Evaluate Affordability and Build Prospects
NAIS Annual Conference
February 28, 2020
Philadelphia, PA
Overview

School 1
- Have we outpriced our market?
- Where are the families?

School 2
- How do our financial award trends compare to other schools?
- Can we sustain our current practices?
School 1 – Tuition out of Reach?

Concerning trends:
- Softening in admissions funnel
- Declining enrollment in lower grades

Key Questions:
- Have we outpriced our market?
- Are we targeting the full addressable market?
Tuition Pace of Change, 1980-2014

- Top 20% Fam Inc
- Top 5% Fam Inc
- Mean Fam Inc
- CPI--Urban
- Mean Day Tuition
- Mean Bdg Tuition

Data and Analysis for School Leadership
School 1 – Resources Used

DASL Affordability Dashboard:
- Tuition and Fees as % of Household Income
- Population of families with school-age children

Insights Market View:
- Current and future addressable market
- Where we are currently drawing from
Concerning trends:
- Demand for financial aid
- Distribution of Financial aid by income band

Key Questions:
- How has our financial aid award pattern changed?
- What are the implications of continuing current trends?

SAMPLE SIZE: 34,534–35,056 STUDENTS*

<table>
<thead>
<tr>
<th></th>
<th>1st Quintile</th>
<th>2nd Quintile</th>
<th>3rd Quintile</th>
<th>4th Quintile</th>
<th>5th Quintile</th>
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</thead>
<tbody>
<tr>
<td>2010–2011</td>
<td>11.8%</td>
<td>13.1%</td>
<td>19.1%</td>
<td>26%</td>
<td>30%</td>
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<tr>
<td>2015–2016</td>
<td>9%</td>
<td>9.7%</td>
<td>14.3%</td>
<td>24.3%</td>
<td>42.6%</td>
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*Varies by year

Source: SSS by NAIS Financial Aid Processing System
DASL Report Query:
- Change in financial aid amounts awarded to families in different income bands
- Compared with other schools

Insights Market View:
- Add Tuition to see Affordability
- Compare to amounts awarded by zip for my school
Resources

NAIS Trendbook 2019-20

Independent School Magazine Winter 2020

Webinar with Mark Mitchell