



ANNUAL MEETING

Columbus, Ohio
October 1-3, 2017

EXPLORE. EMPOWER. ENRICH.

TAKING CONTROL OF THE DISCOUNTING PROCESS

Tim Dietz
Vice President for Finance/CFO
Greenville University



TAKING CONTROL OF THE DISCOUNTING PROCESS

- Assess Circumstances
- Create Understanding of the Process
- Communicate
- Implement
- Assess the Year





ASSESS THE CIRCUMSTANCES

- Analyze how Admissions works
 - Do they sell on price?
- Analyze how Financial Aid works
 - Begin to restrict the aid giving
 - Put interested parties on a budget
 - Limit Post-packaging Aid
- Analyze key leaders involved in the process (or not involved if need be)
- Assess where the Business office is involved
 - Historical context
 - Future vision





CREATE UNDERSTANDING OF THE PROCESS

- Show Financial Aid how their discounting/scholarship process works.

Discount Rate

Actual Percentage

18-19

1st Year Instate					
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	62.00%	61.00%	60.00%	54.00%	53.00%
\$1 to \$5,234	61.00%	60.00%	59.00%	53.00%	52.00%
\$5,082 to \$9,760	60.00%	59.00%	58.00%	52.00%	51.00%
\$9,761 to \$18,989	63.00%	58.00%	61.00%	52.00%	50.00%
\$18,990 +	70.00%	67.00%	65.00%	55.00%	50.00%
Merit Awards	\$15,500	\$14,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

1st Year Instate					
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	99%	97%	95%	86%	84%
\$1 to \$5,234	90%	89%	87%	78%	77%
\$5,082 to \$9,760	75%	74%	73%	65%	64%
\$9,761 to \$18,989	59%	54%	57%	48%	47%
\$18,990 +	48%	46%	44%	38%	34%
Merit Awards	\$15,500	\$14,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

Avg Bill Tuition

35000 22000

AVG EFC

0

2500

7500

14500

20000

Avg Bill Tuition	1st Year Instate					
	Institutional Rating					AVG EFC
	I - 10	II - 20	III - 30	IV - 40	V - 50	
87 +	81-86.99	68-80.99	60-67.99	59.99 & Below		
35000						
22000						
0	\$300	\$650	\$1,000	\$3,100	\$3,450	
2500	\$2,175	\$2,500	\$2,825	\$4,775	\$5,100	
7500	\$5,500	\$5,775	\$6,050	\$7,700	\$7,975	
14500	\$6,500	\$8,000	\$9,495	\$11,340	\$11,750	
20000	\$6,500	\$8,000	\$10,000	\$13,750	\$14,500	
Merit Awards	\$15,500	\$14,000	\$12,000	\$8,000	\$4,000	
	Trustee	Presidential	Deans	Recognition	No Merit	



CREATE UNDERSTANDING OF THE PROCESS – FINANCIAL AID CONT'D

- Add in Pell-State Aid Avgs by Quadrant

Pell-Map

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	\$ 10,535	\$ 10,535	\$ 10,535	\$ 10,495	\$ 9,427
\$1 to \$5,234	\$ 8,865	\$ 9,935	\$ 7,480	\$ 6,819	\$ 5,240
\$5,082 to \$9,760	\$ 4,334	\$ 4,720	\$ 3,859	\$ 4,426	\$ 4,720
\$9,761 to \$18,989	\$ -	\$ -	\$ -	\$ -	\$ -
\$18,990+	\$ -	\$ -	\$ -	\$ -	\$ -
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

Final Discount Pricing from prior

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	\$ 300	\$ 650	\$ 1,000	\$ 3,100	\$ 3,450
\$1 to \$5,234	\$ 2,175	\$ 2,500	\$ 2,825	\$ 4,775	\$ 5,100
\$5,082 to \$9,760	\$ 5,500	\$ 5,775	\$ 6,050	\$ 7,700	\$ 7,975
\$9,761 to \$18,989	\$ 6,500	\$ 8,000	\$ 9,495	\$ 11,340	\$ 11,750
\$18,990+	\$ 6,500	\$ 8,000	\$ 10,000	\$ 13,750	\$ 14,500
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

