

How the Financial Aid Office Can Contribute to Enrollment Management Goals

Mary Piccioli

NYSFAAA Region II - December 15, 2011

SCANNELL & KURZ, INC.

Guided by data, driven by service

Top 9 Ways to Assist With Enrollment Management Goals

9 – Pay Attention to the Financial Aid Website

- Content should be fresh and up-to-date
 - FA statistics on many websites are outdated
- Provide clear, simple directions about what forms are due and when
 - Place the directions, or an obvious link, on the FA landing page at appropriate time of year

Quick Example of Conflicting Info

Class of 2015 Average Financial Aid Award

	Commuter	Resident
Grants & Scholarships	\$17,417	\$24,785
Student Educational Loans	\$4,805	\$5,395
Work Programs	\$715	\$1,177
Total	\$22,937	\$31,357

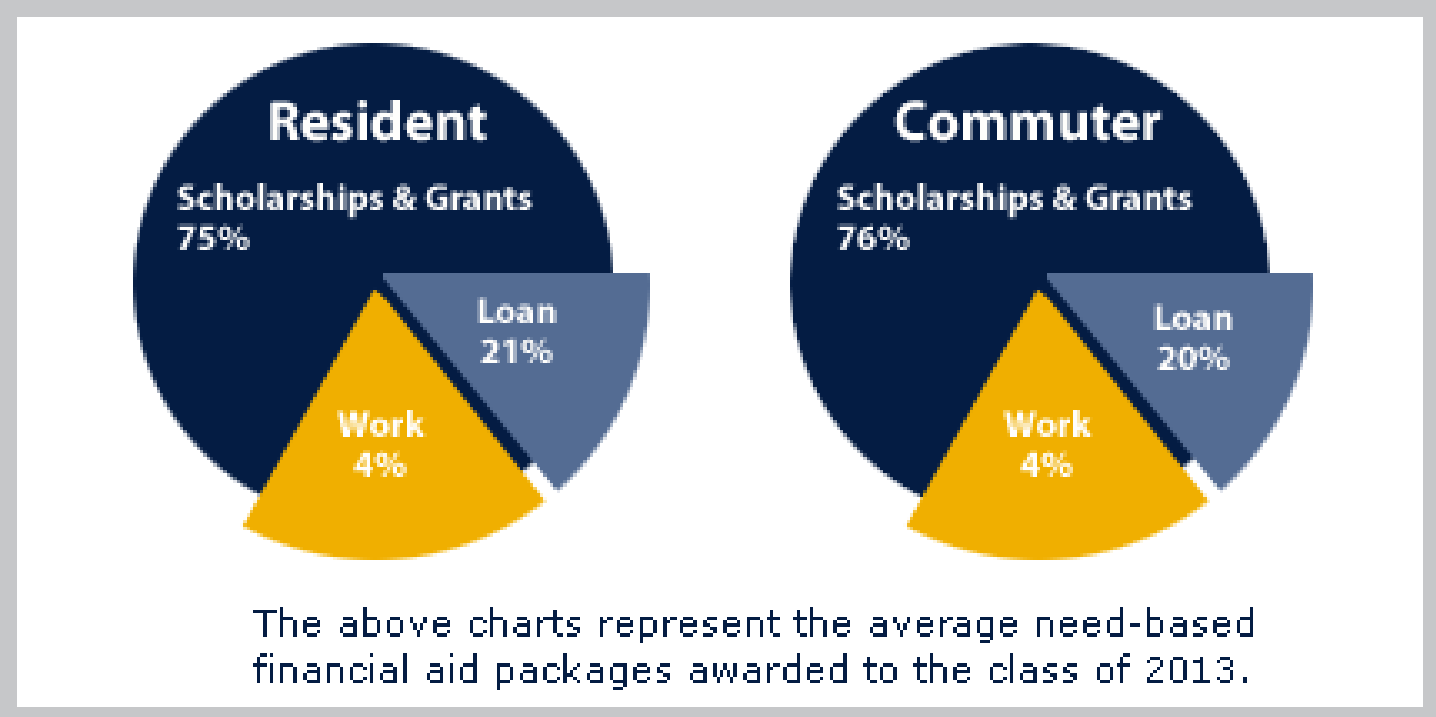
Average need-based financial aid package for freshmen students, Class of 2015:

	Commuter	Resident
Grants & Scholarships	76%	79%
Loans	21%	17%
Work Programs	3%	4%

To view a chart showing the average need-based aid package for freshmen students, click [here](#).

