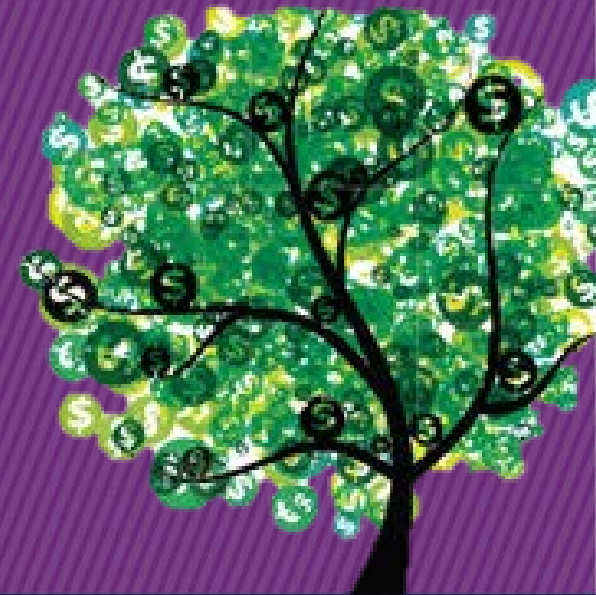


National Association  
of Independent Schools

# The Changing Landscape of Financial Aid

Western Boarding Schools Association  
Spring Conference  
May 4, 2018

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THE CHAPIN SCHOOL

**\$33,400**  
PER CHILD/PER YEAR



HORACE MANN SCHOOL

**\$35,670**  
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THE DALTON SCHOOL

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THE TRINITY SCHOOL

**\$35,025**  
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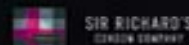
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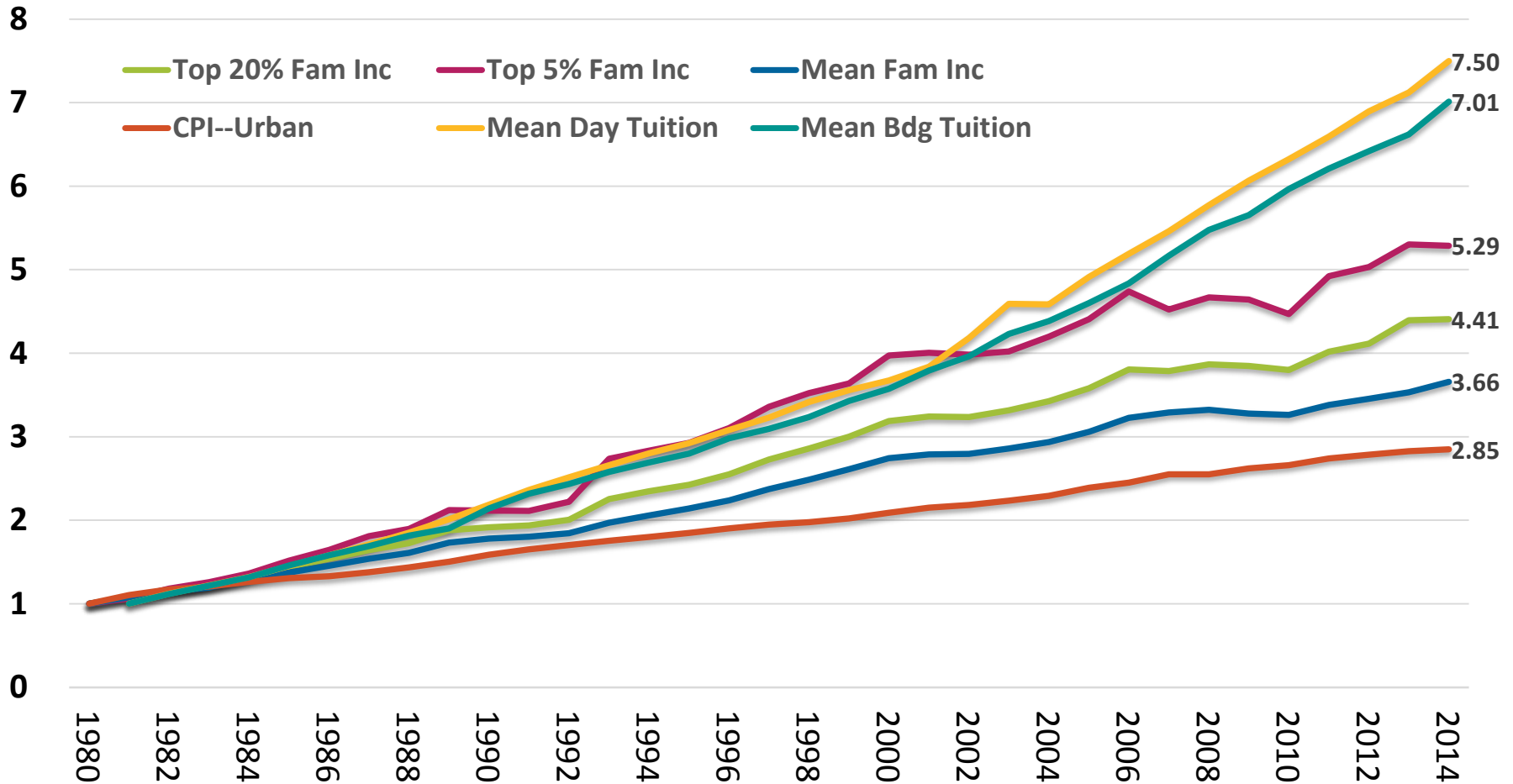




