

By the Numbers:  
Enrollment Management Analysis That Works

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## Agenda

- Why is data important?
- Common mistakes
- Types of Analysis
- Case Study: The College of Saint Rose

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## Why is Data so Important in Enrollment Management?

- Enrollment management is a process that brings together often disparate functions related to recruiting, funding, tracking, retaining, and replacing students as they move through their time at the institution.
- Just as staff must be organized to support a synergistic effort, so must data.

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## Why is Data so Important in Enrollment Management?

- Keeps us focused on meeting institutional mission and goals
- Provides information to most effectively deploy limited resources
- Educates us on who to recruit and how
- Empowers us to maintain a steady financial future
- Prepares us to respond to changing market conditions and student retention challenges

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## Common Mistakes with Data Capture and Analysis of Enrollment-Related Data

- Organization/Training Issues
  - No “power user(s)” in enrollment management unit who can extract, format, and explore data in a strategic way
  - No data auditing/cleaning efforts
  - Inconsistent definitions for key enrollment management metrics
- Data collection issues:
  - Data capture begins at the applicant stage, rather than at the inquiry stage
  - Data on non-enrolled students not retained
  - Data critical to decision making not captured (e.g. recruited athletes, legacy, religious affiliation...)

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## Common Mistakes with Data Capture and Analysis of Enrollment-Related Data

- Analytical issues
  - Admissions, financial aid and retention data not merged
  - Data stored for reporting in an aggregate form only...no ability to “drill down”
  - Data too highly aggregated (e.g. freshmen and transfers)
  - Date-to-date comparisons not available
  - Effective summary dashboards not provided to decision-makers
  - Conclusions drawn on small populations
  - Assuming that correlation equals causation

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## Types of Analysis

- Benchmarking
  - Against competitors to understand the market
  - Against like institutions to understand retention
    - [www.collegeresults.org](http://www.collegeresults.org)

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## Sample Competitor Benchmarking

College/University	Tuition & Fees 2010-11		Freshman Discount Rate 2008-09*	Fall 2009 Accept Rate	Fall 2009 SAT 25-75%	U.S. News Ranking 2011 (America's Best Colleges)
		Estimated Net Tuition & Fees				
Private Institutions						
College A	\$21,460	\$12,211	43.1%	62%	890-1130	Regional Univ., Tier 2
College B	\$25,210	\$13,815	45.2%	65%	990-1170	Regional Univ., Tier 1/36
College C	\$25,650	\$14,903	41.9%	80%	960-1160	Regional Univ., Tier 1/58
College D	\$26,895	\$12,264	54.4%	84%	920-1130	Regional Univ., Tier 1/29
College E	\$30,077	\$13,144	56.3%	77%	990-1220	Regional Univ., Tier 1/20
College F	\$30,250	\$14,762	51.2%	81%	960-1180	Regional Univ., Tier 1/7

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## Types of Analysis

- Frequency Distributions
  - # applications by high school
  - # non-matriculants by competitor from Clearinghouse

## Primary, Secondary, Tertiary Markets

Sample of Freshman Applicants by High School  
For Territory A

Market Tier	# of Apps	# of HS	% of HS
Primary: first 50% of apps	152	40	23%
Secondary: next 25% of apps	78	65	37%
Tertiary : all remaining apps	80	70	40%
Total for Territory	310	175	100%

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## Types of Analysis

- Table Analysis
  - Conversion Rates by Subpopulation
  - Discount Rates/NTR by Subpopulation
  - Retention Rates by Subpopulation

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## Conversion Rates by First Source Category

First Source of Contact	Fall 2009			Fall 2010			Fall 2011		
	Inquiry	Application	Application Rate	Inquiry	Application	Application Rate	Inquiry	Application	Application Rate
Advertisement	2367	64	2.7%	2019	63	3.1%	2299	158	6.9%
Direct Mail	90	8	8.9%	164	9	5.5%	246	18	7.3%
Other	713	26	3.6%	659	27	4.1%	1919	66	3.4%
Outreach	1709	242	14.2%	1606	245	15.3%	1055	206	19.5%
Referral	756	107	14.2%	757	126	16.6%	664	124	18.7%
Self-initiated	1383	733	53.0%	1370	749	54.7%	1332	780	58.6%
Unknown	41	3	7.3%	43	6	14.0%	15	2	13.3%

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## Sample Table: Yield by Subpopulation

	Fall 2010			Fall 2011		
	Admit	Enroll	Yield	Admit	Enroll	Yield
<b>Need Level</b>						
Non-Aid Filer	262	26	9.9%	314	16	5.1%
No need	48	22	45.8%	62	28	45.2%
Low Need	56	35	62.5%	66	37	56.1%
Medium Need	130	74	56.9%	130	63	48.5%
High Need	202	127	62.9%	295	168	56.9%
<b>GEO</b>						
In-State	513	224	43.7%	622	266	42.8%
Out-of-State	185	60	32.4%	245	46	18.8%

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## Table Analysis: 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		

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## Sample Net Tuition Revenue Table— Tuition \$21,000

