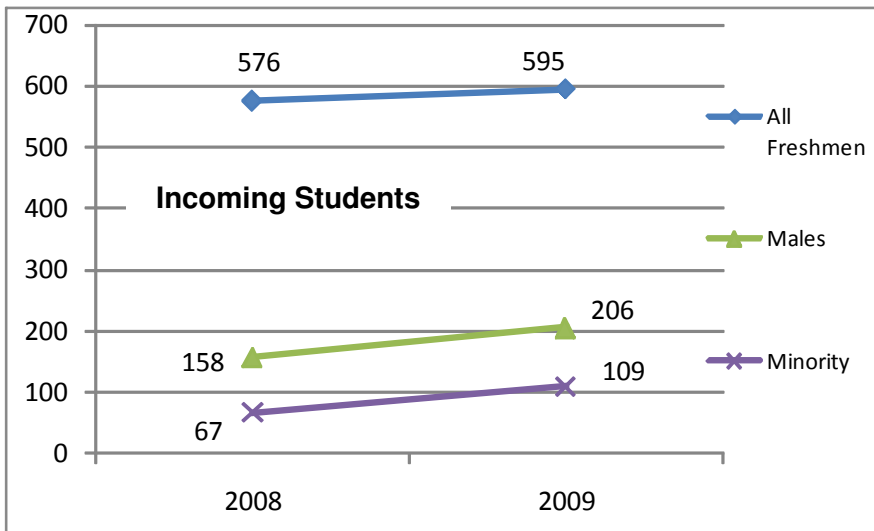


The College of Saint Rose: A private, independent, coeducational college, located in the heart of Albany, NY with a strong liberal education curriculum.

In 2008 Scannell & Kurz was contracted by The College of Saint Rose to analyze the price sensitivity of new, full-time, undergraduate students in order to recommend aid strategies that would most effectively support the achievement of institutional enrollment goals including minority under-represented populations, expanding the geographic footprint, and reducing the discount rate. Some basic retention analysis was also provided. The College also took advantage of S&K's Online Reporting Tool, SKORE.

In 2009, S&K worked with the College again to understand the price sensitivity of newly admitted students by adding the fall 2009 new student recruitment and enrollment results, combined with fall 2007 and fall 2008, to develop a model to estimate new student enrollment behavior.



“Scannell & Kurz provided us with expert analysis that had an immediate impact on our ability to execute our enrollment strategy with sophistication and data-driven precision.

We especially appreciated their careful attention to our institution-specific enrollment goals and aspirations. There is anything but a cookie-cutter approach to consultation.

Our partnership continues today and provides us with ongoing confidence that we can meet and exceed our future enrollment goals.”

*- Mary Grondahl,
Vice President for
Enrollment Management*

In July 2009, the College reported that although they budgeted for 582 new freshmen for fall 2009, they had already exceeded that goal.

In addition:

- **Freshman discount rate dropped by 5.4%**
- **Enrollment from key geographic territories increased by 59%**
- **Male enrollment increased by 28%**
- **Minority enrollment increased by 11%**



The College of Saint Rose Massry Center for the Arts