Net Tuition

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	\$ 10,835	\$ 11,185	\$ 11,535	\$ 13,595	\$ 12,877
\$1 to \$5,234	\$ 11,040	\$ 12,435	\$ 10,305	\$ 11,594	\$ 10,340
\$5,082 to \$9,760	\$ 9,834	\$ 10,495	\$ 9,909	\$ 12,126	\$ 12,695
\$9,761 to \$18,989	\$ 6,500	\$ 8,000	\$ 9,495	\$ 11,340	\$ 11,750
\$18,990+	\$ 6,500	\$ 8,000	\$ 10,000	\$ 13,750	\$ 14,500
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit



CREATE UNDERSTANDING OF THE PROCESS - ADMISSIONS

- After hearing more of what they think about cost, help show them costs of other Organizations to put things in Perspective.

	17-18 Tuition	17-18 Fees	17-18 Tuition & Fees		17-18 Room & Board		16-17 Tuition & Fees	16-17 Room & Board
	?							
Anderson University	\$ 29,210	\$ 250	\$ 29,460	3.37%	\$ 10,660	8.22%	\$ 28,500	\$ 9,850
Asbury University	\$ 29,302	\$ 198	\$ 29,500	3.76%	\$ 6,950	5.06%	\$ 28,432	\$ 6,615
Bethel MN	\$ 36,060	\$ 150	\$ 36,210	3.43%	\$ 10,340	1.77%	\$ 35,010	\$ 10,160
Cedarville University	\$ 28,956	\$ 200	\$ 29,156	4.46%	\$ 7,088	3.02%	\$ 27,910	\$ 6,880
Evangel University	\$ 21,500	\$ 560	\$ 22,060	1.07%	\$ 8,196	3.98%	\$ 21,826	\$ 7,882
Indiana Wesleyan Un	\$ 25,980	\$ -	\$ 25,980	2.50%	\$ 8,312	1.91%	\$ 25,346	\$ 8,156
Judson University	\$ 28,408	\$ 1,026	\$ 29,434	2.45%	\$ 9,840	4.13%	\$ 28,730	\$ 9,450
John Brown University	\$ 25,000	\$ 1,144	\$ 26,144	3.24%	\$ 9,040	2.26%	\$ 25,324	\$ 8,840
Olivet Nazarene	\$ 33,950	\$ 990	\$ 34,940	2.95%	\$ 7,900	0.00%	\$ 33,940	\$ 7,900
Point Loma	\$ 34,000	\$ 624	\$ 34,624	5.24%	\$ 10,630	1.92%	\$ 32,900	\$ 10,430
Taylor University	\$ 32,640	\$ 80	\$ 32,720	3.97%	\$ 9,245	4.52%	\$ 31,472	\$ 8,845
Trinity Christian Coll	\$ 28,200	\$ 250	\$ 28,450	1.07%	\$ 9,680	1.04%	\$ 28,150	\$ 9,580
Trinity International University	\$ 30,200	\$ 550	\$ 30,750	2.06%	\$ 9,240	0.33%	\$ 30,130	\$ 9,210
Spring Arbor	\$ 27,150	\$ 600	\$ 27,750		\$ 9,640			
Wheaton	\$ 35,190		\$ 35,190	3.35%	\$ 9,806	2.57%	\$ 34,050	\$ 9,560
	\$ 29,716	\$ 473	\$ 30,158	3.06%	\$ 9,104	2.91%	\$ 29,409	\$ 8,811
Other Colleges								
Bradley	\$ 32,540	\$ 390	\$ 32,930	3.75%	\$ 10,310	3.00%	\$ 31,740	\$ 10,010
Eureka	\$ 25,150	\$ 240	\$ 25,390	20.22%	\$ 9,810	3.26%	\$ 21,120	\$ 9,500
ISU (17 credit hours)	\$ 12,588	\$ 3,280	\$ 15,868	5.51%	\$ 9,948	0.99%	\$ 15,040	\$ 9,850
Edwardsville (17 credit hours)	\$ 9,940	\$ 2,426	\$ 12,366	2.65%	\$ 10,800	2.96%	\$ 12,047	\$ 10,490
Blackburn	\$ 21,582	\$ 410	\$ 21,992	3.92%	\$ 7,660	4.02%	\$ 21,162	\$ 7,364
Eastern Illinois	\$ 9,928	\$ 5,250	\$ 15,178	0.78%	\$ 9,176	0.00%	\$ 15,060	\$ 9,176
Millikin	\$ 32,274	\$ 396	\$ 32,670	4.10%	\$ 11,503	2.80%	\$ 31,384	\$ 11,190
Illinois College	\$ 31,590	\$ 550	\$ 32,140	1.52%	\$ 9,190	0.00%	\$ 31,660	\$ 9,190
	\$ 21,949		\$ 23,567	5.20%		2.13%	\$ 22,402	\$ 9,596