EFC	Non Filers	> 30k	20-30k	15-20k	10-15k	5-10k	0-5k	Average
Quality								
Highest	12,511	12,304	11,975	9,056	5,609	4,960	4,866	8,382
High	17,254	17,237	14,543	10,772	7,888	7,423	7,018	11,270
Medium	18,737	18,997	16,075	10,926	9,128	8,082	8,134	13,178
Lower	20,023	20,104	15,614	11,730	9,740	9,479	9,066	14,018
Lowest	20,044	20,049	16,433	11,651	10,798	10,355	9,684	14,633
Average	18,896	18,071	13,243	10,974	8,813	8,161	7,734	12,665

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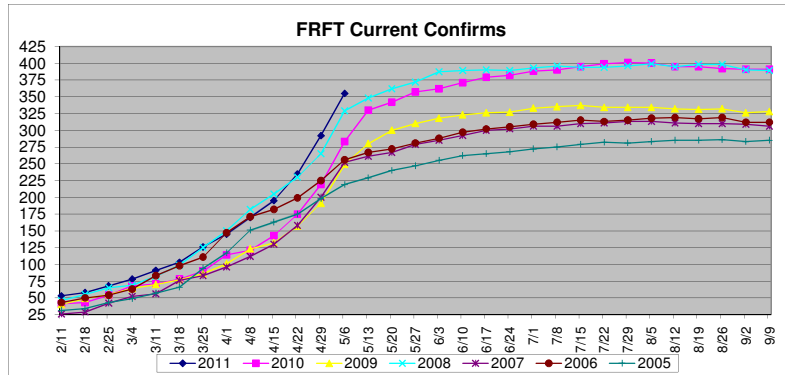
## Types of Analysis

- Trend and Dashboard Data
- NOTE: in-process measures with date-to-date comparisons are just as important as year-end analysis

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## Sample Trend Analysis



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## Trend Data

### Final Freshman Enrollment Results

	2008	2009	2010	2011
Applicants	3842	4007	4022	4833
Admitted	2539	2641	2870	3091
Enrolled	611	602	595	660
Yield	24.1%	22.8%	20.7%	21.4%
Avg. M+CR SAT best**	1060	1048	1046	1037
Minority	11.8%	11.1%	18.3%	18.3%
From Target Region	42.6%	39.9%	36.5%	38.5%
Female	74.6%	73.6%	65.4%	67.0%
Rec'd Pell Grant	27.3%	23.9%	38.0%	38.8%
Tuition & Fees	\$20,620	\$21,972	\$23,092	\$24,413
Average Institutional Grant	\$9,102	\$9,868	\$9,123	\$9,943
Discount Rate	44.1%	44.9%	39.5%	40.7%
Total NTR	\$7,037,544	\$7,286,768	\$8,311,458	\$9,550,402
Avg. NTR	\$11,518	\$12,104	\$13,969	\$14,470

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## Types of Analysis

- Ad-hoc reporting to understand trends of concern.
- For example, if discount rates change dramatically from year to year, ad-hoc reporting can help drill down to explore the various factors that could impact the rate
  - Yield and retention rates by grant level
  - Changes in the composition of a class (e.g. increases in quality could mean a higher discount rate.)
  - Changes in family ability to pay
  - Changes in federal or state policy

## Sample external grant “dependency” chart

Types of Grant Aid	Fall 2011 Freshmen		Fall 2011 Transfers	
	Sum	Percentage	Sum	Percentage
Federal Grants	\$1,890,434	12.3%	\$223,044	7.0%
State Grants	\$1,872,050	12.2%	\$119,350	3.7%
Outside Grants	\$751,948	4.9%	\$196,378	6.2%
Institutional Athletics	\$704,790	4.6%	\$29,228	0.9%
Departmental Scholarships	\$493,054	3.2%	\$45,006	1.4%
Institutional Merit	\$6,484,496	42.2%	\$1,952,872	61.2%
Institutional Need-based	\$1,611,430	10.5%	\$389,374	12.2%
Institutional Entitlements	\$1,573,666	10.2%	\$234,130	7.3%
Total Grant Assistance	\$15,381,868	100.0%	\$3,189,382	100.0%

## Types of Analysis

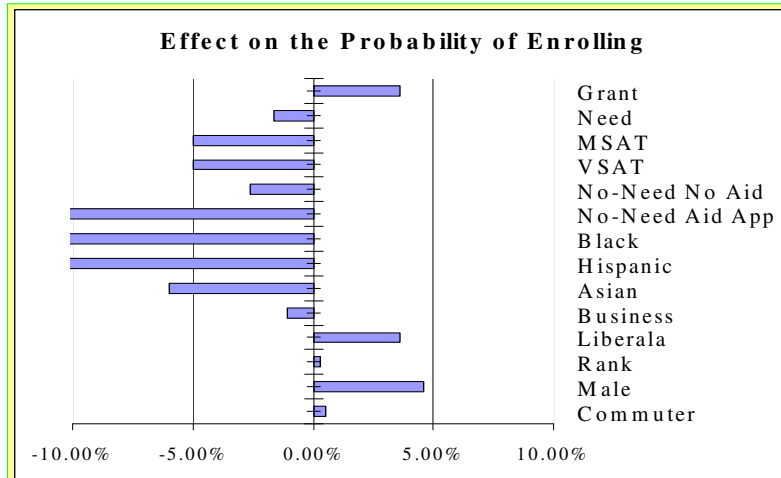
- Predictive Modeling
  - Inquiry models to predict probability of applying
  - Enrollment models to predict probability of enrolling
  - Retention models to predict academic performance and attrition
  - Econometric models to understand price sensitivity

