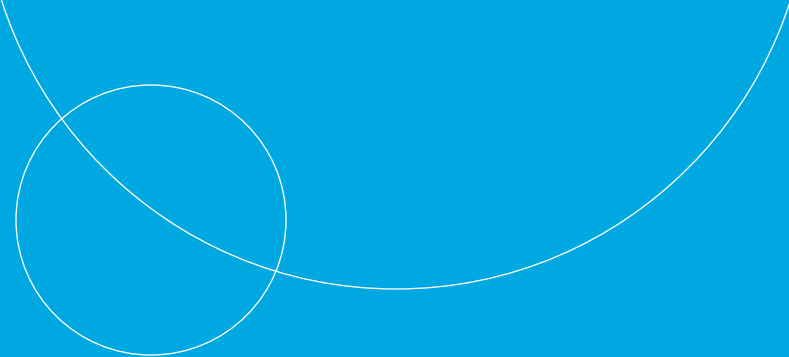




rni national conference
leading ai innovation
empowering higher education



Financial Aid for Rookies

Mike Dzieziak - Executive Consultant

The Current Student Expectations

- Students expect personalization and are unlikely to respond without it.
- This is the world Amazon, Netflix, and Starbucks have mastered.
- Cost/Financial Aid are still one of the top decision factors in a student's decision to enroll.



Interest in Colleges and Universities

Top factors for 11th graders to become interested in a college or university.



51%

Availability of
major or program
of study



48%

Cost:
affordable



45%

Location:
like the
town/city



34%

Believed
would be
accepted



34%

Good
reputation

College Financing Perceptions

Financing college will be difficult.

91%

11th grade

93%

12th grade

College Financing Perceptions

More 12th grade students are saying financing will be difficult.

87%

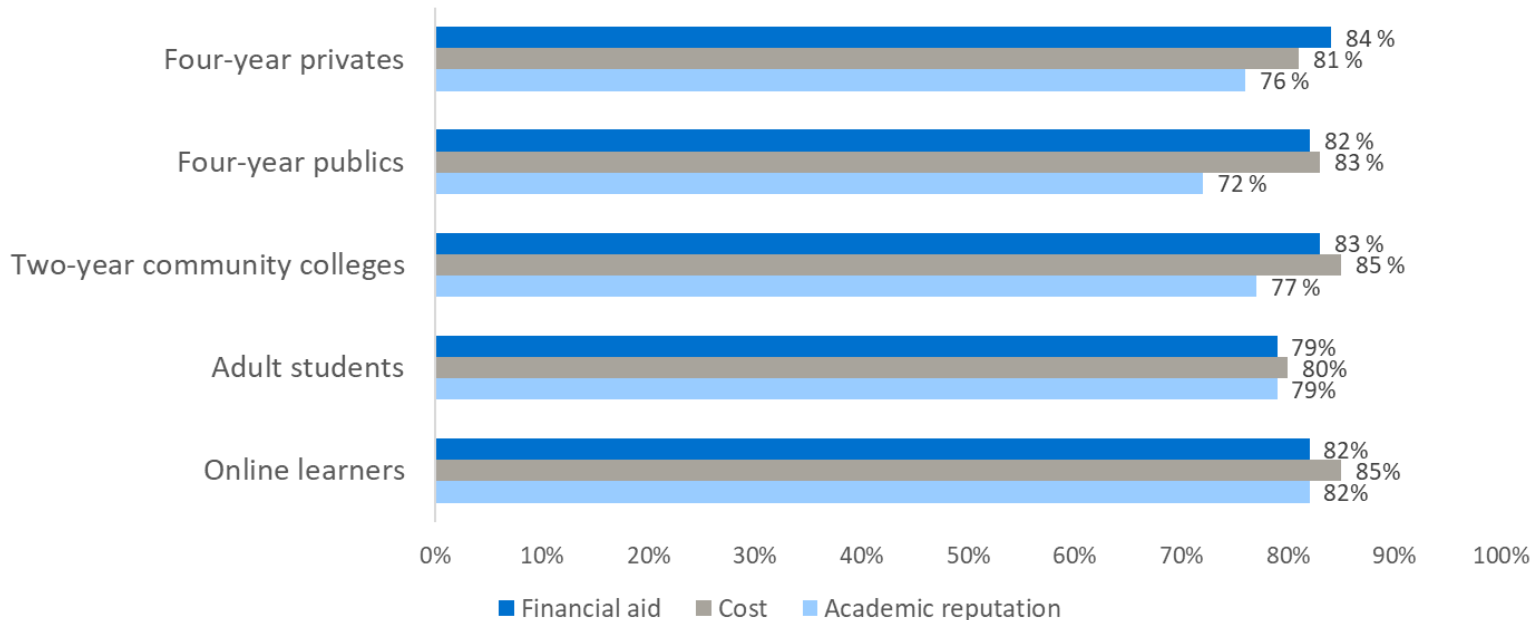
2018

92%

2020

Factors in the Decision to Enroll

Across Institution Types



Information Topics for Prospective Families

	Interest	Access
Academics (programs, majors, minors, etc.)	99%	91%
Admission requirements	98%	80%
The strength of the academic programs (ratings, rankings, etc.)	97%	87%
The cost (tuition, fees, room, board, etc.)	97%	81%
Housing	96%	80%
Safety precautions	95%	64%
Community life and activities	95%	42%
Application process and timeline	95%	64%
Financial aid and scholarships	94%	54%
The location (town, area, local spots, etc.)	94%	63%
Food services and dining	93%	74%
What makes the institution different	92%	84%
Account services and paying the tuition bill	91%	74%
Options to finance college education (financial aid, loans, etc.)	86%	74%
Diversity and other demographics	73%	50%
The 2022 athletic season	72%	91%

What elements make up financial aid?



Non-Need Based Aid

Merit Scholarships
Talent Scholarships
Unsubsidized loans



Need-Based Aid

Need-based Scholarships/Grants
Subsidized/PLUS Loans
Federal Work Study



Gift Aid

Funds you don't have
to pay back.



Self Help Aid

Funds that are earned (work
study) or have to be repaid
(loans)

The Student Aid Index (SAI), Cost of Attendance (COA), and Financial Need

New for 2024: The Student Aid Index replaced the Estimated Financial Contribution in helping to assess a student and family's ability to pay.

- Tuition and fees
- Housing and Food
- Books, supplies, miscellaneous
- Travel and Transportation
- Loan fees
- Etc.