# Affordability

# Key Trends: Growth in Tuition and Income

Data sources: Tuition data from NAIS DASL; income data from US Census Bureau



## The “So What” Factor? Economic Diversity Shifting

Family Income Quintiles, 2013 (US Census Bureau)	2010-2011	2015-2016	Difference
\$0 - \$29,000	11.8%	9.0%	-2.8
\$29,001 - \$51,000	13.1%	9.7%	-3.4
\$51,001 - \$78,000	19.1%	14.3%	-4.8
\$78,001 - \$121,000	26.0%	24.3%	-1.7
Over \$121,000	30.0%	42.6%	12.6
Top 5%: Over \$217,000	6.2%	11.7%	5.5

Source: SSS processing system database; analysis of 35,000 financial aid awards in each year

# Who Can Afford It?

	Median Avg Bdg Tuition, All Grades 2017-18	Full-Pay Income	Tuition % of US Median Income
<b>NAIS Bdg-Day</b>	<b>\$58,310</b>	<b>\$290,495</b>	<b>85.4%</b>
<b>WBSA</b>	<b>\$56,536</b>	<b>\$283,280</b>	<b>82.8%</b>

In the U.S. (2017),  
 Median HH income = \$68,272

- 8.8% earn over \$200K

## Family Income Facts

Top 5% nationally earn \$251,183+  
 Avg Income = \$417,090  
 WBSA Tuition = 13.6% of income

Source: NAIS Demographic Center, US Census Bureau

*Sources: Tuition data from NAIS DASL; Full-pay income based on SSS EFC Simulator (Assumptions: 2 working parents, 2 children, 1 child enrolled, one parent earns \$50K, no net worth; married filing jointly, no itemized deductions; CA residents, no COLA)*

# 2017-18 Snapshot, Medians

	Total Enr	Avg Bdg Tuition+Fees	Adm Apps	Fin Aid Apps	Accept Rate	Yield Rate
<b>NAIS Bdg-Day</b>	<b>260</b>	<b>\$58,310</b>	<b>282</b>	<b>186</b>	<b>59.1%</b>	<b>55.1%</b>
<b>WBSA</b>	<b>325</b>	<b>\$56,536</b>	<b>244</b>	<b>140</b>	<b>63.4%</b>	<b>67.2%</b>