## Predictive Modeling

- Unlike table analysis, predictive modeling controls for the influence of multiple variables, holding other variables constant.
- Each individual student will be assigned an estimated probability of application/enrollment/retention that is a function of individual student characteristics

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## Sample Enrollment Probability Model



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## Predictive Modeling: Exploring Price Sensitivity

In general, when grants to an admit are increased two things happen:

1. The probability the student will matriculate (or re-enroll) increases.
2. The amount of net tuition revenue that will be received from the student declines.

$$\text{Net Tuition Revenue} = \text{Tuition} - \text{Grant}$$

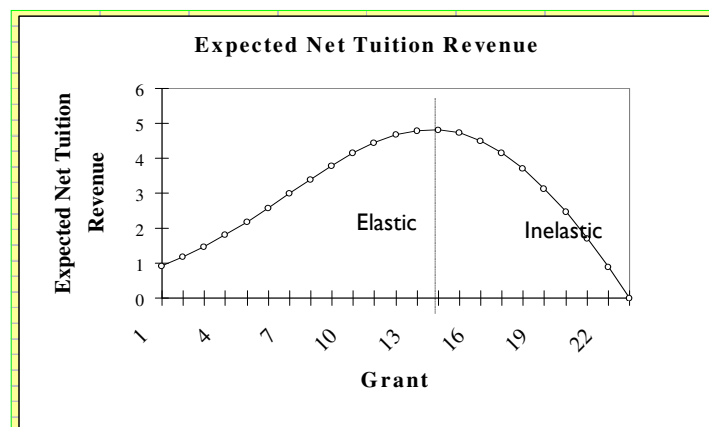
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## Predictive Modeling: Exploring Price Sensitivity

- Depending on the magnitude of the change in the probability of enrollment, increasing grant may either raise or lower expected net tuition revenue.
  - Expected tuition revenue
    - $\text{=(probability of enrolling) * (net tuition charges)}$

## Predictive Modeling: Exploring Price Sensitivity

**Elasticity Tells You Which Side Of The Peak You Are On**



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## Predictive Modeling: Exploring Price Sensitivity

- Econometric modeling can also help an institution assess the tradeoffs between institutional enrollment goals by:
  - Providing information on the price sensitivity of different subpopulations
  - Assessing the maximum NTR that can be generated with the current applicant pool
  - Simulating how much NTR would need to be forgone in order to achieve institutional goals for quality, diversity, program mix, etc.

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## Sample Simulation Summary Table

**Tuition and Fees = \$18,000**

	Total			Avg.	Disc.	Total	Avg.
	Enroll	Minority	Engineers	SAT	Rate	NTR	NTR
Actual Class	656	45	96	1043	41.9%	6.9m	\$10,457
Optimization (NTR)	675	46	81	1033	37.2%	7.6m	\$11,299
Increased Diversity	664	64	88	1040	42.0%	6.9m	\$10,443
More Engineering	666	43	109	1045	42.7%	6.9m	\$10,308
Maximum enrollment	725	45	95	1045	49.7%	6.6m	\$9,057
Maximum quality	647	40	87	1047	39.3%	7.1m	\$10,926

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## Case Study: The College of Saint Rose

- The College of Saint Rose, located in Albany, New York, is a four-year liberal arts institution with strong professional programs where 5,000 undergraduate and graduate students are enrolled in four Academic Schools: *Arts & Humanities, Business, Education, Math & Sciences*.
- Planning challenges included the development of budgeted enrollment goals taking place in isolation of enrollment management; organizational units' limited cross-silo communication; and, the use of separate data bases and tools to plan and monitor enrollment and student behavior.
- Note how one institution worked to solve organizational communication issues and streamline enrollment and budget planning.

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### The College of Saint Rose OVERVIEW

