including the Spanish Steps, Trevi Fountain, and the Pantheon. Day trips to Assisi and Naples/Pompeii are also included. The Assisi trip is as requested in the proposal, and the Naples/Pompeii trip will include a historic WWII tour in Naples and a guided cultural tour in Pompeii. Entrance, speaker, and tour guide fees are included for all visits, where applicable. Day trips include transportation and one meal.

Marketing

This price includes the labor costs for designing program specific materials (posters, flyers, etc.) PDFs of these will be sent to the school, who is responsible for the printing.

Program Exclusions

In order to keep this program cost-effective, a number of items have been excluded from SA-USA's service package. Cell phone rentals are no longer included, as participants will be responsible for acquiring their own cell phones and SIM card. An overnight trip has been replaced with a day trip to Naples and Pompeii, as both locations are near enough to Rome to not warrant overnight accommodation. SA-USA has not included local transportation costs in the program budget. As Rome is a walkable city, public transportation will not be used as part of program activities, and students are responsible for purchasing their own tickets, if desired. Co-curricular and cultural activities will be optional to students, and SA-USA will provide a list of free or low cost local events to students who may choose to attend. Additionally, students are responsible for their own meals and should budget \$300-\$400 for food. Tuition and airfare are outside of the responsibilities of SA-USA, and are not included in this service package, however packages plus UMB tuition have been included in the attached spreadsheet for reference.

Competitor Analysis

Competitors for our program were identified based on a set of criteria stipulating that programs must be short-term, defined as between 3-7 weeks, and located in Rome, Italy for the majority of the program duration. Programs must offer credit through an educational institution, and cultural excursions, field trips, or tours must be included as part of coursework. Based on this criteria, we have identified four competitor programs. The following table outlines program competitors, their cost, duration, and number of credits offered. All prices listed include tuition, housing, excursions, and insurance costs. SA-USA does not charge tuition; we have included UMB tuition for 6 credits.

Program provider	Cost	Days	Credits	Airfare included
SA-USA	\$5,810 - \$7,521	25	6	No
Salve Regina University	\$6,800	33	6	Yes
AIFS Study Abroad	\$5,695	28	6	No
IES Abroad	\$3,830	25	3	No
IES Abroad	\$6,990	45	6	No

SA-USA's program price varies based on in-state or out-of-state tuition, and if led by one or two faculty members (see attached budget for cost breakdown). For in-state students attending the program with one faculty member, SA-USA's program is comparable to its competitors considering cost per credit hour and program duration. For out-of-state students attending the program with two faculty members, the cost exceeds its competitors.