

For Immediate Release

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### **FWBBC 'Holds the Line' on Tuition Costs**

NASHVILLE, TN—In a bold move geared to help parents and students struggling with the economic downturn afford a college education, Free Will Baptist Bible College announced a tuition freeze for the 2011-2012 academic year, according to President Matt Pinson. The college's decision to "Hold the Line" on tuition and all other basic costs (room and board, miscellaneous fees, and more) keeps the sticker price within range of families balancing the realities of financial stress in the worst economic crunch since the Great Depression.

"Our current and prospective students and their parents are taking a hard look at the financial bottom line," President Pinson said. "While we can't change the recessed economy our Free Will Baptist families face, we wanted to take a positive and bold step to make a difference where it mattered most—tuition and other expenses. And we did! This is an important move for all of us. The Board of Trustees and the college administration are making every effort to keep the cost of an FWBBC education as affordable as possible."

This marks the first time in almost 50 years that no increase in tuition or other expenses has occurred at FWBBC. With families becoming more rigorously selective in choosing a college for their children, freezing tuition costs for a year will spotlight the student-friendly atmosphere of FWBBC.

David Williford, FWBBC's vice president for institutional advancement, said, "Thank God for the faithful support of our donors whose financial commitment to the mission of FWBBC makes this decision to flat-line tuition for 12 months a possibility. It needed to be done, and I'm so glad the Trustees made the decision, but it would not have happened without the generous gifts of our donors."

The college's enrollment services staff will be pushing the word out nationwide this spring and summer to prospective Free Will Baptist students and parents regarding FWBBC's cost freeze on tuition.

Rusty Campbell, director of enrollment services, said, “We plan a news blitz as soon as possible with post cards, emails, letters, phone calls, website updates, chapel announcements, and more. This is a unique moment, and we want to spread the good news as far and as fast as we can. The ‘Hold the Line’ decision on tuition costs may well be the deciding factor for a number of prospective students and their parents.”

FWBBC began charging tuition for the first time in 1948. While the college operated from 1942 until 1948 without tuition fees, economic conditions in post-World War II America plus rising costs to maintain an expanding curriculum and a professional faculty placed FWBBC on the same page with other U.S. colleges as a tuition-driven institution.