#### MASTER'S COMPREHENSIVE IN ALBANY, NEW YORK

##### ACADEMIC SCHOOLS

- ARTS & HUMANITIES
- BUSINESS
- EDUCATION
- MATH & SCIENCES

##### ENROLLMENT

Total: **5,000**

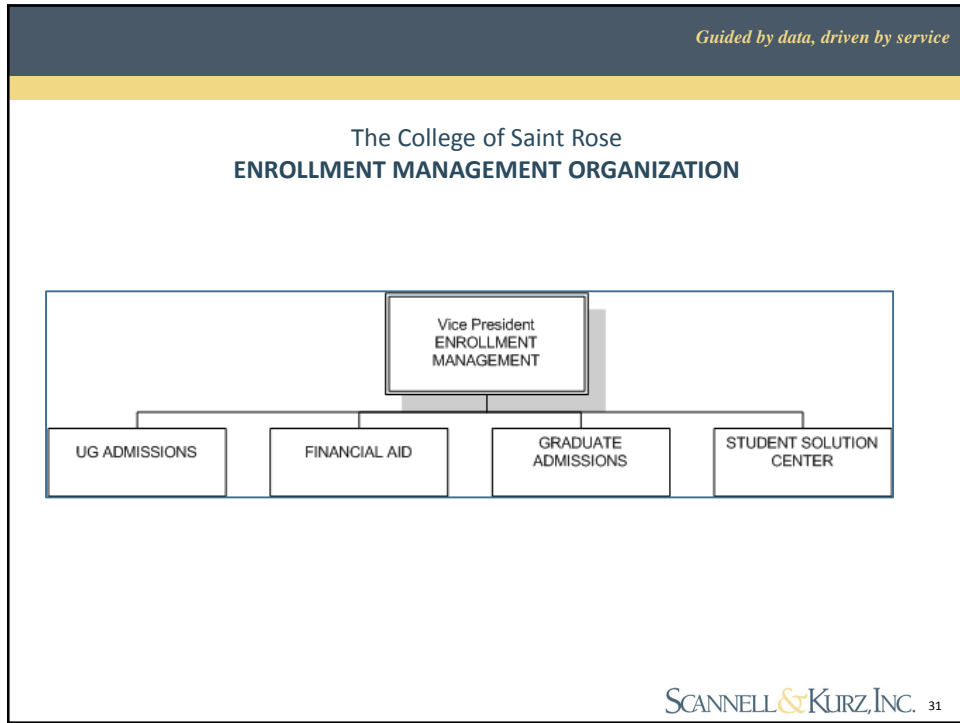
Undergraduate: **3,000**

First-year: **630**

Transfer Students :**300**

Graduate Students: **2,000**

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**PLANNING CHALLENGES**
- BUDGET & ENROLLMENT GOALS DEVELOPED INDEPENDENTLY OF EACH OTHER
  - LIMITED INSTITUTIONAL RESEARCH FUNCTION
  - ENROLLMENT SERVICE AREAS IN SILOS
  - RETENTION DATA GATHERED IN AGGREGATE; NOT REVIEWED BY UNITS WITH EYE TOWARD ACTION STEPS
  - ADMISSIONS & FINANCIAL AID DATA INDEPENDENT OF EACH OTHER
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**ORGANIZATIONAL SOLUTION:**  
 Developed Structured Priorities & Teams to Work Across Lines

- **INSTITUTIONAL RESEARCH & BUDGET OFFICES COMBINED**
    - TOP PRIORITY: ENROLLMENT PLANNING & BUDGETING
  - **FORMED THE "BUCKATEER GROUP":**
    - FOCUS ON ENROLLMENT & RETENTION DATA GATHERING/ANALYSIS
  - **ENROLLMENT MANAGEMENT LEADERSHIP TEAM:**
    - CROSS-SILO SERVICE LEADERS MEET WEEKLY W/ FOCUS ON ACTION
- STEPS TO MEET ENROLLMENT GOALS:
- USE **SKORE** TOOLS IN ADMISSIONS & FINANCIAL AID

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**EXAMPLE CHALLENGE:**  
 DEVELOPMENT OF BUDGETED ENROLLMENT GOALS:  
*BEFORE*

- Freshman Class = Same as (or higher than) prior year
- Transfer Class = Same as prior year
- Returning Students = Same as prior year
- Graduate Credits = Same as (or higher than) prior year
- Discount = Same as (or lower than) prior year

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**"BUCKATEER GROUP"**  
**GATHERS & ANALYZES ENROLLMENT PLANNING DATA**

- EM, BUDGET, INSTITUTIONAL RESEARCH, REGISTRAR, ADVISEMENT & ACADEMIC SUPPORT
- DEVELOPS & ANALYZES ENROLLMENT & BUDGET PLANNING MODEL
- COLLECTS & ANALYZES RETENTION DATA FOR OTHER UNITS

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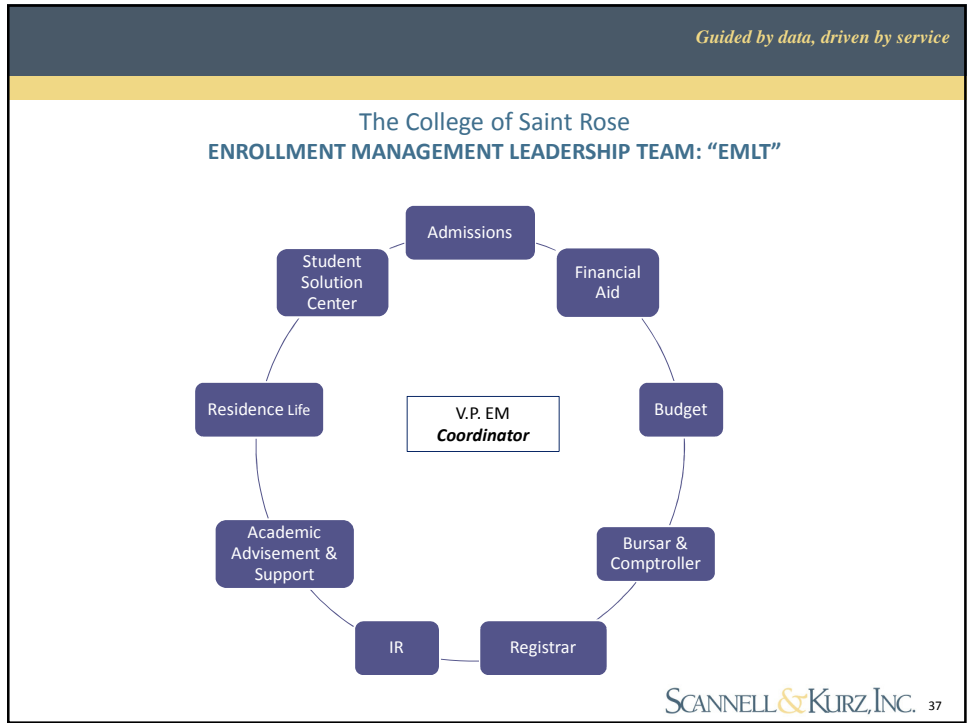
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**Fall 2011 Enrollment Projections**

