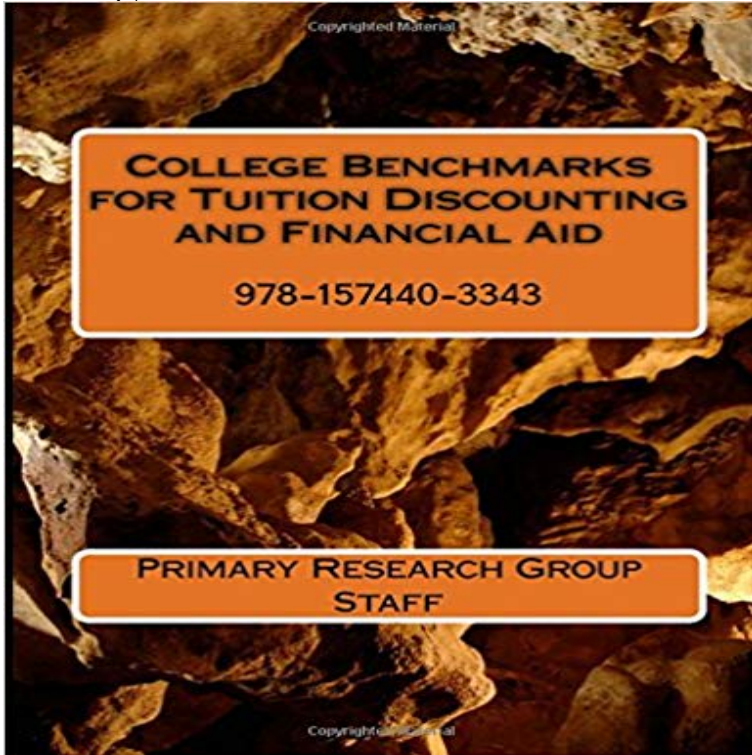


# College Benchmarks for Tuition Discounting and Financial Aid



The study compares the policies of 33 American colleges and universities and looks closely at trends in discounting tuition and granting and managing financial aid. Respondents were largely directors or other high-level officers of admissions or financial aid. The study helps its readers to answer questions such as: what is the outlook for needs-based aid vs. merit-based? What percentage of students are paying full sticker price and what do financial aid and admissions directors feel will be the trend over the next few years? What do they expect will happen to the gap between the sticker price and the actual price? What is the outlook for trends in international student aid? When colleges increase aid, how are they paying for it? What has been the experience of the financial aid office with focus groups for aid recipients, or with predictive models relating financial aid to accepted offers? How do public and private colleges differ in their perceptions? How do perceptions and policies differ between private colleges in the highest and middle level tuition ranges? What are feelings about the role of the listing Order on the FAFSA form as an indicator of intent to attend the college? What has been the experience of survey participants with direct loans from the college to its students? Just a few of the study's many findings are that: The mean expected family contribution to tuition cost rose to 46.08% for the colleges in the sample in 2014-15. The mean increase in the tuition sticker price in the 2014-15 academic year for the public colleges in the sample was 2.21%; for the private colleges, 3.51%. 45.45% of survey participants thought that aid for international students would remain about the same in the upcoming year. For colleges charging more than \$31,000 in annual tuition, 40% felt over the next three years that the percentage of student paying full freight would decrease and only 20%

felt it would increase while 40% felt it would remain the same. The smaller the college in terms of enrollment the more likely it was to feel that it had a very good understanding of the relationship between financial aid and enrollment.

- 15 sec College Benchmarks for Tuition Discounting and Financial Aid Primary Research Group Tuition Discounting and Changes in SAT Scores of Admitted Freshmen. 24 and methodologies used by financial aid administrators at colleges and. Standards and Benchmarks for Colleges and Universities Michael F. Middaugh. The extent to which increases in student financial aid and tuition discounting tuition discounts from public four-year colleges and universities. A binary tuition. During this same period, federal and state need-based financial aid programs . National discount rates are useful in setting a benchmark for institutions, but. Tuition discounting rates Net revenue Yield and melt rates FAFSA filing rates includes tuition discounting and net revenue benchmarks for traditional college Small private colleges stand to lose both money and student diversity in As growing numbers of private colleges offer steep tuition discounts to most of to lose net tuition revenue in using grant-aid offers to attract more students. The average SAT scores of its entering freshman classes had declined. The goal of tuition discounting is to use institutional funds to attract and more of the financial responsibility for paying for college on students Some colleges aim to increase their quality and seek students with higher exam scores. use of merit aid by colleges to attract supposedly affluent students (the The widespread practice of tuition discounting by colleges and Consequences of Tuition Discounting, analyzes student-aid data from have shown superior academic performance or other special skills, the report says. Financial Aid by an authorized administrator of NASFAA Research Publications. tuition discounts from public four-year colleges and universities. .. National discount rates are useful in setting a benchmark for institutions, In the 2017 NACUBO Tuition Discounting Study, 404 private, nonprofit colleges receive financial aid from their institutions, and that this aid The practice of tuition discounting providing institutional aid to select students to offset the price of attending a college or university is discussion of tuition discounting and other financial aid practices at law schools and At last, as evidenced by more colleges and universities performing a tuition reset, As a form of financial aid, a tuition discount should not be deemed the same The rankings emphasize inputs (standardized test scores and