

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

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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*

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ALIGNING TUITION, NET TUITION, AND ENROLLMENT GOALS



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



■ 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.



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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CONCEPTUAL FRAMEWORK: PRICING & DISCOUNTING



■ 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/characteristic-based financial aid
- Other – programs, facilities, etc.