	5 Year Historical Spring to Fall Return Rates			Spring 2011 Actual Prosen Enrollment	Fall 2011 Enrollment Projection Scenarios			Fall 2011 Registration Same Date		Fall 2010 Registration	Fall 2010 Final Registration
	Min (Worst Case)	Avg (Average Case)	Max (Premier Case)		Worst Case	Average Case	Premier	as of 8/4/2011	as of 8/6/2011	(These totals do not reflect current class standing.)	
<b>RETURNING: Spring Students Returning in Fall Full-Time</b>											
Students with 0-29 earned credits continue from spring to fall	83%	84%	85%	371	473	478	484	481	497	488	428
Students with 30-39 earned credits continue from spring to fall	89%	91%	93%	334	481	490	498	487	469	469	505
Students with 40-49 earned credits continue from spring to fall	91%	93%	94%	673	630	628	636	577	602	602	646
Students with 50+ earned credits continue from spring to fall	34%	39%	42%	808	276	312	338	279	310	310	310
Students increasing credit load to fulltime					20	28	35	19	21	21	21
Students resuming full-time after missed term(s)					19	25	34	6	25	25	25
Non-metric					0	0	1	0	0	0	0
<b>Total Returning Full-Time Students</b>				<b>2995</b>	<b>1,888</b>	<b>1,999</b>	<b>2,027</b>	<b>1,909</b>	<b>1892</b>	<b>1909</b>	<b>1998</b>
<b>NEW: New Full-Time Fall Students</b>											
Expiree Freshmen					374	611	639	307	363	363	633
Expiree transfer					260	277	289	51	57	57	269
<b>Total New Full-Time Students</b>					<b>634</b>	<b>888</b>	<b>928</b>	<b>358</b>	<b>420</b>	<b>420</b>	<b>902</b>
<b>Fall 2011 Projected Full-Time Undergraduate Enrollment</b>					<b>2,722</b>	<b>2,886</b>	<b>2,955</b>	<b>1,967</b>	<b>2092</b>	<b>2092</b>	<b>2,846</b>
<b>Projected Enrollment Compared to Previous Fall</b>					<b>96%</b>	<b>102%</b>	<b>104%</b>	<b>69%</b>			

\* The purpose of this chart is to estimate potential total fall enrollment. (This chart does not project fall totals by class standing.)  
 \* Based on five years of data, we have identified the low, average and high rates at which students enrolled in the spring return the subsequent fall. These rates are applied to the actual spring enrollment of four categories of students grouped by earned credits.  
 \* Historical totals of new fall students by 5 potential categories are also provided.  
 \* The 5 possible categories (4 returning, 1 new) are summed to estimate total fall enrollment.  
 \* (The previous fall's enrollment totals are provided in the final column for informational purposes only.)  
 \* Based on 5 years of data and actual spring enrollment, at Worst we may expect total enrollment of 2,722. Average 2,846. Premier 2,956.

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"ENROLLMENT MANAGEMENT LEADERSHIP TEAM (EMLT)"  
GATHERS & ANALYZES ENROLLMENT PLANNING DATA**
- COMMUNICATE ENROLLMENT & BUDGET GOALS
  - FOCUS ON RETENTION WITH EYE TOWARD ACTION STEPS
    - MONITORS & REACTS TO SHIFTS IN STUDENT BEHAVIOR
      - Reviews lists of eligible-to-register students – outreach to break down barriers
      - Students with account balances & other holds
      - Transcript requests
      - FAFSA applications for next term
      - Housing Lottery
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**ADMISSIONS & FINANCIAL AID: SHARING DATA**

- CHALLENGE:
  - ADMISSIONS & FINANCIAL AID STAFFS USED SEPARATE DATA SETS FOR DATA GATHERING & ANALYSIS
- EXAMPLE SOLUTION:
  - BOTH TEAMS USE SCANNELL AND KURZ **SKORE** TOOLS WHICH PULL FROM SAME DATABASE
    - Recruitment Yield Reports
    - Financial Aid Matrices
    - Ad-hoc SKORE reports

