



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

Below is a summary of your responses

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### **Thank you for participating in the 2019 NACUBO Tuition Discounting Survey!**

NACUBO has collected data on institutional grant awards for first-time, first-year undergraduates 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 22, 2019**.

Your data will be kept confidential 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. You may use a [preview of the survey instrument](#) 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 2019 TDS will receive: (1) access to the TDS preliminary results, which will be released in March 2020; (2) a complimentary copy of the final report in May 2020; and (3) access to peer analysis data through the new NACUBO Tableau benchmarking tool. Click on the links for more details about the [Tuition Discounting Study](#).

#### **Questions**

If you have any further questions or problems with your survey please contact NACUBO Research ([research.nacubo@nacubo.org](mailto:research.nacubo@nacubo.org)).

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

**Institutional Financial Aid - First-time First-year Undergraduates**

## First-time, first-year undergraduate students

For this section, you are asked to provide data on entering **first-time, first-year undergraduates** for final data for academic year 2018-19 and estimated data for academic year 2019-20.

[HELP text/FAQs](#)

Final Data for Academic Year 2018-19	Preliminary Data for Academic Year 2019-20
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### 1. Total number of entering first-time, first-year degree or certificate seeking undergraduates:

\*Please use the same census date that you used for the IPEDS survey (approximately October 1, 2018)

798

725

### 2. Total number of first-time, first-year undergraduates who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission)

756

700

### 3. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to first-time, first-year undergraduates (include athletic scholarships, do NOT include tuition remission):

11422695

11430401

\*Provide the actual dollar amount awarded in Academic Year 2018-19 and the estimated amount awarded in 2019-20.

## **Institutional Financial Aid - All Undergraduates**

## All Undergraduates

For this section, you are asked to provide data on **all undergraduates** for final data for academic year 2018-19 and estimated data for 2019-20.

[HELP text/FAQs](#)

Final Data for Academic Year 2018-19

Preliminary Data for Academic Year 2019-20

### 4. Total number of all undergraduates:

\* For Final Data, please use the same census date that you used for the IPEDS survey (approximately October 1, 2018)

3150

3056

### 5. Total number of all undergraduates (as reported in question 4) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):

2761

2699

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

36395313

38501937

\*Provide the actual dollar amount awarded in Academic Year 2018-19 and the estimated amount awarded in 2019-20.

## Published Prices and Total Gross Tuition and Mandatory Fee Revenue

Final Data for Academic Year 2018-19

Preliminary Data for Academic Year 2019-20

### 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, Price of Attendance](#))

34010

34990

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

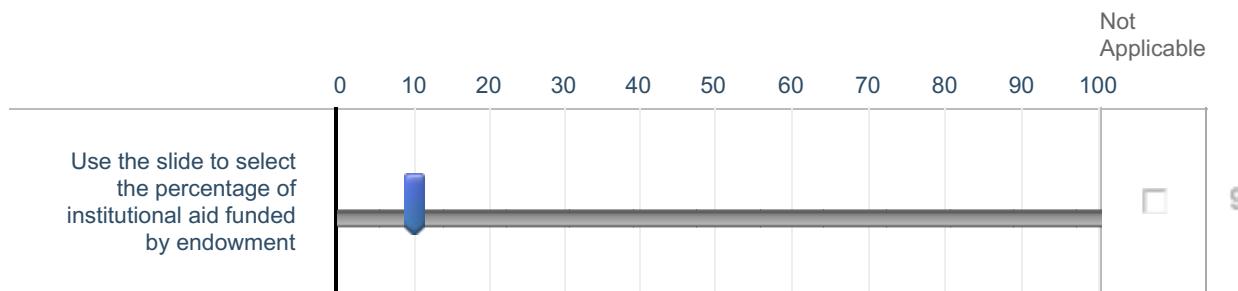
98242000

98350000

## Funded Institutional Grants

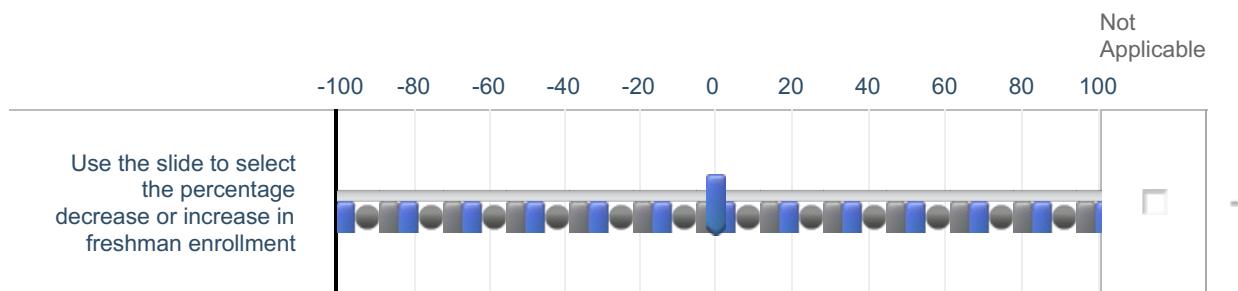
9. What percentage (approximately) of your total undergraduate institutional aid awarded in academic year 2018-19 (as reported in Question 6) was funded by earnings from your endowment?

[HELP text/FAQs](#)



## Changes in Enrollment

10. What percentage increase or decrease (approximately) have you experienced in your first-time first-year undergraduate enrollment over the last four years (Fall 2016-Fall 2019)? If your enrollment has stayed the same, please select 0.



10a. 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

11. What percentage (approximately) of your total institutional grant aid awarded to all undergraduates in Fall 2018 (as reported in Question 6) 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/FAQs](#)

Need-Based Aid  %

Non-Need-Based Aid Used to Meet Need  %

Non-Need-Based 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

12. Which of the following tuition rate structures apply to undergraduate students (full-time or part-time) in the following categories? (Select all that apply)

	First-time first year undergraduates	Upper-division undergraduates	New (entering transfer students, regardless of class level
Charge a flat amount per term	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Charge by the credit hour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiered charges (defined as when students are charged a set amount for the first X credit hours/classes and a different rate for additional credit hours)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charges by course type	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charge by program or major	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charge by class level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guaranteed rate for entering cohort (i.e., fixed tuition price guaranteed for all undergraduate years)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What strategies (or combination of strategies) did your institution implement to attempt to increase net tuition revenue in FY18 or FY19?

[HELP text/FAQs](#)

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. What strategies (or combination of strategies) did your institution implement to attempt to increase **total revenue** (revenue from all sources such as graduate education, fundraising, etc.) in FY18 or FY19? Were these strategies successful?

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Increasing enrollment, endowment targeted financing, affinity-based fundraising, Investment in certain programs, more aggressive negotiations of investment return rates, marketing of on-campus housing and meal plans, marketing of on-line apparel, and increased ancillary revenue rates.

15. What strategies, if any, did your institution implement to reduce or contain costs (e.g., eliminating programs, consolidating services) in FY18 or FY19?

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Paid off debt to lower debt service expense, Reduced faculty and staff positions through attrition, lowered discretionary spending through RFPs and elimination of non-essential expenses, and lowered energy usage.

16. 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.