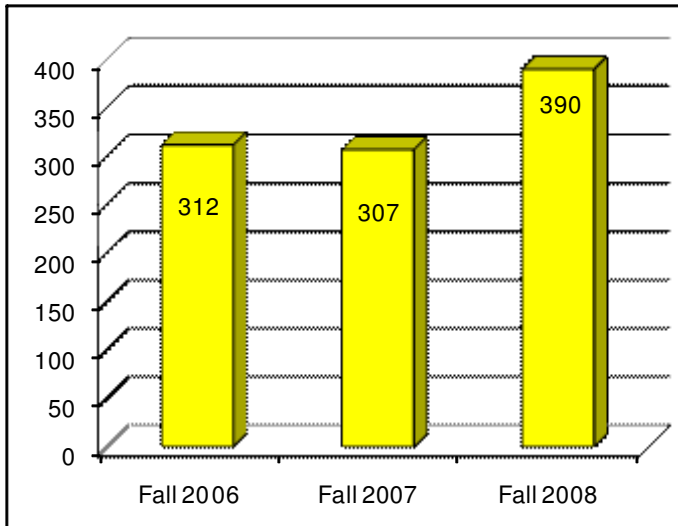


**Alvernia University: a private, residential, liberal arts institution in Pennsylvania desired to shape the freshman class and increase NTR.**

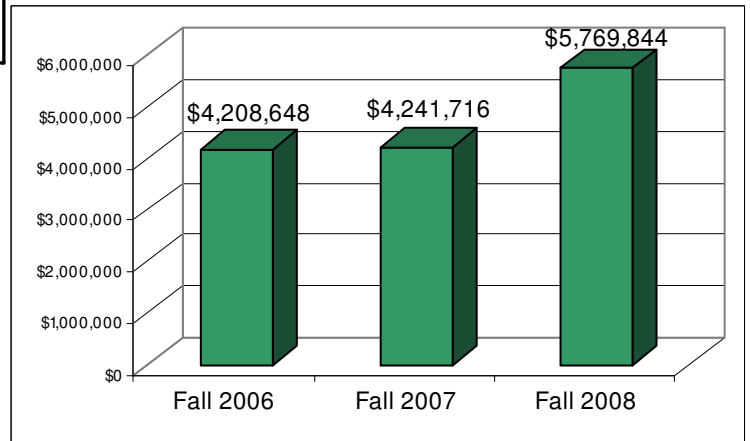
Scannell & Kurz analyzed the price sensitivity of the freshman admit pool in 2005, followed by recalibrations of the model in 2006 and 2007 to ensure that strategies were still on target to support enrollment goals, i.e., raising the academic quality profile of entering freshmen and increasing NTR.

**Achieving Enrollment Goals**



**The freshman class size has grown...**

**and total NTR has increased by over \$1.5 million...**



*“S&K has an amazingly talented team that has assisted Alvernia in a number of critical areas. This relationship started in 2005 and continues to the present. S&K guided and mentored us through completely rebuilding an Undergraduate Admissions Office and more importantly operations. In addition, Kathy Kurz and Sam Veeder have mentored a new director of Student Financial Planning as well guided Alvernia through a retooling of the department and its operations. Lastly, S&K lent their expertise in reducing our discount rate while maximizing our NTR and increasing the average SAT by 28 points over the last three years. An added bonus this year was the S&K conference held during June in Rochester.*”

*This relationship has exceeded all expectations!”*

*- John McCloskey, Jr., Vice President for Enrollment Management*