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**EXAMPLE SKORE REPORTS USED BY ADMISSIONS & FINANCIAL AID TEAMS**

Sample University  
 Yields by Population - New Freshmen

Field	Term1-Fall 2009/10-Final					Term1-Fall 2010/11-Final				
	App	Comp App	Admit	Matric	Yield	App	Comp App	Admit	Matric	Yield
<b>APP_TYPE</b>										
All Freshmen	832	664	615	204	33.2%	860	648	608	197	32.4%
<b>CAMPUS_VISIT</b>										
Visited campus	488	437	418	196	46.9%	470	408	399	180	45.1%
Did not visit campus	344	227	197	8	4.1%	390	240	209	17	8.1%
<b>EPS_MARKET_NAME</b>										
Primary Market	395	315	297	94	31.6%	436	330	314	101	32.2%
Secondary Market	143	120	110	43	39.1%	149	119	115	34	29.6%
Tertiary Market 1	129	115	107	42	39.3%	134	106	98	38	38.8%
Other US	124	90	79	18	22.8%	115	76	65	17	26.2%
<b>FM_NEED</b>										
No FAFSA	395	246	209	16	7.7%	451	262	235	12	5.1%
\$0 No Need	110	91	79	32	40.5%	100	77	64	27	42.2%
\$1-10,000	70	70	70	32	45.7%	54	54	20	37.0%	
\$10,001-20,000	142	142	142	70	49.3%	126	126	126	64	50.8%
\$20,001+	115	115	115	54	47.0%	129	129	129	74	57.4%
<b>TOTGRANT</b>										
\$0 No Total Grants	244	76	27	4	14.8%	274	62	22	3	13.6%
\$1-9,999	214	214	214	34	15.9%	148	148	148	17	11.5%
\$10,000-14,999	168	168	168	56	33.3%	224	224	224	50	22.3%
\$15,000-19,999	129	129	129	65	50.4%	125	125	125	69	55.2%
\$20,000+	77	77	77	45	58.4%	89	89	89	58	65.2%

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EXAMPLE SCORE REPORTS USED BY ADMISSIONS & FINANCIAL AID TEAMS

Sample University  
Matrix Report - Freshmen - Term1-Fall 2010/11

Quality Group	Need Range	Admits	Enroll	Yield	Inst. Grant Offered	Inst. Grant Accepted	Avg Grant Offered	Avg Grant Accepted	Avg Enrolled NTR	Total Enrolled NTR
<b>Total</b>		<b>532</b>	<b>134</b>	<b>25.2%</b>	<b>\$6,198,228</b>	<b>\$1,875,348</b>	<b>\$11,850</b>	<b>\$13,995</b>	<b>\$7,754</b>	<b>\$1,039,152</b>
QG #1 - ACT 29+ & GPA 3.5+	a- No Aid Application	15			\$177,000		\$11,800			
	b- FAFSA, \$0 Need	7	3	42.9%	\$87,750	\$39,750	\$12,535	\$13,250	\$8,500	\$25,500
	c- \$1 to 9,999	4			\$48,000		\$12,000			
	d- \$10,000 to 14,999	2	2	100.0%	\$36,704	\$36,704	\$18,352	\$18,352	\$3,398	\$6,796
	e- \$15,000 to 19,999	4	1	25.0%	\$70,599	\$16,948	\$17,649	\$16,948	\$4,802	\$4,802
	f- \$20,000+	1			\$14,486		\$14,486			
	<b>Total</b>	<b>33</b>	<b>6</b>	<b>18.2%</b>	<b>\$434,539</b>	<b>\$93,402</b>	<b>\$13,167</b>	<b>\$15,567</b>	<b>\$6,183</b>	<b>\$37,098</b>
QG #2 - ACT 25+ & GPA 3.0+	a- No Aid Application	44			\$496,500		\$11,284			
	b- FAFSA, \$0 Need	14	3	21.4%	\$145,000	\$35,500	\$10,357	\$11,833	\$9,918	\$29,750
	c- \$1 to 9,999	9	1	11.1%	\$102,914	\$12,172	\$11,434	\$12,172	\$9,578	\$9,578
	d- \$10,000 to 14,999	13	6	46.2%	\$173,000	\$79,557	\$13,307	\$13,259	\$8,490	\$50,943
	e- \$15,000 to 19,999	16	9	56.3%	\$245,405	\$139,220	\$15,337	\$15,468	\$6,281	\$56,530
	f- \$20,000+	20	10	50.0%	\$316,030	\$150,454	\$15,801	\$15,045	\$6,704	\$67,046
	<b>Total</b>	<b>116</b>	<b>29</b>	<b>25.0%</b>	<b>\$1,478,849</b>	<b>\$416,903</b>	<b>\$12,748</b>	<b>\$14,375</b>	<b>\$7,374</b>	<b>\$213,847</b>
QG #3 - ACT 19+ & GPA 3.0+	a- No Aid Application	91	2	2.2%	\$889,000	\$22,000	\$9,769	\$11,000	\$10,750	\$21,500
	b- FAFSA, \$0 Need	16	6	37.5%	\$157,050	\$68,550	\$9,815	\$11,425	\$10,325	\$61,950
	c- \$1 to 9,999	25	7	28.0%	\$260,256	\$77,608	\$10,410	\$11,086	\$10,663	\$74,642
	d- \$10,000 to 14,999	22	6	27.3%	\$283,374	\$81,581	\$12,880	\$13,596	\$8,153	\$48,919
	e- \$15,000 to 19,999	32	16	50.0%	\$489,088	\$251,899	\$15,283	\$15,743	\$6,006	\$96,101
	f- \$20,000+	68	36	52.9%	\$1,072,130	\$564,083	\$15,766	\$15,668	\$6,081	\$218,917
	<b>Total</b>	<b>254</b>	<b>73</b>	<b>28.7%</b>	<b>\$3,150,878</b>	<b>\$1,065,721</b>	<b>\$12,405</b>	<b>\$14,598</b>	<b>\$7,151</b>	<b>\$522,029</b>
Other	a- No Aid Application	63	1	1.6%	\$401,000	\$8,000	\$6,365	\$8,000	\$13,750	\$13,750
	b- FAFSA, \$0 Need	18	6	33.3%	\$145,250	\$48,750	\$8,069	\$8,125	\$13,625	\$81,750
	c- \$1 to 9,999	8	4	50.0%	\$62,395	\$37,740	\$7,799	\$9,435	\$12,315	\$49,260
	d- \$10,000 to 14,999	7	3	42.9%	\$70,831	\$34,812	\$10,118	\$11,604	\$10,146	\$30,438
	e- \$15,000 to 19,999	11	2	18.2%	\$143,474	\$23,134	\$13,043	\$11,567	\$10,183	\$20,366
	f- \$20,000+	22	10	45.5%	\$311,012	\$146,886	\$14,136	\$14,688	\$7,061	\$70,614
	<b>Total</b>	<b>129</b>	<b>26</b>	<b>20.2%</b>	<b>\$1,133,962</b>	<b>\$299,322</b>	<b>\$8,790</b>	<b>\$11,512</b>	<b>\$10,237</b>	<b>\$266,178</b>

