PLAN, FORECAST, ACHIEVE:
UNDERSTANDING AID LEVERAGING AND
WHAT IS IN YOUR ENROLLMENT DATA

SEPTEMBER 24, 2015
Agenda

• A little about your presenters

• What is aid leveraging?

• Making meaning out of data

• Questions
Presenters

THOMAS MORAN
Maguire Associates
Vice President

JENNIFER COX
Maguire Associates
Consultant
Maguire Associates

• Research-driven education consulting firm based in Concord, MA
• Established in 1983
• Staffed by marketing experts, higher education practitioners, economists, and analysts
• Industry leaders in predictive modeling
• Recognized for thought leadership
• Client focus with a collegial style
Maguire Associates: Our history and product offerings

We have provided over 500 colleges, universities and other educational organizations – big and small, public and private – with leadership counsel, research, strategic planning, branding and messaging, recruitment, pricing, and financial aid awarding services.
WHY USE PREDICTIVE MODELING AND AID LEVERAGING?
Remember where your institution has come from.

Those who cannot learn from history are doomed to repeat it

-George Santayana

from: studentsfriend.com
Enrollment managers are often swimming in data.

http://www.smm.org/beyondrigor/
Predictive modeling helps enrollment managers make informed strategy decisions.

- Our EMFASYS® model (Enrollment Management Forecast Analysis System) identifies price sensitivity among accepted students and leverages financial aid as cost-effectively as possible.
- EMFASYS® allows clients to test various admissions and financial aid strategies and see how they affect enrollments and revenues.

Enrollment management strategies and their risks

- **Increase enrollment**
  - Increase discount rate
  - Decrease student quality
  - Decrease stud. satisfaction
  - Reduce retention

- **Decrease discount rate**
  - Miss headcount target
  - Lose admits to competitors
  - Lose revenue
  - Decrease student quality

- **Increase quality**
  - Increase discount rate
  - Increase market confusion
  - Reduce future app pool
  - Introduce new competitors

- **Decrease student quality**
  - Decrease student satisfaction
  - Reduce retention
OUR APPROACH
Probability of Enrollment as a Function of Average Institutional Grant

Assuming a $50,000 COA

ILLUSTRATIVE
Net Revenue as a Function of Institutional Grants

Assuming a $50,000 COA

ILLUSTRATIVE

Net Revenue

Institutional Grant Amount

$0

$10,000

$20,000

$30,000

$40,000

$50,000

$60,000

No Grant Aid

All Revenue

All Grant Aid

No Revenue
Making informed trade-offs

### Enrolled Students

<table>
<thead>
<tr>
<th>Actual</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>653</td>
<td>654</td>
<td>676</td>
<td>699</td>
<td>744</td>
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</tbody>
</table>

### Net Total Revenue

<table>
<thead>
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<th>3</th>
<th>4</th>
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</thead>
<tbody>
<tr>
<td>$17,365,150</td>
<td>$17,976,715</td>
<td>$18,416,335</td>
<td>$18,860,069</td>
<td>$19,723,901</td>
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</table>

### Tuition Discount Rate

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<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.4%</td>
<td>39.9%</td>
<td>40.7%</td>
<td>41.5%</td>
<td>43.2%</td>
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</tbody>
</table>

### Average ACT Composite

<table>
<thead>
<tr>
<th>Actual</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.1</td>
<td>26.0</td>
<td>26.0</td>
<td>26.0</td>
<td>26.1</td>
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</tbody>
</table>
MAKING MEANING OUT OF DATA
Too much data, not enough insights.

Image credit: tomfishburne.com
We can help make meaning out of key enrollment data with Maguire Analytics™ online dashboard.

• Combine key admissions, financial aid and demographic data in an easy to use, online dashboard

• Displays of metrics customizable to each institution
  ○ Dynamic and filterable

• Review key demographics and track aid expenditures

• Available via mobile

analytics.maguireassociates.com
Key takeaways

1. Aid leveraging allows for thoughtful, data driven decisions

2. Data is great, but only if meaning can be extracted from it

3. Make sure the “right” data is being reported, not just the available data
Why Maguire Analytics

1. Gain fast answers to key questions
2. Interact with data visually
   - Pinpoint trends and use financial aid strategically based on your academic, demographic, and revenue goals
   - Drill down and explore specific data
   - Compare current year stats to previous year(s)
   - Enhance decision making capabilities
   - Inform long-term strategy
3. Customize to your needs
4. Gain the expertise of Maguire consultants
Thank you for participating

Interested in learning more?

1. Stop by our booth at NACAC, # 706
2. Reach out to us:

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QUESTIONS