- Students who qualify may receive both a TAP and a Pell Grant award, in addition to other types of aid for which they may qualify.

Make Sure Your Stats Match Up



#8 - High School Financial Aid Nights

- A great help to guidance offices and families
- Raises the visibility of your institution in the area

#7 – Excellent Customer Service

- Avoid backlogs – even if it means hiring temps or paying overtime
- Reduce required paperwork wherever possible
- Train front line staff well
 - Encourage them to go beyond the specific question
- Cross train with student accounts and admissions
- Optimize use of the system
- If possible, provide staff time for uninterrupted processing

#7 - Excellent Customer Service cont'd

- Establish standards for acceptable response times
- Don't wait for them to come to you
 - Reach out by email or phone to resolve paperwork issues or unresolved account balances
- Think beyond financial aid to affordability

#6 – Net Price Calculator Review

- Discuss your first year implementation with enrollment and admissions colleagues
- Determine if the approach your institution used is the best option

#5 - Rethink Financial Aid Office Procedures

- Provide estimated packages prior to verification for new students
- Eliminate institutional aid applications
- Provide aid offers to incoming students ASAP
- Provide online self-service functions
- Don't verify more than necessary

#4 - Have a plan for handling appeals

- Types of appeals:
 - “PJ”
 - “Matching”
 - “Can’t afford”
- Importance of tracking reports
- Timing of decision
- Account for the costs in the aid budget

#3 – Net Tuition Revenue

- Admissions and financial aid should share a common NTR goal
 - Often admissions will have only a class size goal
 - And financial aid will have a budget to work within
- More (# **or** \$) is not always better
 - Depends on capacity
 - Depends on price elasticity

#3 – Net Tuition Revenue cont'd

- NTR can be the “currency” between the offices
 - For a college with \$20,000 tuition/fees:
 - 500 freshmen x \$12,000 average NTR = \$6M (40% D.R.)
 - 480 freshmen x \$12,500 average NTR = \$6M (37.5% D.R.)

#2 – Upcoming Financial Aid Season

- Help train the admissions staff **very** well to prep
 - EFC and Need definitions
 - Verification update
 - How to review the aid package
 - Loans, payment plans, and paying the bill
 - How to handle appeals and special circumstances (PJ)
 - Discuss the “hand off” to FA office
 - Make sure they understand the self-service and online opportunities available to students
 - Have ADM help your staff understand value and ROI

#1 – Analyze and Understand Aid Data

- Table analysis
- NTR reports
- Predictive modeling
- Trend-based budget model

Sample Yield Table

Tuition = \$15,000

	>\$6000						
	\$4000-\$6000					25/100	25%
Gift Aid	\$2000-\$4000					16/80	20%
	\$1-\$2000					8/40	20%
	\$0						
		\$0	\$1-\$2k	\$2k-\$4k	\$4k-\$6k	\$6k-\$8k	> \$8k
					Need		