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The College of Saint Rose

EXAMPLE SCORE REPORTS USED BY ADMISSIONS & FINANCIAL AID TEAMS

Sample University  
Retention by Population - Returning Freshmen Cohorts - Fall 2008 & Fall 2009

Field	Term1		Term2			Term3		
	N	%	Attrit	Retain	%	Attrit	Retain	%
APP TYPE								
All Freshmen	419	100.0%	45	374	89.3%	118	301	71.8%
YEAR								
Fall 2008	215	100.0%	21	194	90.2%	62	153	71.2%
Fall 2009	204	100.0%	24	180	88.2%	56	148	72.5%
ACT BEST								
No ACT	9	100.0%	2	7	77.8%	3	6	66.7%
< 20	104	100.0%	15	89	85.6%	37	67	64.4%
20-23	153	100.0%	16	137	89.5%	41	112	73.2%
24-25	79	100.0%	6	73	92.4%	19	60	75.9%
26-27	37	100.0%	4	33	89.2%	6	29	78.4%
28-29	23	100.0%	2	21	91.3%	7	16	69.6%
30-31	12	100.0%		12	100.0%	1	11	91.7%
32+	2	100.0%		2	100.0%	2		0.0%
TERM1 GPA								
Missing Term1 GPA	6	100.0%	6		0.0%	6		0.0%
< 2.00	62	100.0%	24	38	61.3%	41	21	33.9%
2.00-2.24	35	100.0%	4	31	88.6%	14	21	60.0%
2.25-2.49	46	100.0%	1	45	97.8%	10	36	78.3%
2.50-2.74	46	100.0%	2	44	95.7%	12	34	73.9%
2.75-2.99	57	100.0%	3	54	94.7%	12	45	78.9%
3.00-3.24	41	100.0%	1	40	97.6%	4	37	90.2%
3.25-3.49	39	100.0%	1	38	97.4%	6	33	84.6%
3.50-3.74	32	100.0%	1	31	96.9%	4	28	87.5%
3.75+	40	100.0%		40	100.0%	5	35	87.5%

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The College of Saint Rose  
**EXAMPLE SCORE REPORTS USED BY ADMISSIONS & FINANCIAL AID TEAMS**

Sample University  
 Retention by Population - Returning Freshmen Cohorts - Fall 2008 & Fall 2009  
 Unmet Need is blank

Field	Term1		Term2			Term3		
	N	%	Attrit	Retain	%	Attrit	Retain	%
APP TYPE								
All Freshmen	239	100.0%	25	214	89.5%	68	171	71.5%
YEAR								
Fall 2008	117	100.0%	13	104	88.9%	33	84	71.8%
Fall 2009	122	100.0%	12	110	90.2%	35	87	71.3%
ACT BEST								
No ACT	6	100.0%	1	5	83.3%	1	5	83.3%
< 20	34	100.0%	4	30	88.2%	14	20	58.8%
20-23	91	100.0%	13	78	85.7%	28	63	69.2%
24-25	59	100.0%	4	55	93.2%	14	45	76.3%
26-27	22	100.0%	2	20	90.9%	3	19	86.4%
28-29	16	100.0%	1	15	93.8%	5	11	68.8%
30-31	9	100.0%		9	100.0%	1	8	88.9%
32+	2	100.0%		2	100.0%	2		0.0%
TERM1 GPA								
Missing Term1 GPA	5	100.0%	5		0.0%	5		0.0%
< 2.00	27	100.0%	9	18	66.7%	17	10	37.0%
2.00-2.24	17	100.0%	3	14	82.4%	8	9	52.9%
2.25-2.49	24	100.0%	1	23	95.8%	5	19	79.2%
2.50-2.74	23	100.0%	1	22	95.7%	8	15	65.2%
2.75-2.99	34	100.0%	3	31	91.2%	7	27	79.4%
3.00-3.24	24	100.0%		24	100.0%	2	22	91.7%
3.25-3.49	23	100.0%	1	22	95.7%	5	18	78.3%
3.50-3.74	22	100.0%	1	21	95.5%	4	18	81.8%
3.75+	30	100.0%		30	100.0%	5	25	83.3%