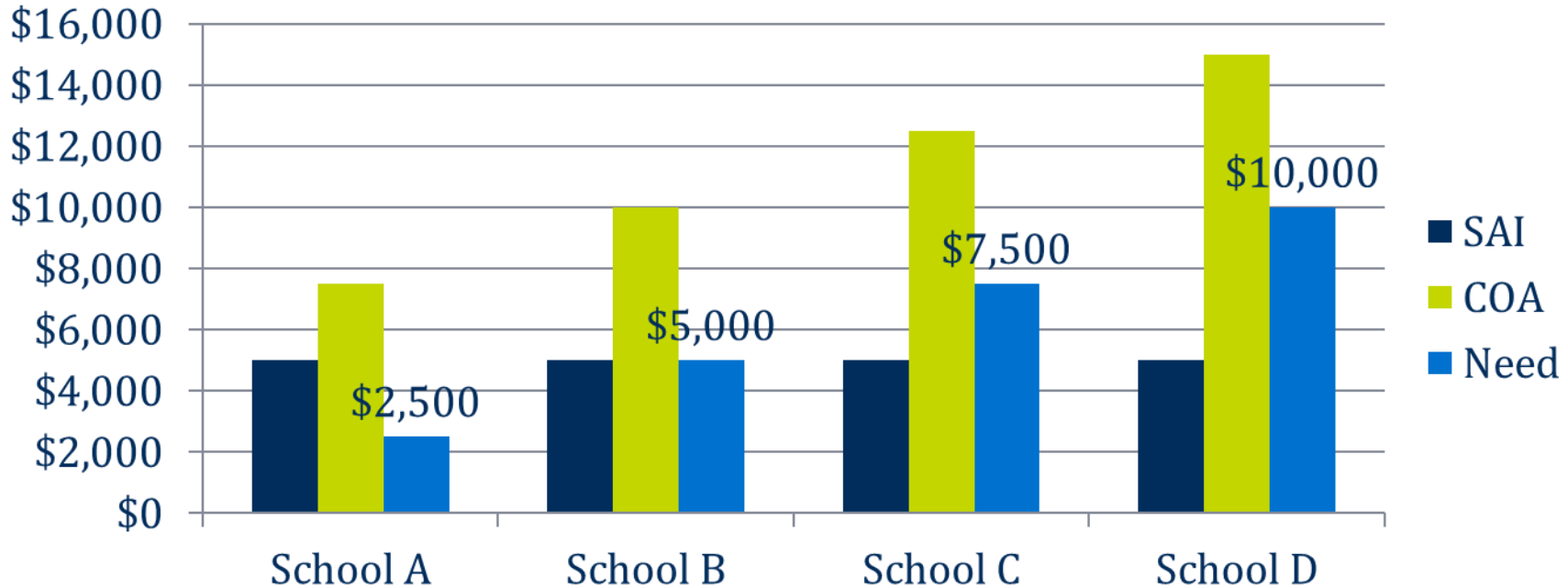
Cost of Attendance (COA)

Minus

Student Aid Index (SAI)

= Financial Need

SAI remains the same for all institutions, while need can increase with COA.



Topics We'll Cover

1. Developing an Analytical Framework
2. Appropriate Market Segmentation
3. Developing a Scholarship Program
4. Measure Student Response
5. Minimize Stackable Awards
6. Understand the Impact of Non-financial Variables
7. Manage Results

Developing an Awarding Strategy and Analytical Framework



Your financial aid strategy should be constructed with clear goals in mind.