	FA Recips	FA % of Enr	Avg FA Grant	Total FA Spent	Avg Gr as % of Avg Tuition	Discount Rate
<b>NAIS Bdg-Day</b>	<b>110</b>	<b>37.9%</b>	<b>\$31,120</b>	<b>\$3.40M</b>	<b>53.4%</b>	<b>27.2%</b>
<b>WBSA</b>	<b>95</b>	<b>32.5%</b>	<b>\$19,092</b>	<b>\$2.53M</b>	<b>33.8%</b>	<b>18.9%</b>

Source: NAIS DASL

# What About Merit?

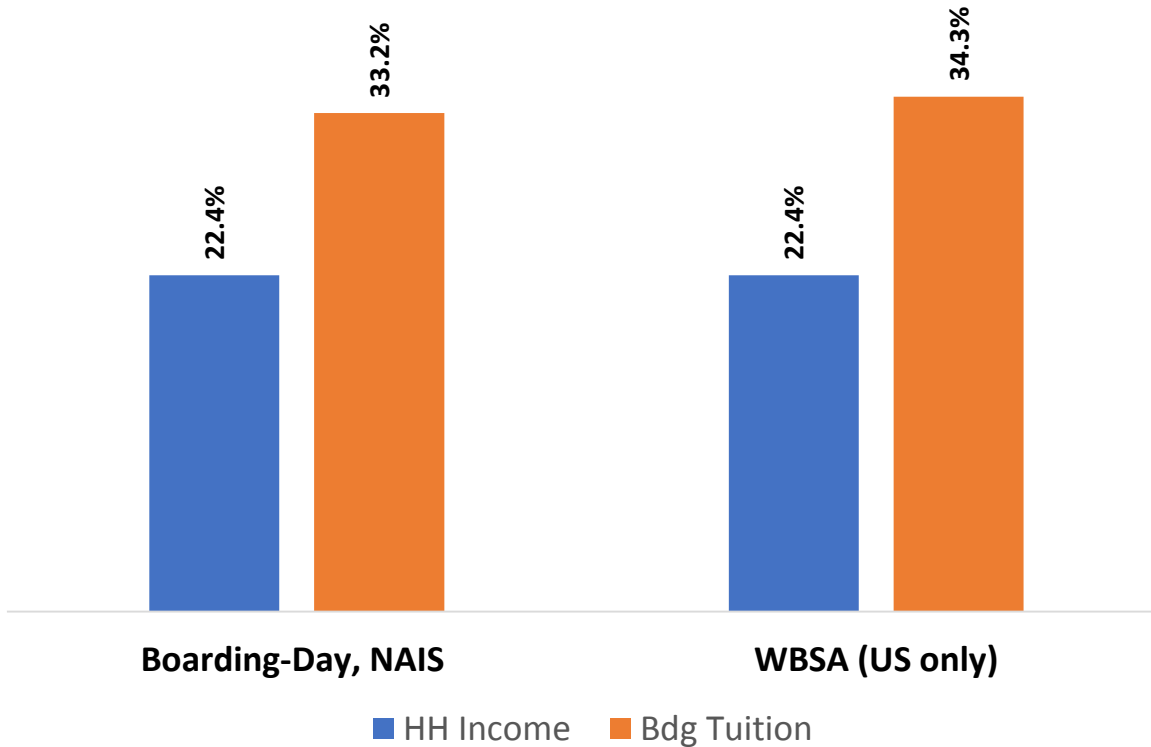


2017-18	% Reporting Offering Merit	Total Merit Spent	# of Merit Awards
NAIS Bdg-Day	47.7	\$219,310	20
vs 2010-11	32.7	+52.8%	+42.9%
WBSA	50	\$178,500	22
vs 2010-11	38.5	+179.4%	+15.8%