CREATE UNDERSTANDING OF THE PROCESS - ADMISSIONS

State School Comparison at the Quadrant Level

18-19

Example 1st Year Instate					
Tuition	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	\$ 1,882	\$ 2,284	\$ 2,685	\$ 5,094	\$ 5,496
\$1 to \$5,234	\$ 3,809	\$ 4,185	\$ 4,562	\$ 6,821	\$ 7,197
\$5,082 to \$9,760	\$ 7,185	\$ 7,512	\$ 7,838	\$ 9,797	\$ 10,124
\$9,761 to \$18,989	\$ 11,275	\$ 11,898	\$ 12,155	\$ 13,437	\$ 13,950
\$18,990 +	\$ 11,275	\$ 12,775	\$ 13,678	\$ 15,693	\$ 16,700
Merit Awards	\$15,000	\$13,000	\$12,000	\$8,000	\$2,000
	Trustee	Presidential	Deans	Recognition	No Merit

17-18

Example
 Net Tuition + Room & Board
 Tuition 10000
 R&B 8804
 Fees 357

Example 1st Year Instate					
Tuition	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
\$0	\$ 11,043	\$ 11,445	\$ 11,846	\$ 14,255	\$ 14,657
\$1 to \$5,234	\$ 12,970	\$ 13,346	\$ 13,723	\$ 15,982	\$ 16,358
\$5,082 to \$9,760	\$ 16,346	\$ 16,673	\$ 16,999	\$ 18,958	\$ 19,285
\$9,761 to \$18,989	\$ 20,436	\$ 21,059	\$ 21,316	\$ 22,598	\$ 23,111
\$18,990 +	\$ 20,436	\$ 21,936	\$ 22,839	\$ 24,854	\$ 25,861
Merit Awards	\$15,000	\$13,000	\$12,000	\$8,000	\$2,000
	Trustee	Presidential	Deans	Recognition	No Merit





CREATE UNDERSTANDING OF THE PROCESS – ADMISSIONS PT. 2

State School Compare Pt. 2

18-19	State School Tuition + Room & Board	Fees	3,100	
		Tuition	10000	Difference
		Room & B	10600	

State School 1st Year Instate					
EFC	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
\$0	\$ 9,165	\$ 9,165	\$ 9,165	\$ 12,385	\$ 14,380
\$1 to \$5,234	\$ 10,200	\$ 10,200	\$ 12,200	\$ 15,200	\$ 18,200
\$5,082 to \$9,760	\$ 14,980	\$ 14,980	\$ 15,200	\$ 18,300	\$ 19,200
\$9,761 to \$18,989	\$ 19,700	\$ 19,700	\$ 19,700	\$ 22,700	\$ 23,700
\$18,990 +	\$ 19,700	\$ 19,700	\$ 19,700	\$ 22,700	\$ 23,700

Comparison - 1st Year Instate					
EFC	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
\$0	\$ 1,878	\$ 2,280	\$ 2,681	\$ 1,870	\$ 277
\$1 to \$5,234	\$ 2,770	\$ 3,146	\$ 1,523	\$ 782	\$ (1,842)
\$5,082 to \$9,760	\$ 1,366	\$ 1,693	\$ 1,799	\$ 658	\$ 85
\$9,761 to \$18,989	\$ 736	\$ 1,359	\$ 1,616	\$ (102)	\$ (589)
\$18,990 +	\$ 736	\$ 2,236	\$ 3,139	\$ 2,154	\$ 2,161





CREATE UNDERSTANDING OF THE PROCESS - LEADERS

- See how data is gathered at the leadership level and what decisions are made. Show them the practical changes that can be made.

