

Lipscomb University: Private, Christian university works towards enrollment growth.

Scannell & Kurz worked with this private, liberal arts institution as it re-structured its awarding policies for fall 2006. New student enrollment goals included increasing the freshman class size, controlling the discount rate, and improving net tuition revenue (NTR).

Scannell & Kurz recommended for freshman students that Lipscomb target aid more efficiently in part by lowering merit award amounts and in part by having enrollment funds “count” toward the percent of need met with grant.

Price Sensitivity Analysis

“Working with Scannell & Kurz, Lipscomb was able to exceed its NTR goals with no negative impact on the student quality profile.” - Karita Waters, Director of Financial Aid

