

NAIS

DASL

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?

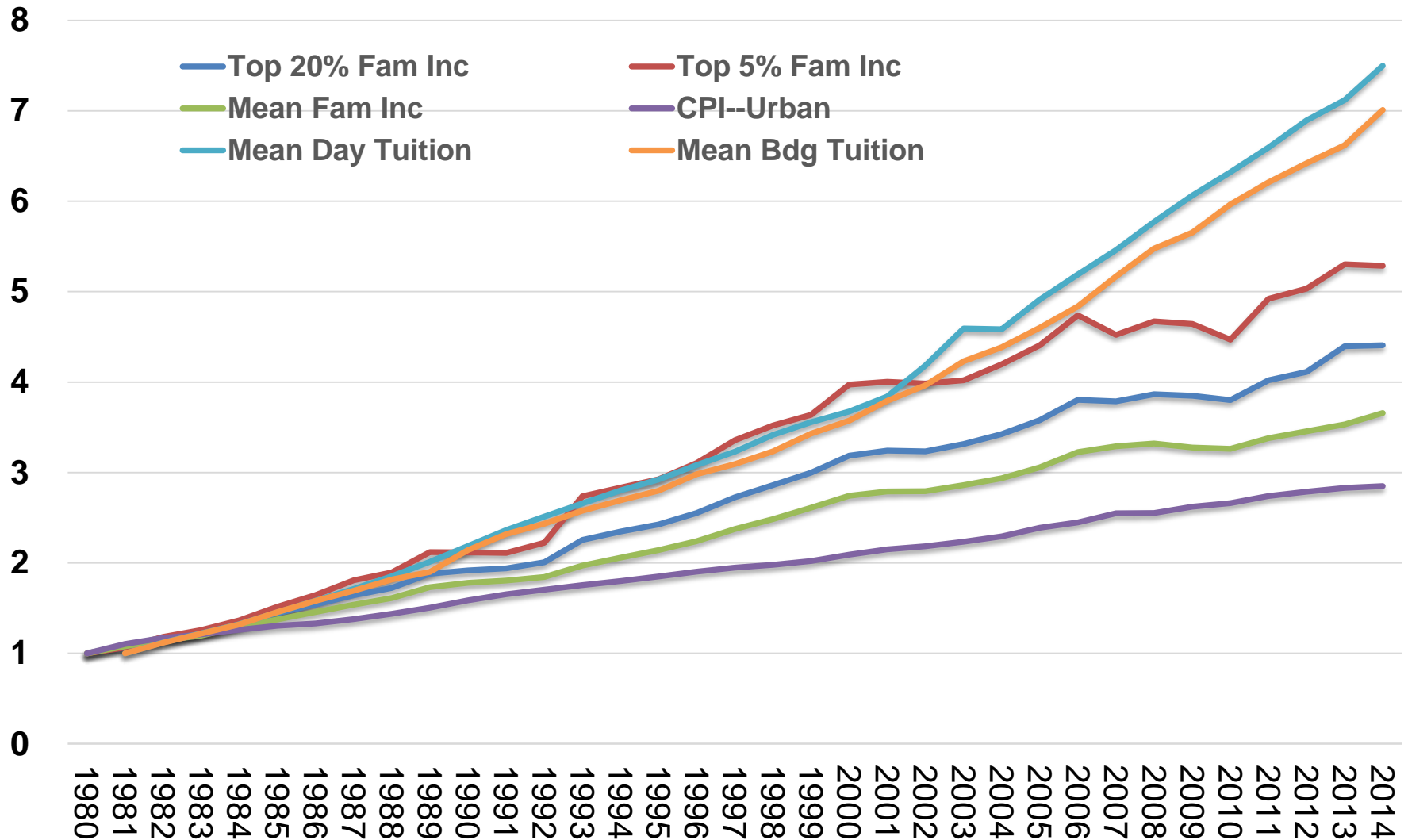
Concerning trends:

- 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



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**

School 2 – Tuition out of Reach?

Concerning trends:

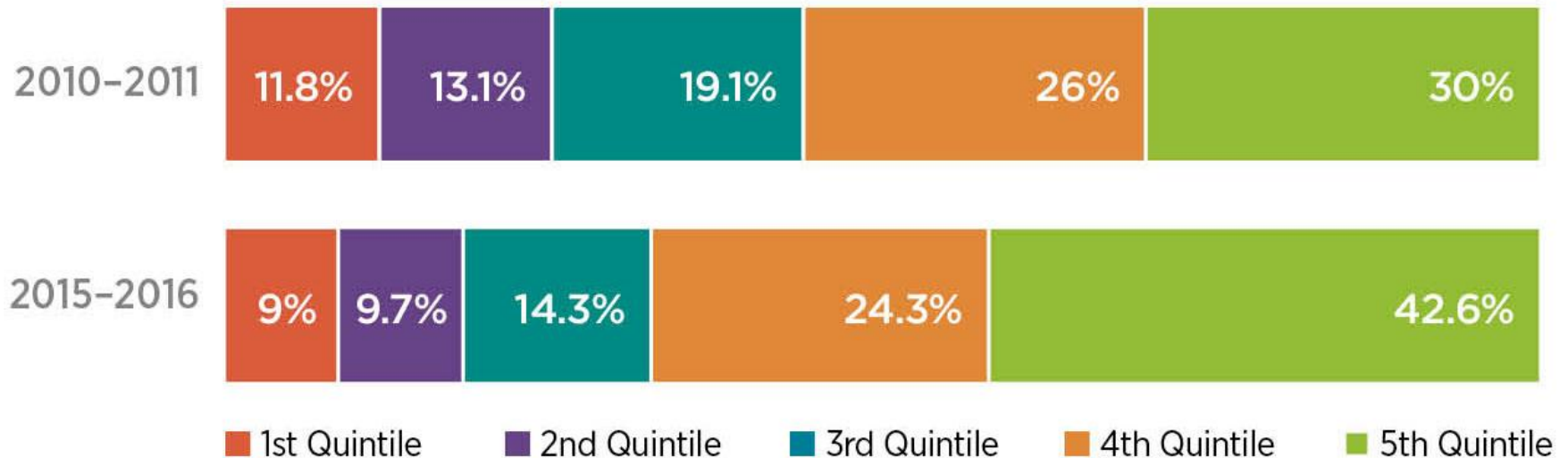
- Demand for financial aid
- Distribution of Financial aid by income band

Key Questions:

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

Percentage of Financial Aid Awards Made, by Income Quintile, 2010–2011 and 2015–2016

SAMPLE SIZE: 34,534–35,056 STUDENTS*



*Varies by year

Source: SSS by NAIS Financial Aid Processing System

School 2 – Resources Used

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

<https://www.nais.org/articles/pages/member/webinars/2019-2020/nais-conversation-series-with-mark-j-mitchell-trends-in-the-affordability-landscape/>