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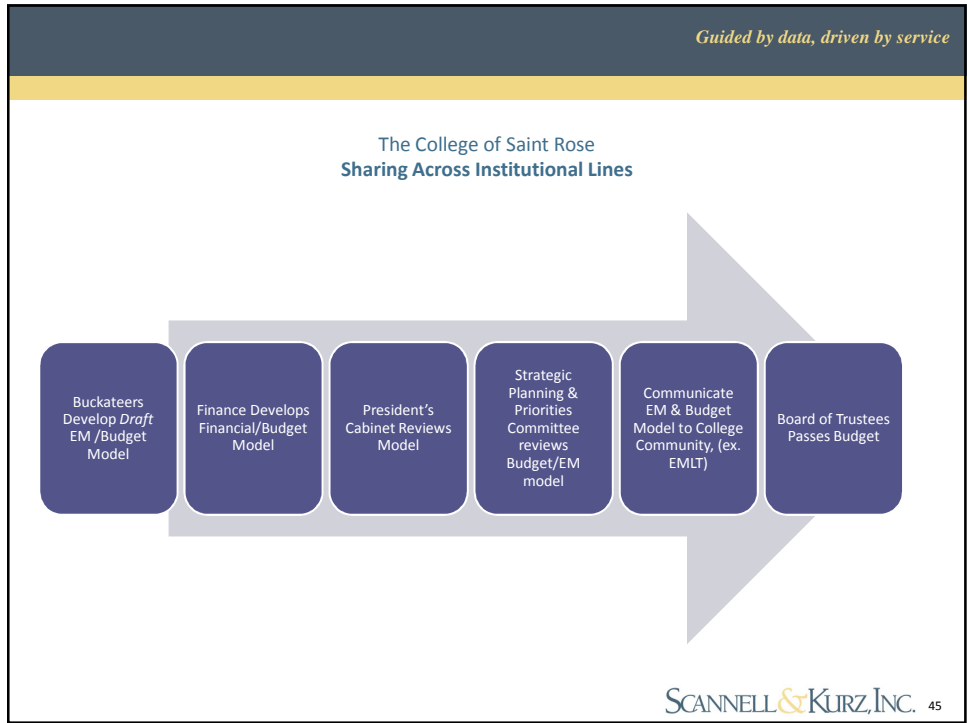
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The College of Saint Rose  
**EXAMPLE SCORE REPORTS USED BY ADMISSIONS & FINANCIAL AID TEAMS**

Sample University  
 Retention by Population - Returning Freshmen Cohorts - Fall 2008 & Fall 2009  
 Unmet Need greater than 2500

Field	Term1		Term2			Term3		
	N	%	Attrit	Retain	%	Attrit	Retain	%
APP TYPE								
All Freshmen	97	100.0%	14	83	85.6%	35	62	63.9%
YEAR								
Fall 2008	54	100.0%	8	46	85.2%	23	31	57.4%
Fall 2009	43	100.0%	6	37	86.0%	12	31	72.1%
ACT BEST								
No ACT	2	100.0%	1	1	50.0%	2		0.0%
< 20	48	100.0%	9	39	81.3%	19	29	60.4%
20-23	34	100.0%	2	32	94.1%	9	25	73.5%
24-25	6	100.0%	1	5	83.3%	1	5	83.3%
26-27	3	100.0%		3	100.0%	2	1	33.3%
28-29	2	100.0%	1	1	50.0%	2		0.0%
30-31	2	100.0%		2	100.0%		2	100.0%
32+								
TERM1 GPA								
Missing Term1 GPA	1	100.0%	1		0.0%	1		0.0%
< 2.00	25	100.0%	9	16	64.0%	17	8	32.0%
2.00-2.24	11	100.0%	1	10	90.9%	3	8	72.7%
2.25-2.49	12	100.0%		12	100.0%	4	8	66.7%
2.50-2.74	14	100.0%	1	13	92.9%	3	11	78.6%
2.75-2.99	12	100.0%		12	100.0%	3	9	75.0%
3.00-3.24	7	100.0%	1	6	85.7%	2	5	71.4%
3.25-3.49	5	100.0%		5	100.0%	1	4	80.0%
3.50-3.74	3	100.0%		3	100.0%		3	100.0%
3.75+	4	100.0%		4	100.0%		4	100.0%

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## Questions?

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