**Enroll the
desired
number of
students with
the desired
characteristics**

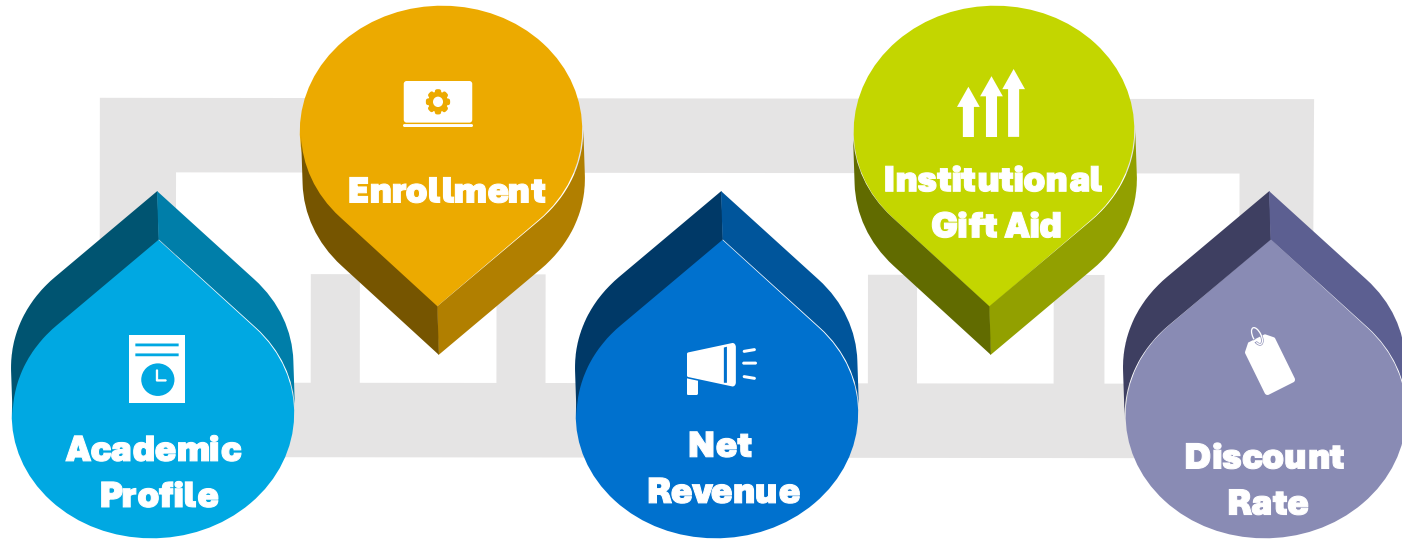


**Understand
and manage
your
discount rate
and financial
expenditures**

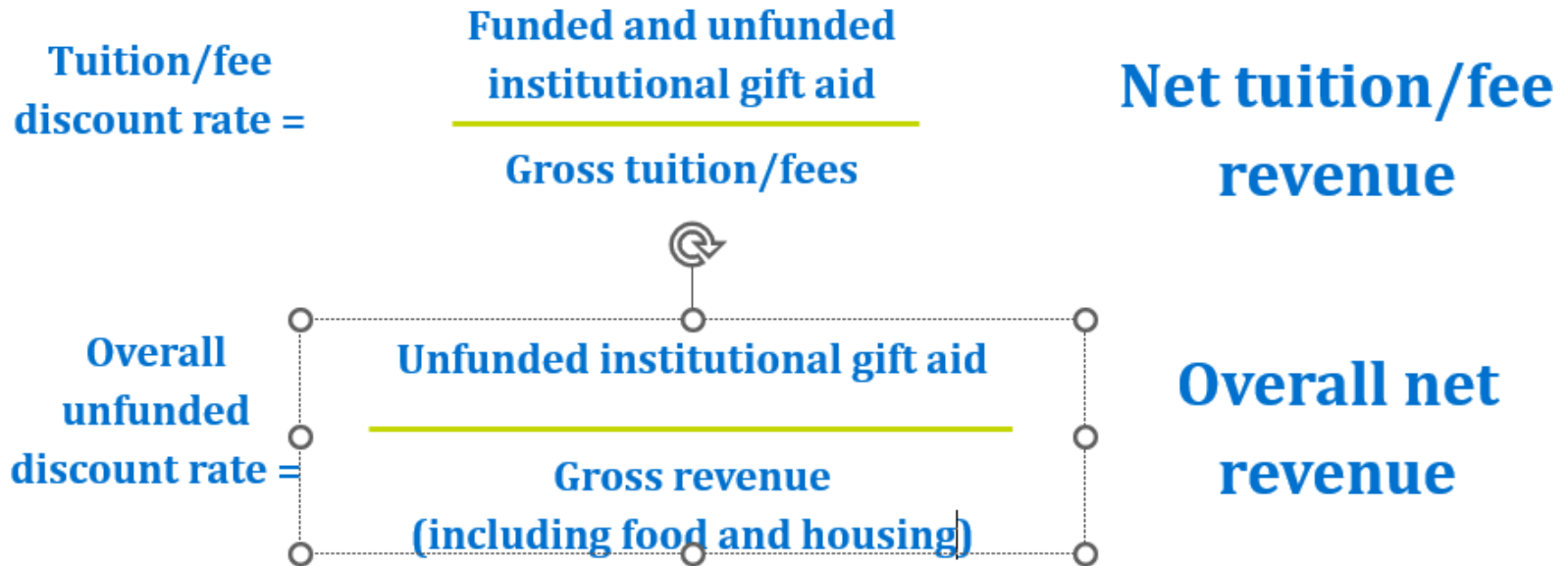


**Maximize net
revenue and
optimize yield**

Which measuring stick is MOST important to your institution?

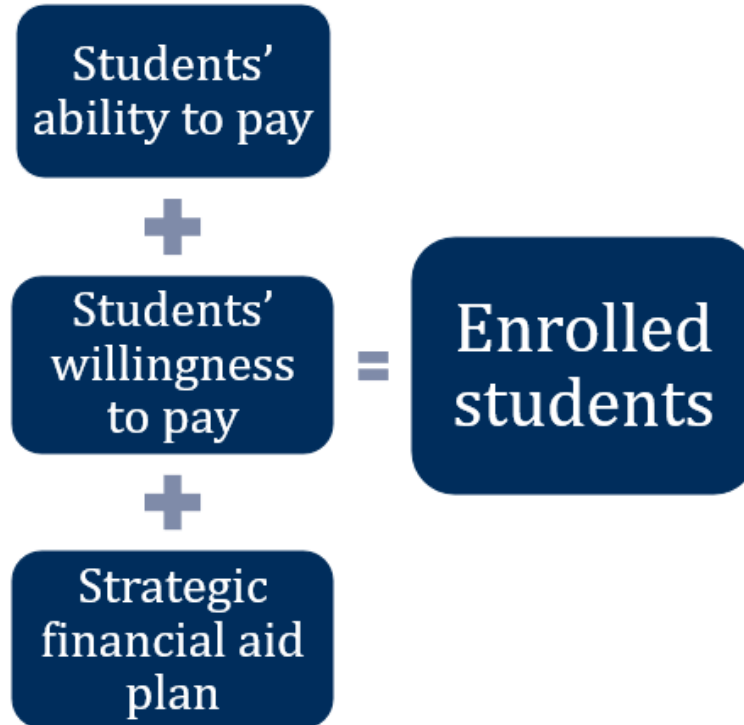


Discount Rate and Net Revenue Calculations



Important Considerations

Three elements must be present for a student to enroll.



You should establish appropriate academic and financial boundaries to group students.



X-Axis: Group students who share similar academic characteristics



Y-Axis: Use a financial measurement (need or EFC) to group students with similar financial criteria

The Strategic Financial Aid Matrix



Your overall plan should consider...

State/Federal Aid Changes



Three Key Metrics (Inside an Awarding Cell)

State/Federal Aid Changes

	IR: 1 - 1	
	Enrolled	Non-enroll
SAI: -1,500 - 1	Cell 1	
Number admitted	420	
Number enrolled/not enrolled	43	377
Yield / Yield change from 2022	10.2%	0.7%
Number offered aid	43	373
Average need	\$56,507	\$57,637
% of need met	82.7%	77.2%
% of need met with gift	76.8%	69.0%
Average award for those offered aid	\$46,704	\$44,512
Institutional gift	\$24,812	\$23,939
Total gift (excl. outside aid)	\$43,392	\$39,790
Total work and loan	\$3,313	\$4,722
Average net tuition revenue	\$14,163	\$15,290
Tuition & fee discount rate	63.7%	60.8%

Yield Rate by Cell

% of need met and % of need met with gift aid

Yield by institutional gift, compare to gift aid

Appropriate Market Segmentation



Various factors can influence yield rates among segments of your admitted student population.

Institutional Goals



Geography



Student type (resident, commuter, athlete, fine art, etc.)



Majors or Programs

Identify subpopulations based on statistical analysis and your enrollment goals.



IN-STATE



OUT-OF-STATE



ATHLETES



TRANSFERS



TOTAL ENROLLMENT

Once segmentation is completed, you can then analyze various characteristics of each grouping, which can drive further financial and non-financial strategies.

