



### **Thank you for participating in the 2014 NACUBO Tuition Discounting Survey!**

NACUBO has collected data on institutional grant awards for entering first-time, full-time freshmen and all undergraduates and tuition and fee rates from four-year independent colleges and universities for nearly 25 years. This long trend line allows for the comprehensive analysis that has come to be associated with the Tuition Discounting Study (TDS), one of the most esteemed studies on discount rates in the nation. Our study's success has been built on hundreds of private institutions like yours contributing data and insights on discounting practices on campus. We appreciate your time and effort and thank you in advance for your participation. Data collection will open **September 23rd and close November 26th**.

Your data will be kept anonymous and will be reported in aggregate. Responses to open ended questions will be kept confidential. No identifiable information will be shared, however we may use some of your statement(s) as a quote in the "In Their Own Words" section of the report.

#### **Plan**

It isn't uncommon to have several members at your institutions collaborate to complete the survey. A [preview of the survey instrument](#) can be found on our website for your staffs' planning purposes. This will help prevent you from unintentionally locking yourself out of your survey through an accidental submission.

#### **More Details**

All institutions that participate in the 2014 TDS will receive a complimentary copy of the [final report](#) in late Spring 2015 as well as access to the NACUBO Online Benchmarking Tool. Click on the links for more details about the [Tuition Discounting Study](#), the [Online Benchmarking Tool](#) and [video demonstration](#) of the tool.

#### **Questions**

If you have any further questions or problems with your survey please contact Natalie Pullaro Davis at [Natalie.Pullaro.Davis@nacubo.org](mailto:Natalie.Pullaro.Davis@nacubo.org).

Thank you for your time and your continuing support of the NACUBO Tuition Discounting Study!

-Natalie Pullaro Davis  
Manager, Research and Policy Analysis  
NACUBO

### **Institutional Financial Aid**

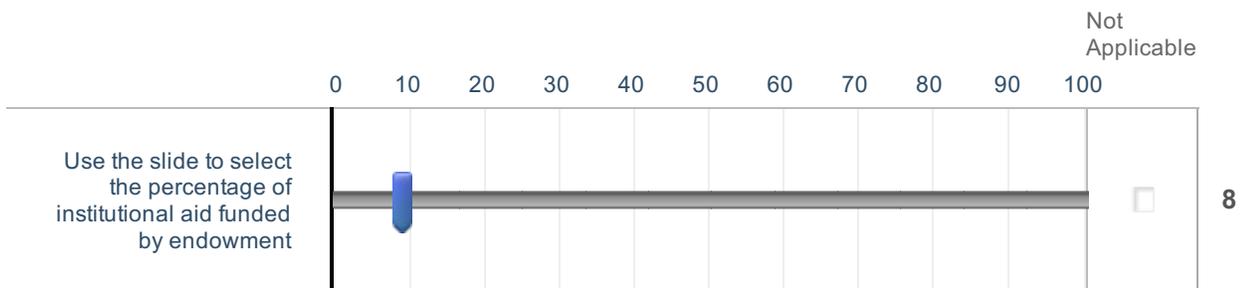
[HELP text](#)

	Academic Year 2013-14 data as of Fall 2013	Academic Year 2014-15 data as of Fall 2014 (estimated)
1. Total number of all undergraduates:	<input type="text" value="3388"/>	<input type="text" value="3432"/>
2. Total number of entering first-time, Full-time degree or certificate seeking freshmen:	<input type="text" value="822"/>	<input type="text" value="834"/>
3. Total number of all undergraduates (as reported in Question 1) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	<input type="text" value="2916"/>	<input type="text" value="2918"/>
4. Total number of entering first-time, full-time freshman (as reported in question 2) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	<input type="text" value="765"/>	<input type="text" value="768"/>
5. Total <b>dollar amount</b> of institutional scholarships, fellowships, and grants awarded to all undergraduates (include athletic scholarships, do NOT include tuition remission):	<input type="text" value="31300519"/>	<input type="text" value="33716556"/>
6. Total <b>dollar amount</b> of institutional scholarships, fellowships, and grants awarded to entering first time, full-time freshman (include athletic scholarships, do NOT include tuition remission):	<input type="text" value="8803690"/>	<input type="text" value="10282851"/>
7. Published individual price for tuition and mandatory fees (or "sticker price") (excluding room and board): (as reported in IPEDS Institutional Characteristics Survey Part D, Student Charges)	<input type="text" value="28720"/>	<input type="text" value="29560"/>
8. Total gross tuition and mandatory fee revenue for all undergraduates students:	<input type="text" value="90386982"/>	<input type="text" value="93700000"/>

## Funded Institutional Grants

9. What percentage (approximately) of your total undergraduate institutional aid awarded in Fall 2013 was funded by earnings from your endowment?

