



**Thank you for your participation in this survey!**



National Association of College and University Business Officers

Below is a summary of your responses

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**Thank you for participating in the 2016 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 **close on November 30, 2016**.

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 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 2016 TDS will receive a complimentary copy of the [final report](#) in late May 2017 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 NACUBO Research (NResearch@NACUBO.org).

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

**Institutional Financial Aid**

[HELP text](#)

	Academic Year 2015-16 data as of Fall 2015	Academic Year 2016-17 data as of Fall 2016 (estimated)
1. Total number of <u>all undergraduates</u> :	3407	3224
2. Total number of entering <u>first-time, full-time degree or certificate seeking freshmen</u> :	794	733

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):

2900

2713

4. Total number of entering first-time, full-time freshmen (as reported in question 2) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):

726

672

5. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to all undergraduates (include athletic scholarships, do NOT include tuition remission):

33416615

32684809

6. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to entering first time, full-time freshmen (include athletic scholarships, do NOT include tuition remission):

8938375

9099082

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](#))

30550

31560

8. Total gross tuition and mandatory fee revenue for **all** undergraduate students:

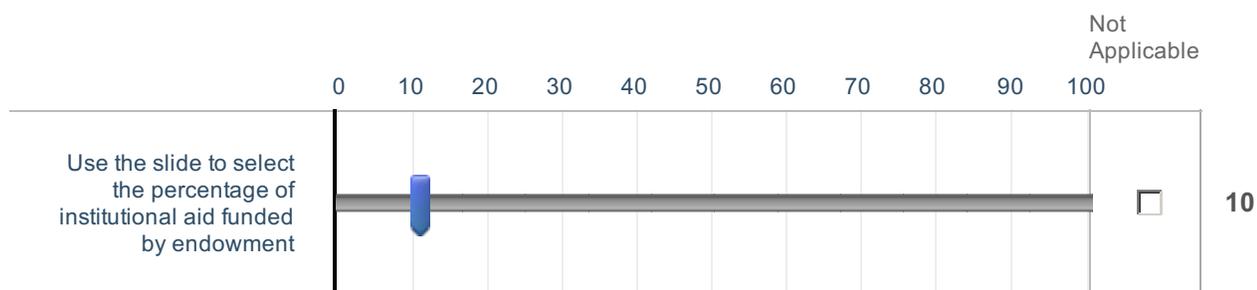
94480794

92600000

## Funded Institutional Grants

9. What percentage (approximately) of your total undergraduate institutional aid awarded in Fall 2015 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 2015 (as reported in [Common Data Set, Section C](#)).

[HELP text](#)

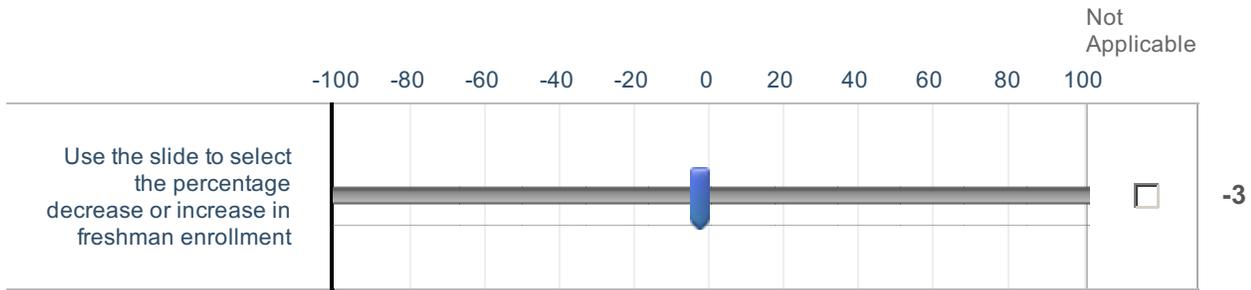
Total number of first-time, full-time, degree or certificate seeking freshmen who applied for admission:

4420

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

3184

11. What percentage increase or decrease (approximately) have you experienced in your freshman enrollment over the last four years (Fall 2013-Fall 2016)? If your enrollment has stayed the same, please select 0.



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

- Changing demographics
- Decrease in the number of 18-24-year-olds in your region
- Price sensitivity of students
- Falling demand for your programs
- Closure of academic program(s)
- Decrease in institutional financial aid
- Becoming more selective
- Purposeful decrease to balance a prior year(s) larger than expected enrollment
- Decrease in the yield rate of accepted students
- Increased competition from other public and private institutions in the region
- Changes in state aid programs
- Intentional decision to lower the number of students
- 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 2015 (as reported in Question 5) was need-based aid, non-need-based aid that was used to meet need, and/or non-need-based 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	<input type="text" value="0"/>
Non-Need-Based Aid Used to Meet Need	<input type="text" value="0"/>
Non-Need-Based Aid NOT Used to Meet Need	<input type="text" value="0"/>
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.	<input type="text" value="100"/>
<b>Total</b>	<input type="text" value="100"/>

## Strategies and Practices

13. What strategies (or combination of strategies) did your institution implement to attempt to increase net tuition revenue in FY16 or FY17?

[HELP text](#)

Responses will be kept confidential. No identifiable information will be shared; however, we may use some of your free response statement(s) as a quote in the report.

- Recruitment (e.g., targeted population recruitment or higher yield target)
- Retention (e.g., student success strategies)
- Financial aid (e.g., changing packaging strategies)
- Tuition pricing (e.g., tuition freeze/reset)
- Academic program changes/additions
- Facility changes/additions (e.g., new dorms)
- No new strategies implemented
- Other

14. Do you believe that your institution's tuition discounting practices are sustainable in the short or long term?

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 report.

- Sustainable in short term (over the next year)
- Sustainable in long term (over more than one year)
- Sustainable in short, but not long term
- Not sustainable
- Other

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

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 report.

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.