	First-Year In-State Excl Athlete Students	First-Year Out-of- State Excl Athlete Students	First-Year Athlete Students	Totals
Total admitted students	400	49	143	592
Total enrolled students	70	5	97	172
Yield Rate	17.5%	10.2%	67.8%	29.1%
Average Institutional Gift Aid		Average Award Amount		
Avg. institutional gift aid per enrolled student	\$12,947	\$11,600	\$16,975	\$15,180
Net Revenue/Discount Rates				
Average net tuition & fee revenue	\$16,317	\$17,664	\$12,289	\$14,084
Tuition & fee discount rate	44.2%	39.6%	58.0%	51.9%

Develop a Scholarship Program that Drives Interest Without Breaking the Bank

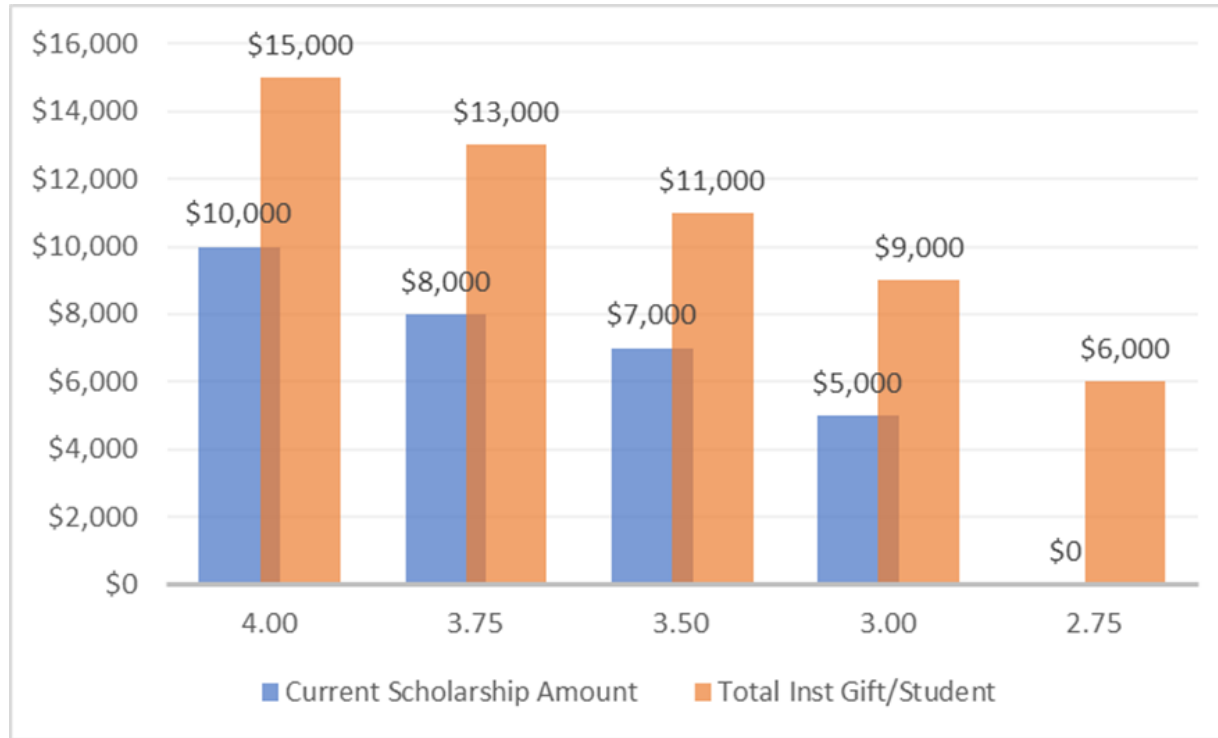


Understand what you spent, what you plan to spend, and the expected return.

Enrollment & Financial Impact of Changes			
	2023-24	2024-25	
	Actual	Estimated	Change
Number of students admitted	1009	1060	51
Number of students enrolled	104	142	38
Yield	10.3%	13.4%	3.1%
Institutional Revenue			
Tuition revenue	\$3,759,808	\$5,261,952	\$1,502,144
Required fee revenue	\$185,120	\$259,150	\$74,030
Hsg/Food revenue	\$1,315,060	\$1,917,080	\$602,020
Total revenue	\$5,259,988	\$7,438,182	\$2,178,194
Employee dependent waivers	\$36,152	\$37,056	\$904
Institutional Aid by Type			
Need-based gift	\$605,800	\$620,733	\$14,933
Merit-based gift	\$1,671,000	\$2,766,000	\$1,095,000
Premier Academic	\$271,804	\$313,215	\$41,411
Other institutional gift aid	\$81,482	\$133,603	\$52,121
Tuition exchange waivers	\$23,252	\$23,833	\$581
Total institutional gift aid ³	\$2,653,338	\$3,857,383	\$1,204,045
Average institutional gift/student	\$25,513	\$27,165	\$1,652
Total institutional aid	\$2,653,338	\$3,857,383	\$1,204,045
Net Tuition/Fee Revenue	\$1,291,590	\$1,663,719	\$372,129
From change in enrollment			\$471,927
From per-student net rev. change			-\$99,798
Average Net Tuition/Fee Revenue	\$12,419	\$11,716	-\$703
Tuition & fee discount rate	67.3%	69.9%	2.6%
Revenue Minus Unfunded Gift Aid			
Tuition ¹	\$1,070,318	\$1,367,513	\$297,195
Housing/Food	\$1,315,060	\$1,917,080	\$602,020
Overall (incl. fees)	\$2,570,498	\$3,543,743	\$973,245
Overall unfunded discount ¹	50.8%	52.1%	1.3%

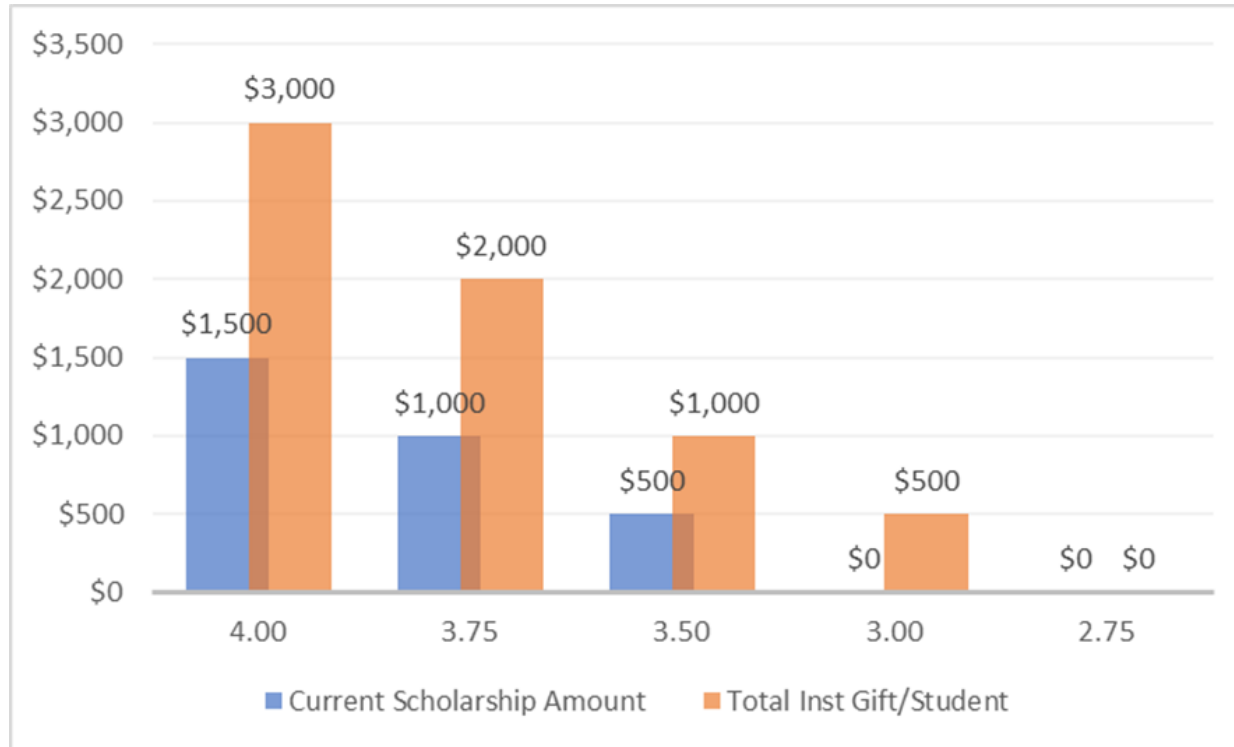
Know what you're spending per level and how much could be offered earlier to drive interest.