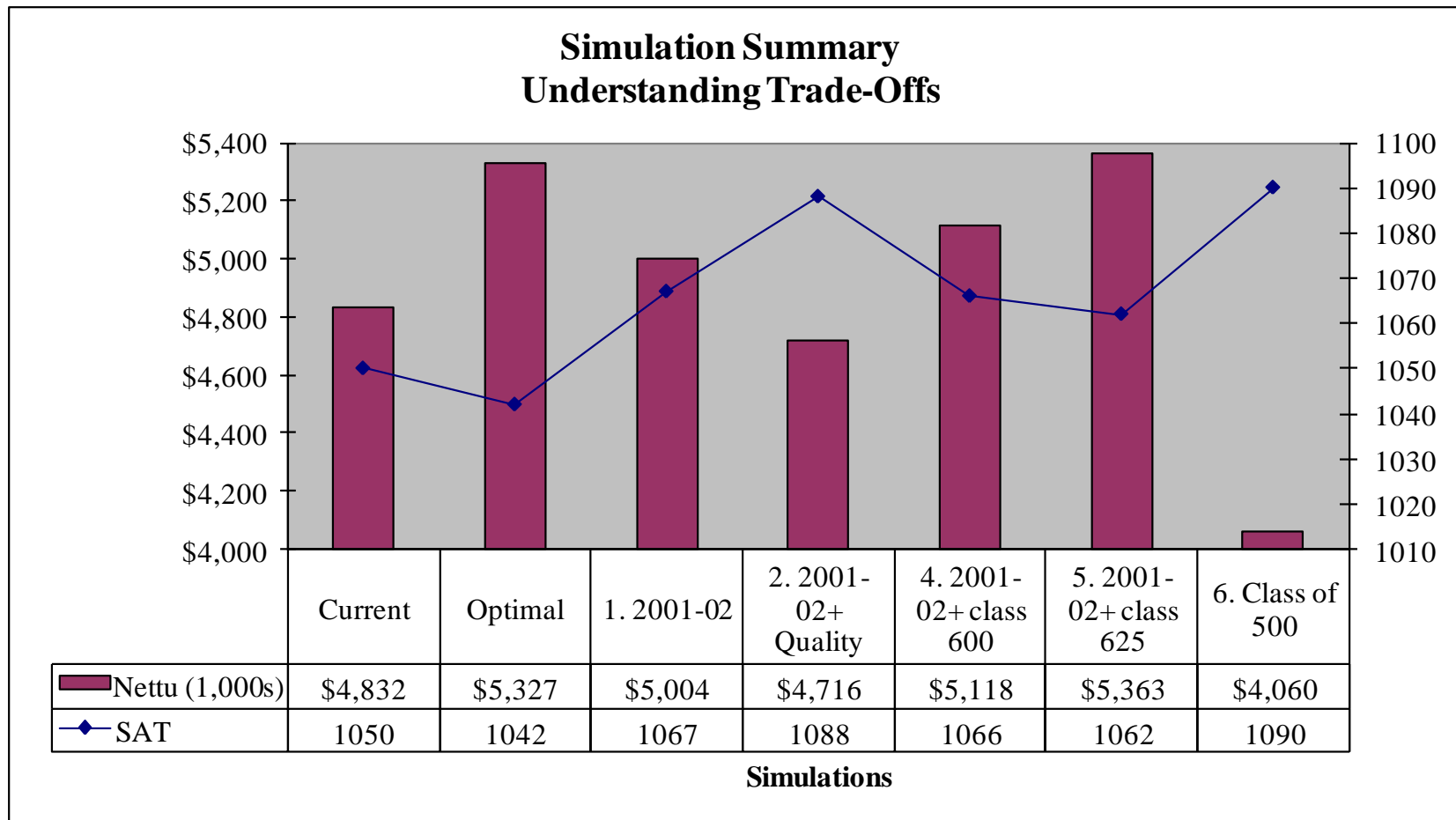
Cost Benefit Analysis

- Current NTR:
 - $8 * \$14,000$
 - $16 * \$12,000$
 - $25 * \$10,000 = 49 \text{ enrolled} - \$554,000$
- Projected NTR
 - $20\% * 220 = 44$
 - $44 * \$14,000 = \$616,000$
- Projected Gain in NTR = $\$62,000$