Current Tuition 17-18

18-19

Difference

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
	\$ 2,425	\$ 3,215	\$ 3,215	\$ 5,190	\$ 6,770
\$1 to \$5,234	\$ 3,925	\$ 5,035	\$ 4,665	\$ 6,515	\$ 7,995
\$5,082 to \$9,760	\$ 6,925	\$ 7,885	\$ 7,565	\$ 10,125	\$ 10,765
\$9,761 to \$18,989	\$ 11,125	\$ 11,875	\$ 11,625	\$ 13,875	\$ 14,125
\$18,990 +	\$ 12,125	\$ 13,125	\$ 14,125	\$ 16,765	\$ 16,765
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
	\$ 300	\$ 650	\$ 1,000	\$ 3,100	\$ 3,450
\$1 to \$5,234	\$ 2,175	\$ 2,500	\$ 2,825	\$ 4,775	\$ 5,100
\$5,082 to \$9,760	\$ 5,500	\$ 5,775	\$ 6,050	\$ 7,700	\$ 7,975
\$9,761 to \$18,989	\$ 6,500	\$ 8,000	\$ 9,495	\$ 11,340	\$ 11,750
\$18,990 +	\$ 6,500	\$ 8,000	\$ 10,000	\$ 13,750	\$ 14,500
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit

	1st Year Instate				
	Institutional Rating				
	I - 10	II - 20	III - 30	IV - 40	V - 50
	87 +	81-86.99	68-80.99	60-67.99	59.99 & Below
EFC					
	\$ (2,125)	\$ (2,565)	\$ (2,215)	\$ (2,090)	\$ (3,320)
\$1 to \$5,234	\$ (1,750)	\$ (2,535)	\$ (1,840)	\$ (1,740)	\$ (2,895)
\$5,082 to \$9,760	\$ (1,425)	\$ (2,110)	\$ (1,515)	\$ (2,425)	\$ (2,790)
\$9,761 to \$18,989	\$ (4,625)	\$ (3,875)	\$ (2,130)	\$ (2,535)	\$ (2,375)
\$18,990 +	\$ (5,625)	\$ (5,125)	\$ (4,125)	\$ (3,015)	\$ (2,265)
Merit Awards	\$15,500	\$13,000	\$12,000	\$8,000	\$4,000
	Trustee	Presidential	Deans	Recognition	No Merit



CREATE UNDERSTANDING OF THE PROCESS – BUSINESS OFFICE

- Historical Context of Involvement (Academics, Athletics)
 - Create Buy-in and gameplan next steps
- Cast Vision
 - Working with Board & President





COMMUNICATING

- Expect a Mess
- Expect many conversations (repeated)
- Expect to be held accountable





IMPLEMENT

- At the end of the day...there is no option but to implement (unless you are happy with the randomly rising discount)
- Do partial steps if necessary to gain a foothold
- Have a voice in the process
- Expect periodic reporting on Net for incoming students.

EFC	Institutional Rating									
	I - 10		II - 20		III - 30		IV - 40		V - 50	
	87 +		81-86.99		68-80.99		60-67.99		59.99 & Below	
\$0	0		2	\$ 12,124	7	\$ 13,552	5	\$ 15,566	3	\$ 18,190
\$1 to \$5,234	6	\$ 8,281	5	\$ 10,874	11	\$ 12,978	5	\$ 15,480	1	\$ 11,654
\$5,235 to \$9,000	1	\$ 11,124	5	\$ 11,684	7	\$ 9,546	3	\$ 14,222	2	\$ 14,769
\$9,001 to \$18,989	5	\$ 7,010	5	\$ 9,604	6	\$ 11,279	1	\$ 14,274	1	\$ 15,824
\$18,990 +	3	\$ 10,040	6	\$ 10,770	15	\$ 12,999	5	\$ 19,514	1	\$ 12,924
Avg NTR by Tier	15	\$ 9,114	23	\$ 11,011	46	\$ 12,071	19	\$ 15,811	8	\$ 14,672
		Trustee		Presidential		Deans		Recognition		Recognition 2





ASSESS

- Expect to be held accountable
- Expect to make adjustments
- Don't stand by for failure of one quadrant to protect the overall idea
- Be reasonable