Private Institution Example



Know what you're spending per level and how much could be offered earlier to drive interest

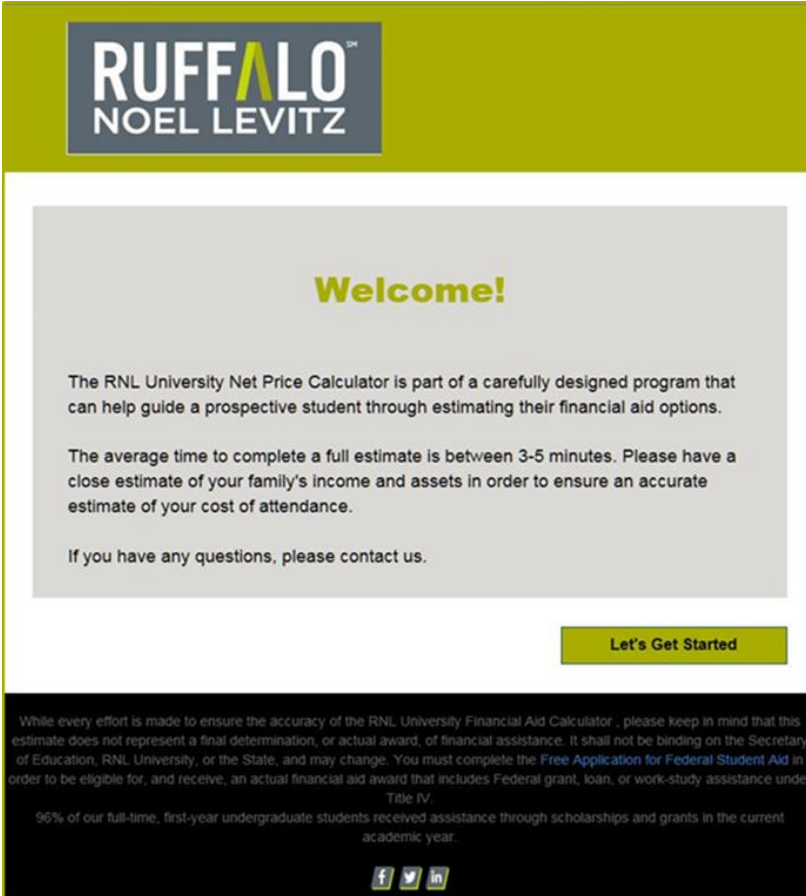
Public Institution Example





Keep it Simple

- Scholarship information should be accessible right away
- Net Price Calculator is a great place to direct families
- Questions should be kept to a minimum
- It's a great first step to lowering financial aid anxiety



**RUFFALO
NOEL LEVITZ**

Welcome!

The RNL University Net Price Calculator is part of a carefully designed program that can help guide a prospective student through estimating their financial aid options.

The average time to complete a full estimate is between 3-5 minutes. Please have a close estimate of your family's income and assets in order to ensure an accurate estimate of your cost of attendance.

If you have any questions, please contact us.

[Let's Get Started](#)

While every effort is made to ensure the accuracy of the RNL University Financial Aid Calculator, please keep in mind that this estimate does not represent a final determination, or actual award, of financial assistance. It shall not be binding on the Secretary of Education, RNL University, or the State, and may change. You must complete the [Free Application for Federal Student Aid](#) in order to be eligible for, and receive, an actual financial aid award that includes Federal grant, loan, or work-study assistance under Title IV.

96% of our full-time, first-year undergraduate students received assistance through scholarships and grants in the current academic year.

[f](#) [t](#) [in](#)

