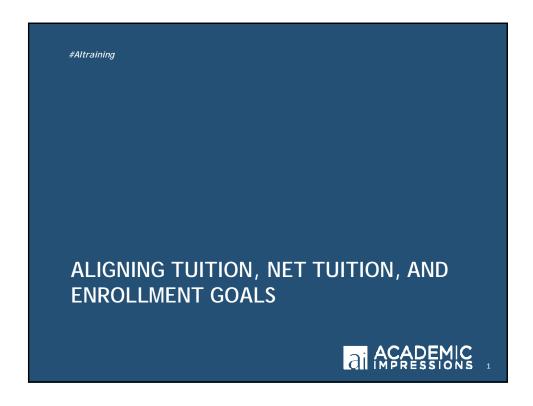


# Tuition: Raise It, Lower It, or Stay the Course? | April 28, 2017 Lucie Lapovsky

On the following pages please find a copy of some introductory material for this webcast.

#### **Pre-Webcast Resources**

1. Aligning Tuition, Net Tuition, and Enrollment Goals – Pages 2-5



#### PROCESS: THE ISSUES

- · What are your goals?
  - Enrollment
  - Net Tuition Revenue
- What is your value proposition?
- What does your strategic plan say?
- What do your budget scenarios look like?
- What are your major challenges?
  - Concerns about access, affordability and enrollment
  - Meeting enrollment and net tuition goals



# Introductory Material for the webcast: *Tuition:*Raise It, Lower It, or Stay the Course?

### PROCESS: THE PEOPLE

- Enrollment Management
- Finance
- Marketing
- Add other key administrators including the President
- Faculty and Students
- The Board usually approves the tuition each year



### PROCESS: THE DATA

- Tuition over several years
- Financial aid over several years
- Discount rate
- Retention rate
- · Peer data
- Competitor data overlap schools
- Enrollment data
  - Acceptance Rate
  - Yield by net price, ability, geography, income, etc.

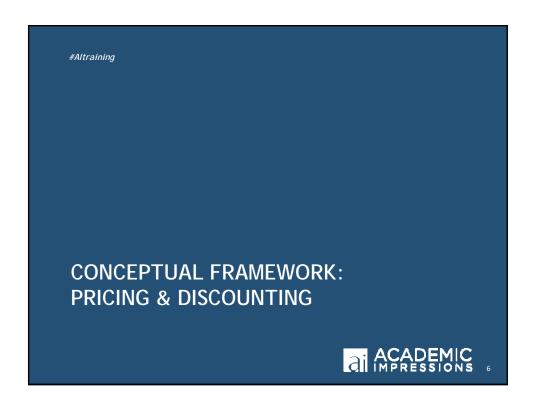


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### PROCESS: ANALYSIS

- What does the data tell you?
- What net revenue does the budget need?
- What does history tell you?
- Putting the right people around the table at each stage of the process
- Develop goals and strategies
- You can't continue what you are doing and expect different results
- · Do what you are doing better
- · Change what you are doing





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#### GOAL OF TUITION PRICING & DISCOUNTING

- Enroll the desired number of students in each of the college's programs
- Enroll students with the appropriate characteristics in each of the college's programs
  - Demographic
  - Socio-economic status
  - Academic
  - Athletic
  - Other
- · Retain as many qualified students as possible
- Maximize net revenue

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# TOOLS FOR MAXIMIZING NET INCOME

- · Setting the sticker
  - By program type
  - By student type
  - Relative to competitors
- Providing guarantees related to price
- · Allocating need-based financial aid
- Allocating merit-based/characteristicbased financial aid
- Other programs, facilities, etc.