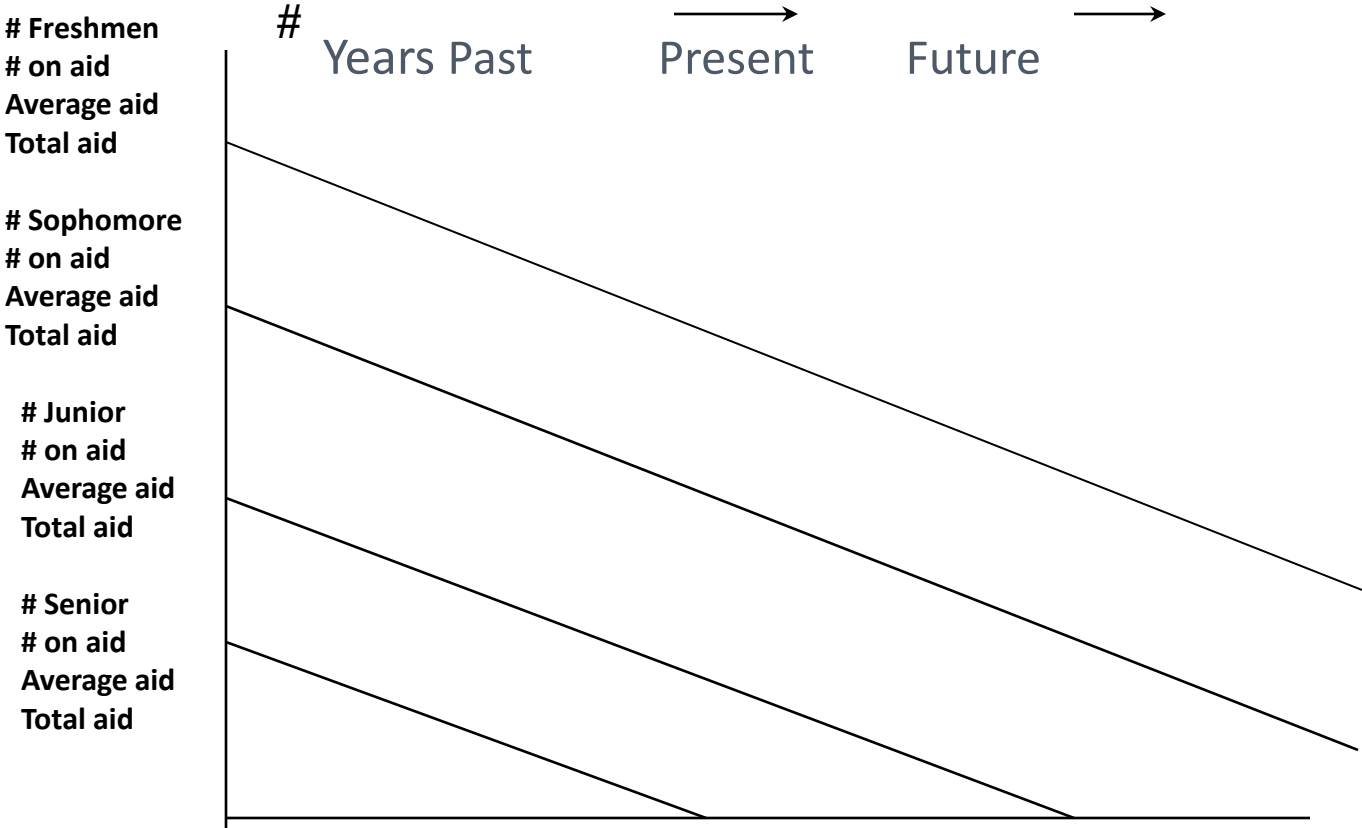
Net Tuition Revenue (NTR) by Subpopulations

Minority Status	Avg. NTR	N
Yes	\$ 16,765	82
No	\$ 14,422	483
Residence		
In-State	\$ 15,615	384
Target out-of-state	\$ 12,421	64
Other out-of-state	\$ 13,243	117
ACT Composite		
< 19	\$ 19,295	22
19-21	\$ 17,755	92
22-25	\$ 15,298	214
26-27	\$ 14,012	89
28-29	\$ 13,490	48
30-31	\$ 11,791	71
32+	\$ 9,037	27

Sample Econometric Modeling and Simulations



Build a trend-based financial aid budget model



Assumptions:
EFC, % on aid, % retained, change in average award, etc.

Questions?

Mary Piccioli
Scannell & Kurz, Inc.
71-B Monroe Avenue
Pittsford, NY 14534
(585) 381-1120

piccioli@scannellkurz.com
www.scannellkurz.com