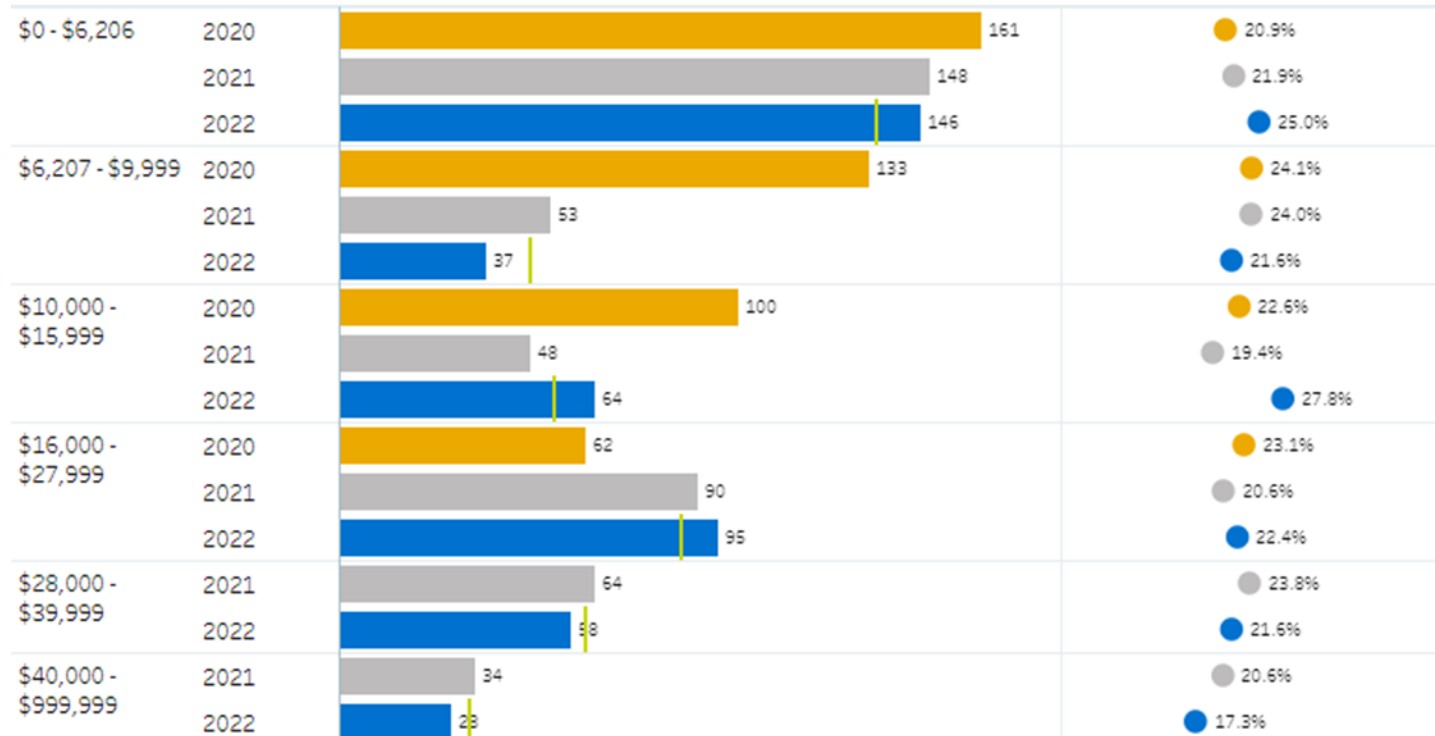
Measuring Student Response to your Net Price Offer



4

Measure Price Sensitivity Based on Yield of Need-Based Students

NET CONFIRMED NEED DISTRIBUTION SUMMARY



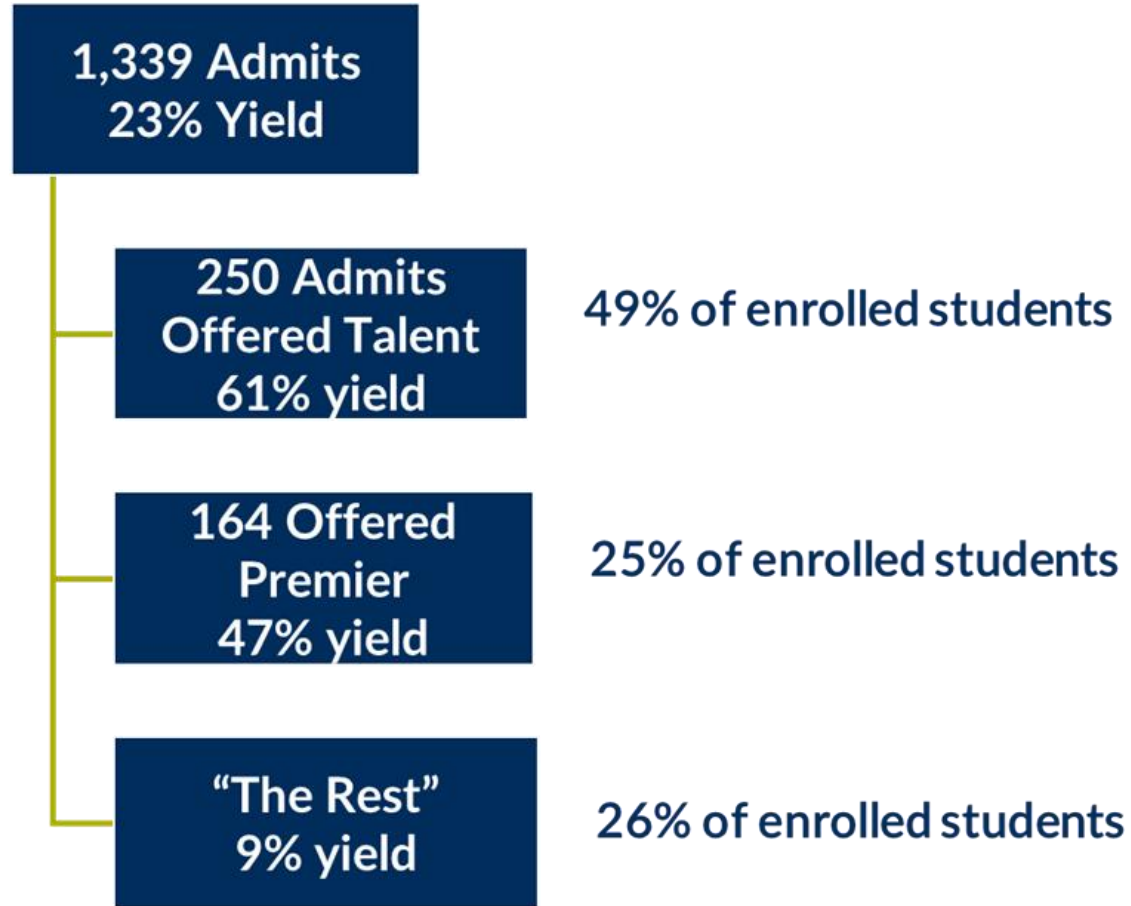
Measure Price Sensitivity Based on Merit Aid Only