[HELP text](#)



## Applied, Admitted, and Changes in Enrollment

10. Provide the number of first-time, full-time, degree or certificate seeking freshmen who applied and were admitted in Fall 2013 (as reported in Common Data Set, Section C).

[HELP text](#)

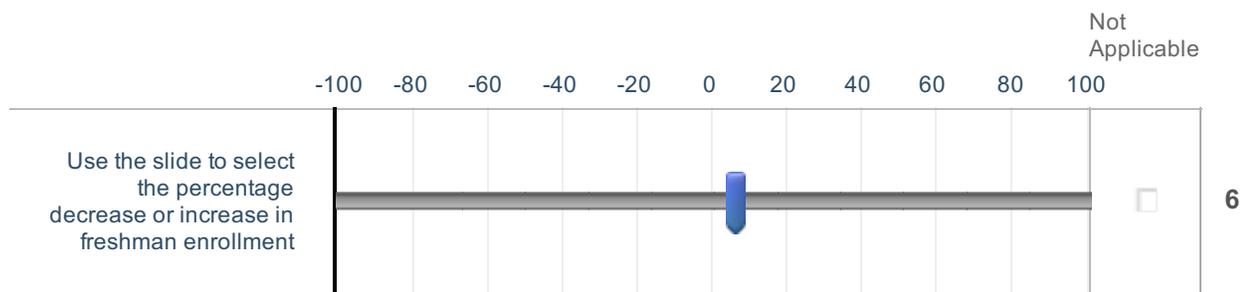
Total number of first-time, full-time, degree or certificate seeking freshmen who applied for admission:

4158

Total number of first-time, full-time, degree or certificate seeking freshmen who were admitted:

2931

11. What percentage increase or decrease (approximately) have you experienced in your freshman enrollment over the last four years (Fall 2011-Fall 2014)? If your enrollment has stayed the same, please select 0.



11b. To what do you attribute this increase in enrollment? (check all that apply)

- New academic programs
- New athletic programs
- Updated/New facilities
- Changing demographics
- Increase in overall demand for your institution
- Increase in institutional financial aid
- Increase in yield rate of accepted students
- Decreasing selectivity
- State budget cuts to public institutions
- Improved recruitment and/or marketing strategies
- Improved admissions processing systems/procedures
- Other (please separate multiple reasons with a comma)

## Institutional Grants Meeting Need

12. What **percentage (approximately)** of your total institutional grant aid awarded to all undergraduates in Fall 2013 (as reported in Question 5) was need-based aid, merit aid that was used to meet need, and/or merit aid not used to meet need? **The three percentages should sum to 100.**

If your institution cannot or will not answer this question, please report 100 in the "opt out" line.

[HELP text](#)

Need-Based Aid

Merit Aid Used to Meet Need

Merit Aid NOT Used to Meet Need

To OPT OUT of this question, please report 100 here. If you want to answer this question, please report zero on this line and split your values among the three categories above.

**Total**

## Strategies and Practices

13. What strategies (or combination of strategies) did your institution implement to attempt to increase net tuition revenue in FY14 or FY15? Were these strategies successful?

(Ex: Have you increased or decreased enrollment, the discount rate and/or tuition and fees? Have you implemented any new programs that direct aid to freshmen?)

[HELP text](#)

Responses will be kept confidential. No identifiable information will be shared, however we may use some of your statement(s) as a quote in the "In Their Own Words" section of the report.

Our strategy has been to provide lower (CPI level) tuition rate increases while holding the line on discounting so that the extra revenue created from the rate increase is not reduced by higher discounting. The strategy has been, for the most part, successful as enrollment has increased slightly, the average discount rate for students has remained steady (except for efforts to improve minority representation), and net revenue from tuition and fees has grown at inflationary levels plus some additional from the slight increase in enrollment.

14. Do you believe that your institution's discounting practices are sustainable in the short or long term? Why or why not? What challenges do you see ahead?

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Yes. We believe our discounting strategy is sustainable in the short and long term... assuming student interest and demand remains strong for our institution. We prefer this strategy to others that inflate the sticker price for perceived quality while needing to discount at higher levels to secure class size needs.

15. Do you have any other comments that you would like to share about tuition discounting practices at your institution?

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The approach we're taking presents certain challenges with 'perceived quality' with a lower sticker price. It helps, however, with the 'sticker shock' factor.

Does your institution identify with any of the following categories? Select all that apply.

- Religiously affiliated institution
- HBCU (Historically Black College and University)
- Women's College
- HSI (Hispanic Serving Institution)
- None of these



Please review your responses before advancing to the next page. You will not be able to edit your responses once you click the "save and continue" button.

If you were clicking through the survey for a preview of the questions, please click "back" so that you are not accidentally locked out of your survey. Click [HERE](#) for a link to preview the survey instrument for your planning purposes.

After you submit your survey, a summary of your responses will appear on the screen. Please print this screen for your records or click the "Download PDF" button near the top of the page to save your summary as a PDF.