Achieving the Right Admissions/Tuition Business Model

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Do you believe in the ***mission*** of your institution?

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Spoiler Alert!

- No magic bullet
- No expert
- Find your path

What I hope to offer you today – ideas – concepts – questions to be considering.

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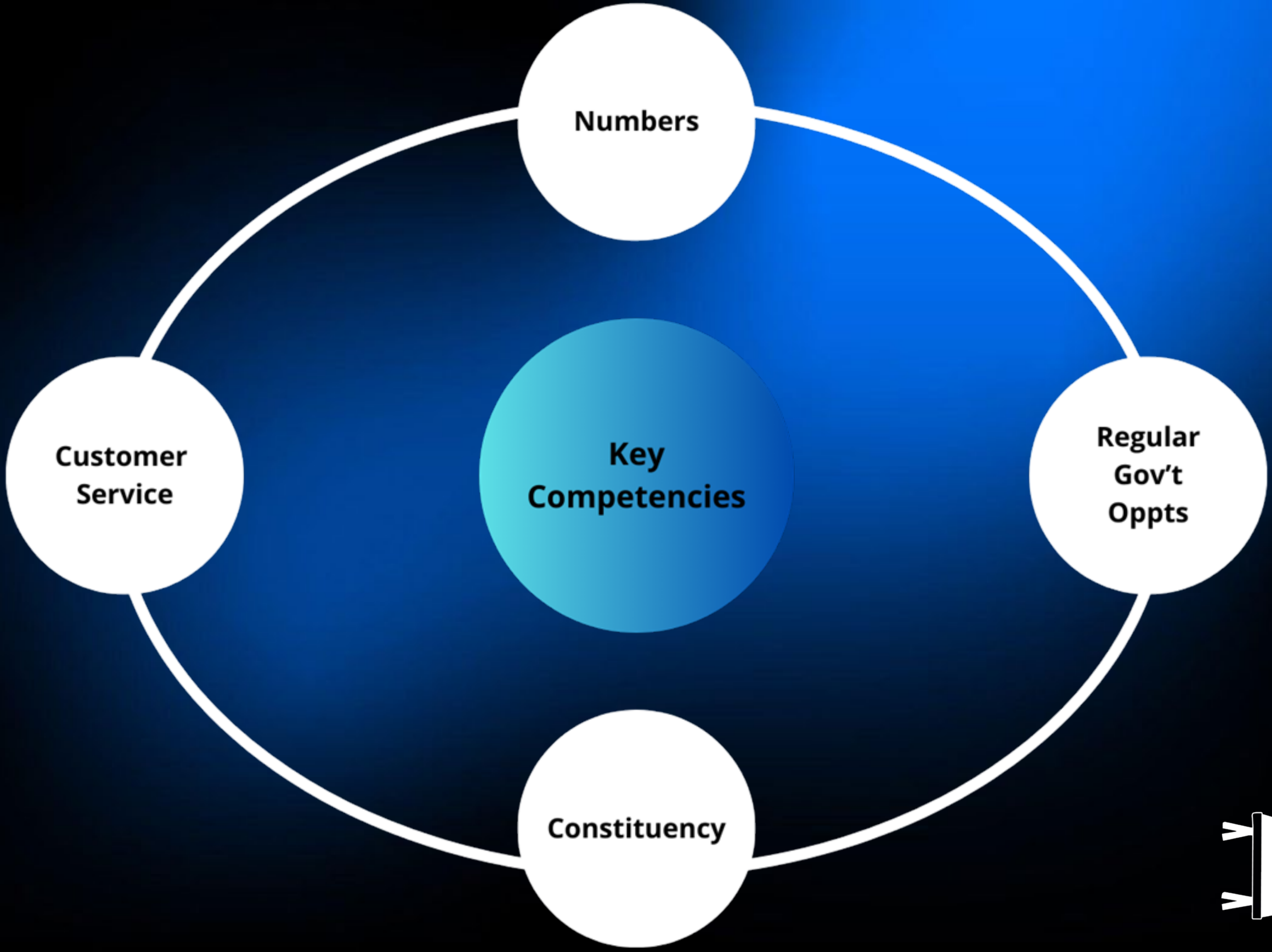
Marketing of Financial Aid

Business Office or Enrollment Office

Where to locate the Financial Aid Office

Culture shift of office – not a bank – it's a gateway to the future. "The Opportunity Office"


Numbers
Customer Service
Key Competencies
Regular Gov't Oppts
Constituency

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Communication Strategies I

Website

Office

Webinar

Materials

Communication Strategies II

Financial Aid is the full enrollment team's conversation

The Elephant in the room – How much does it cost?
(Know your competition.)

Think through your message. Ask how parents are interpreting the information verbally/online/marketing material? (Parents do not want the run around!)

Have a secret shopper come asking the hard financial questions.

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Scholarship Strategies I

Who do you want your scholarships to go to? Have you clearly outlined the target groups?

Do you have a Financial Aid Matrix? 4 Areas to consider: Affinity/Alumni, Economics, HVT, Scholarship, Sports

What are the options: Have you leveraged your scholarships?

Are your scholarships for a few students or greater number of students?

Affordable Options

Friendly transfer and advanced credit policies

High School online program

Partners program

Tuition reset/Freeze/Discounting

Financial Grid

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EFC Range		Applications	Percentage of Total Apps	Deposited	Cancelled	Percentage Deposited
$0 - $219,931		**765**		**246**	**250**	**36.86%**
Blank	Blank	165	21.57%	19	49	11.52%
$ -	$ -	91	11.90%	22	18	24.18%
$ 1	$ 500	24	3.14%	8	12	33.33%
$ 501	$ 1,000	17	2.22%	8	5	47.06%
$ 1,001	$ 1,500	13	1.70%	4	6	30.77%
$ 1,501	$ 2,000	12	1.57%	3	5	25.00%
$ 2,001	$ 2,500	15	1.96%	8	4	53.33%
$ 2,501	$ 3,000	19	2.48%	12	4	63.16%
$ 3,001	$ 3,500	20	2.61%	6	7	30.00%
$ 3,501	$ 4,000	17	2.22%	6	4	35.29%
$ 4,001	$ 4,500	16	2.09%	5	3	31.25%
$ 4,501	$ 5,198	9	1.18%	5	3	55.56%
$ 5,199	$ 6,000	11	1.44%	4	6	36.36%
$ 6,001	$ 7,000	13	1.70%	4	3	30.77%
$ 7,001	$ 8,000	23	3.01%	10	6	43.48%
$ 8,001	$ 9,000	19	2.48%	7	9	36.84%
$ 9,001	$ 10,000	11	1.44%	3	4	27.27%
$ 10,001	$ 15,000	70	9.15%	27	25	38.57%
$ 15,001	$ 20,000	43	5.62%	19	15	44.19%

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Thank You!