EFC/NEED TIERS		Level 1 Inst_Rat: 268.000 - 300.000			Level 2 Inst_Rat: 258.000 - 267.999			Level 3 Inst_Rat: 245.000 - 257.999			Level 4 Inst_Rat: 235.000 - 244.999			Level 5 Inst_Rat: 0.000 - 234.999			Total		
		Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal	Previous Year	Current Year	Goal
No-need/merit Total	ADMITTED	232	304	230	278	265	274	330	314	326	161	132	155	51	57	48	1,052	1,072	1,033
	NET CONFIRMED	28	32	30	27	35	26	37	45	35	14	19	9	7	8	5	113	139	105
	PENDING	142	214		185	201		229	224		121	103		35	47		712	789	
	YIELD RATE	12.1%	10.5%	13.0%	9.7%	13.2%	9.5%	11.2%	14.3%	10.7%	8.7%	14.4%	5.8%	13.7%	14.0%	10.4%	10.7%	13.0%	10.2%
	MELT	0	3		0	0		2	1		1	1		0	0		3	5	
	MELT RATE	0.0%	8.6%		0.0%	0.0%		5.1%	2.2%		6.7%	5.0%		0.0%	0.0%		2.6%	3.5%	
No-need/merit FAFSA	ADMITTED	111	128	111	108	101	108	119	97	123	37	38	37	14	14	14	389	378	393
	NET CONFIRMED	26	26	28	23	27	22	29	32	30	7	13	6	4	3	4	89	101	90
	PENDING	58	71		59	58		62	41		17	19		5	10		201	199	
	YIELD RATE	23.4%	20.3%	25.2%	21.3%	26.7%	20.4%	24.4%	33.0%	24.4%	18.9%	34.2%	16.2%	28.6%	21.4%	28.6%	22.9%	26.7%	22.9%
	MELT	0	3		0	0		1	0		0	1		0	0		1	4	
	MELT RATE	0.0%	10.3%		0.0%	0.0%		3.3%	0.0%		0.0%	7.1%		0.0%	0.0%		1.1%	3.8%	
No-need/merit No FAFSA	ADMITTED	120	176	118	167	164	163	207	217	199	121	94	115	36	43	33	651	694	628
	NET CONFIRMED	2	6	2	4	8	4	8	13	5	7	6	3	3	5	1	24	38	15
	PENDING	83	143		124	143		166	183		101	84		29	37		503	590	
	YIELD RATE	1.7%	3.4%	1.7%	2.4%	4.9%	2.5%	3.9%	6.0%	2.5%	5.8%	6.4%	2.6%	8.3%	11.6%	3.0%	3.7%	5.5%	2.4%
	MELT	0	0		0	0		1	1		1	0		0	0		2	1	
	MELT RATE	0.0%	0.0%		0.0%	0.0%		11.1%	7.1%		12.5%	0.0%		0.0%	0.0%		7.7%	2.6%	

Minimize Stacks and Add-on Awards



When you analyze the students who receive stacks and add-ons versus those who do not, it's clear to see...



Minimize stacks and add on awards to ensure the most competitive aid strategy and maximize net revenue.

1. Stacking of awards tends to benefit students already more interested.
2. It forces a campus to build an aid strategy to account for students that will enroll at high rates rather than one that could ***attract and influence*** students potentially on the fence.

Understand Non-Financial Variables



How do your campus visitors yield and what percent of your admit pool visits campus?

Do some programs have greater demand than others?



IN-STATE



SPECIALTY



ATHLETES



TRANSFERS



TOTAL ENROLLMENT

It's important to emphasize credentials, outcomes, and return on investment.

- 95% of RNLU faculty of PhD's or terminal degrees
- 90% of RNLU graduates are employed or in graduate school within 6 months
- Average starting salary for education majors is \$45,000



Understand Non-financial Variables

1. Other factors (besides financial aid) can affect a student's ability to enroll.
2. What do you know about your campus visit programs
3. What does the campus tour look like through the eyes of a prospective student?
4. Do you have any strong programs with which you might be able to generate additional aid by differentially pricing?

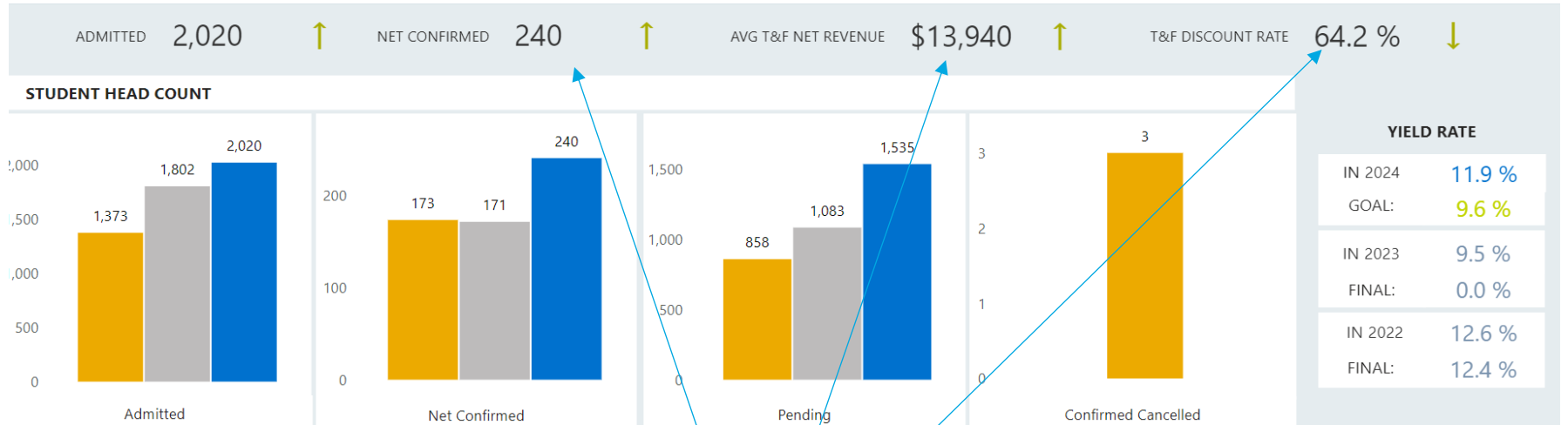
Manage Results Through Regular Reporting





Monitor the size and shape of your admitted student population while also monitoring financial aid spending on a week-to-week basis.

Tracking Progress is Critical!



Understand at all times where you are and how you got there as you progress through the recruitment and aid cycle!

Tracking Progress is Critical!

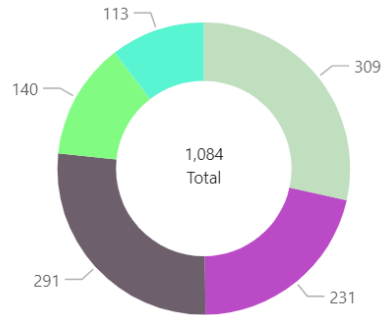
FAFSA Filer

2023 ACADEMIC DISTRIBUTION

Total Count 1,802

Students w/FAFSA 1,084

FAFSA Filers 60.2 %



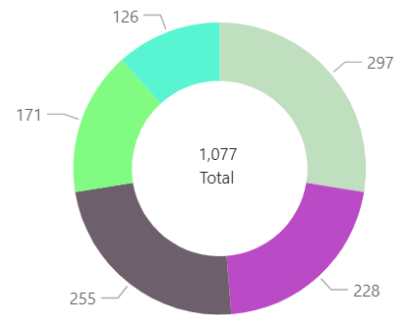
- HsGpa: 3.9 - 9.999
- HsGpa: 3.6 - 3.899
- HsGpa: 3.1 - 3.599
- HsGpa: 2.6 - 3.099
- HsGpa: 0 - 2.59

