

Visa isn't just better for schools, it's preferred by parents¹

The world is evolving and more people are embracing digital currency to pay and be paid — especially when it comes to larger expenses like tuition.

In a recent survey, nearly half of cardholders indicated they'd prefer to pay tuition with a credit card — likely because:

- They can earn substantial rewards
- Cards are more convenient and secure than checks
- Cards helps them plan and track tuition payments

47%
of cardholders
would prefer to pay
tuition with their
credit card²

Accepting Visa saves time and administrative costs

Visa surveyed a range of schools and tuition payment processing partners to learn about their experiences with accepting Visa. Here's what they had to say:

"Visa allows many of our client schools to save hundreds of thousands of dollars each year."

- Leading tuition payment processor

"The card process is faster and more convenient than checks and adding Visa resulted in a 42% increase in card payments."

- Top Midwest university

Why Visa?

With billions of card users, millions of merchants and thousands of financial institutions across the globe, Visa is continually pioneering new payment innovations. From convenience to security to the value of rewards, Visa lets you offer parents a more powerful way to pay tuition.

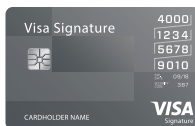
But Visa isn't just preferred by parents — it's smarter for schools because they retain 100% of tuition payments made with Visa.³ Plus, accepting Visa helps schools:

Reduce operational expenses

- Save time and resources by eliminating paperwork
- Simplify refunds and reimbursements
- Track and manage payment histories with ease

Improve collection

- Increase timely payments by accepting the preferred method
- Eliminate the risk of insufficient funds
- Improve the overall cash flow of your organization



Contact us at TuitionPayments@visa.com to learn more.
Or visit usa.visa.com/pay-with-visa/pay-tuition.html

³ Using cards to return 100% of Tuition Payments achieved by registering for the Visa Government & Education Payment Program. versus cash, check and ACH