2024 ACADEMIC DISTRIBUTION

Total Count 2020

Students w/FAFSA 1,077

FAFSA Filers 53.3 %



- HsGpa: 3.9 - 9.999
- HsGpa: 3.6 - 3.899
- HsGpa: 3.1 - 3.599
- HsGpa: 2.6 - 3.099
- HsGpa: 0 - 2.59

Understand how your awarding policies may be affecting retention, and that aid policies might not always be the culprit

HS GPA: 3.6 - 3.899		HS GPA: 3.1 - 3.599	
Retained	Not Ret.	Retained	Not Ret.
Cell 12		Cell 13	
1170		1220	
25.0		25.0	
3.69	3.60	3.28	3.40
3.53	2.09	3.34	2.75

Note the GPA's in yellow for retained students, versus the GPA's in orange for not retained students. Both groups entered with similar academic metrics.

The background of the slide features a blue-tinted image of several hands of different skin tones reaching out to hold a globe. The hands are positioned around the globe, with some fingers pointing towards it, symbolizing global unity and support. The text is overlaid on this image in a bold, white, sans-serif font.

**Assess your students'
interest in your
institution and their
reaction to your award.**

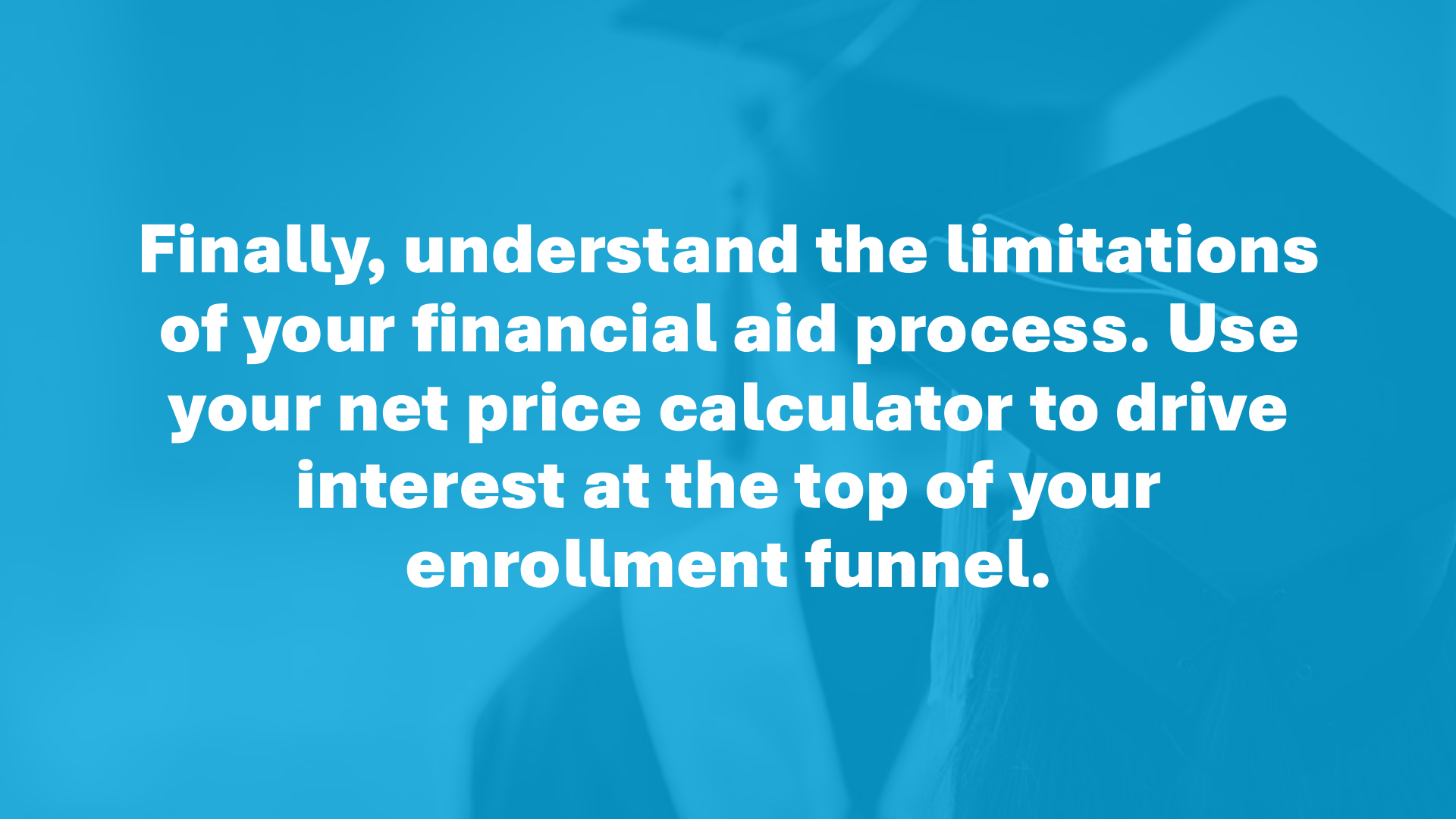
Combine Award Reaction and Level of Interest into a Functional and Trackable System

Accepted Student Qualifying Scale

Code	Description
1	I plan to enroll at (home) college/university
2	I plan to enroll at (home) college/university pending financial aid
3	I am considering (home) college/university along with 2-3 others
4	I am considering (home) college/university along with 4+ others
5	I do not plan to enroll at (home) college/university

Financial Aid Award Reaction Scale

Code	Description
A	Award exceeds expectations
B	Award meets expectations
C	Neutral or non-committal
D	Award does not meet expectations
E	Appeal, student has requested a review of his/her aid



Finally, understand the limitations of your financial aid process. Use your net price calculator to drive interest at the top of your enrollment funnel.



**Evaluate your financial
aid process to
eliminate potential
barriers.**

An Effective Financial Aid Strategy



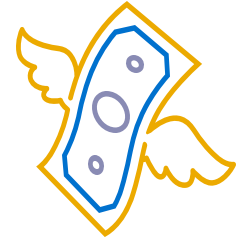
**Makes the
College
Affordable**



**Contributes
Directly to
Institutional
Goals**



**Optimizes
Distribution of
Aid to Serve
More
Students**



**Maximizes
net revenue**

Questions?



Thank you for your time today!

Mike Dziedziak, Executive Consultant

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