Source: NAIS DASL



# Pace of Change: Income vs Tuition, 2010-2017



In WBSA schools, tuition grew 1.53 times faster than median HH income

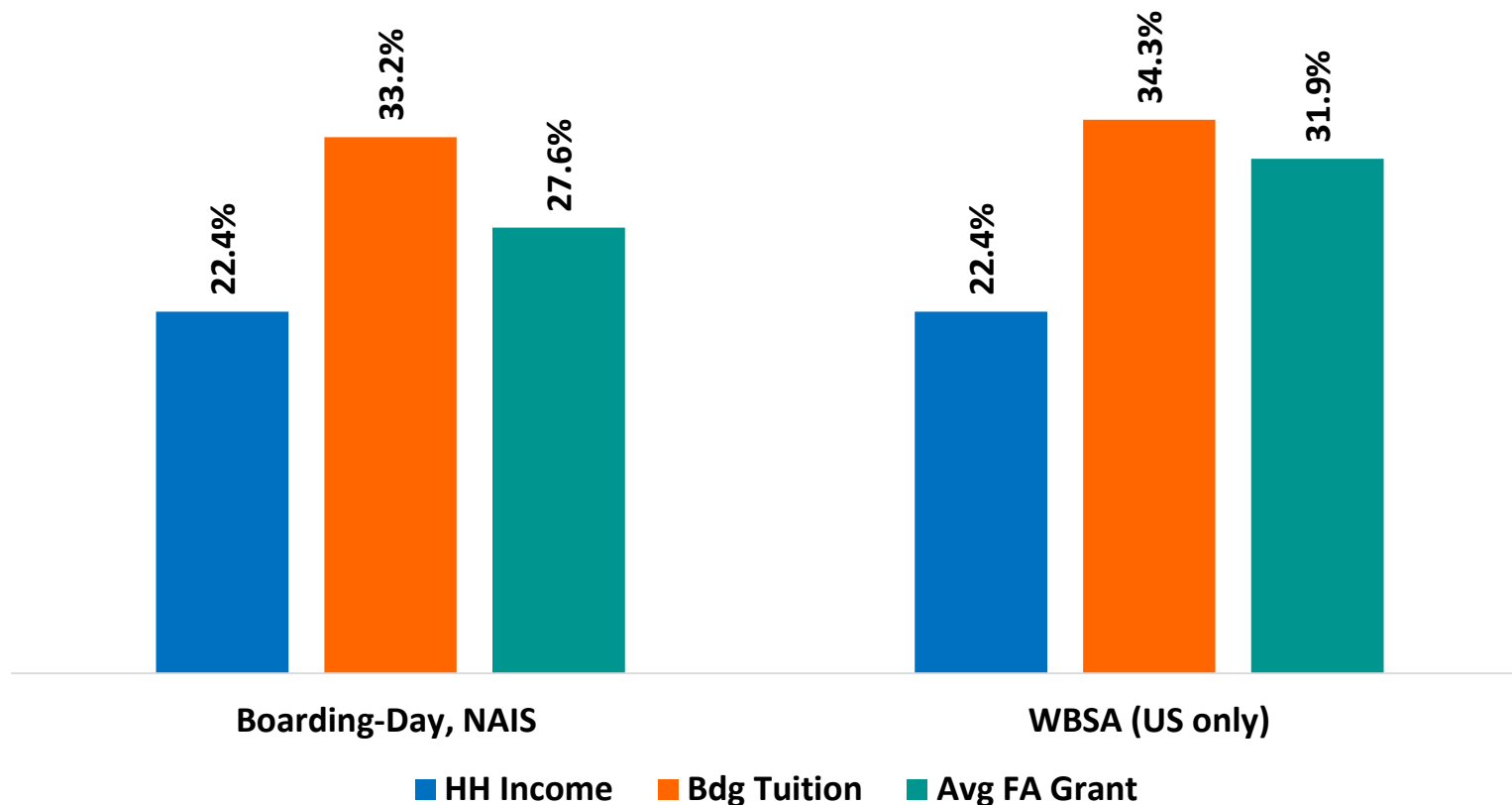
In NAIS boarding-day schools, the factor was 1.48

Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center



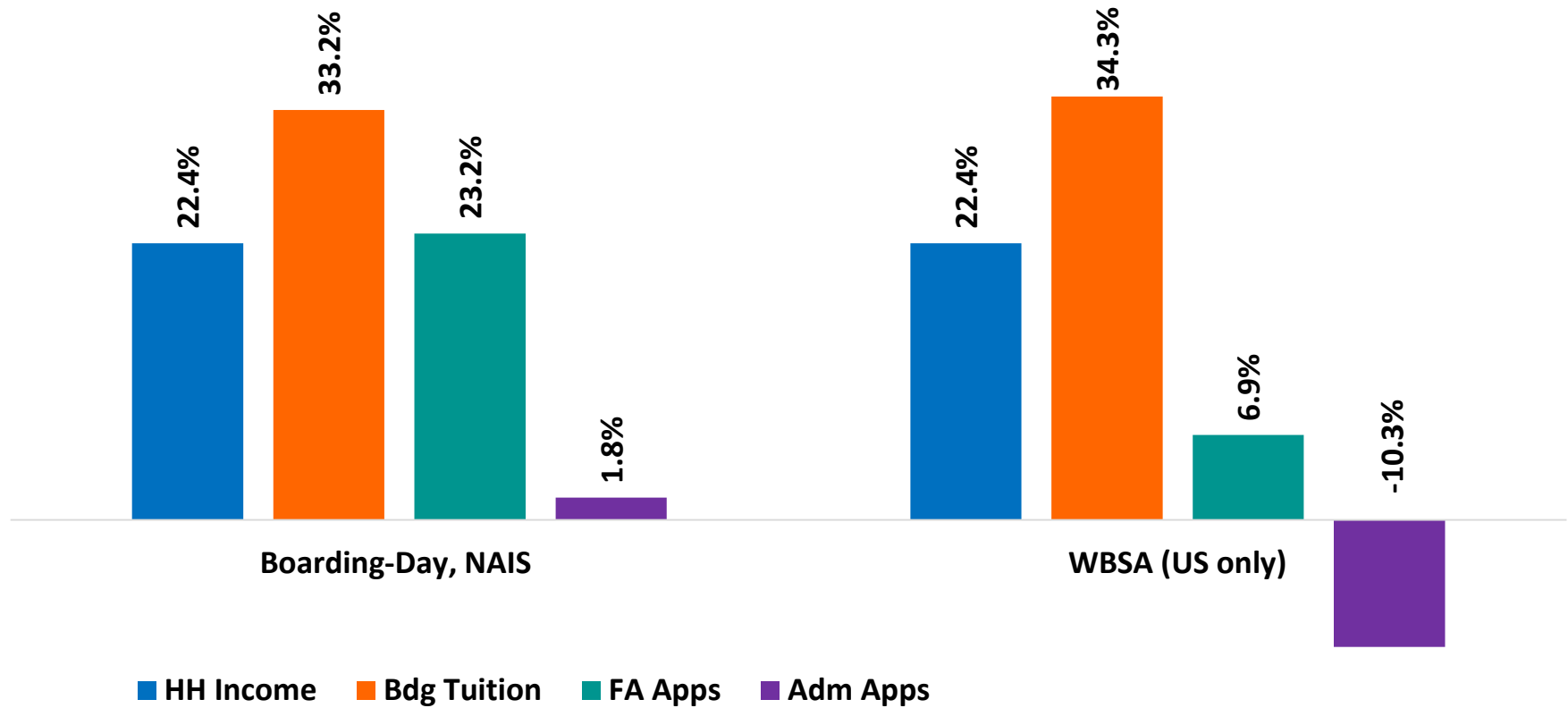
# Five Trends in Adm, Fin Aid, and Enrollment

# Inc v Tuition v Avg Fin Aid Grant, 2010-2017



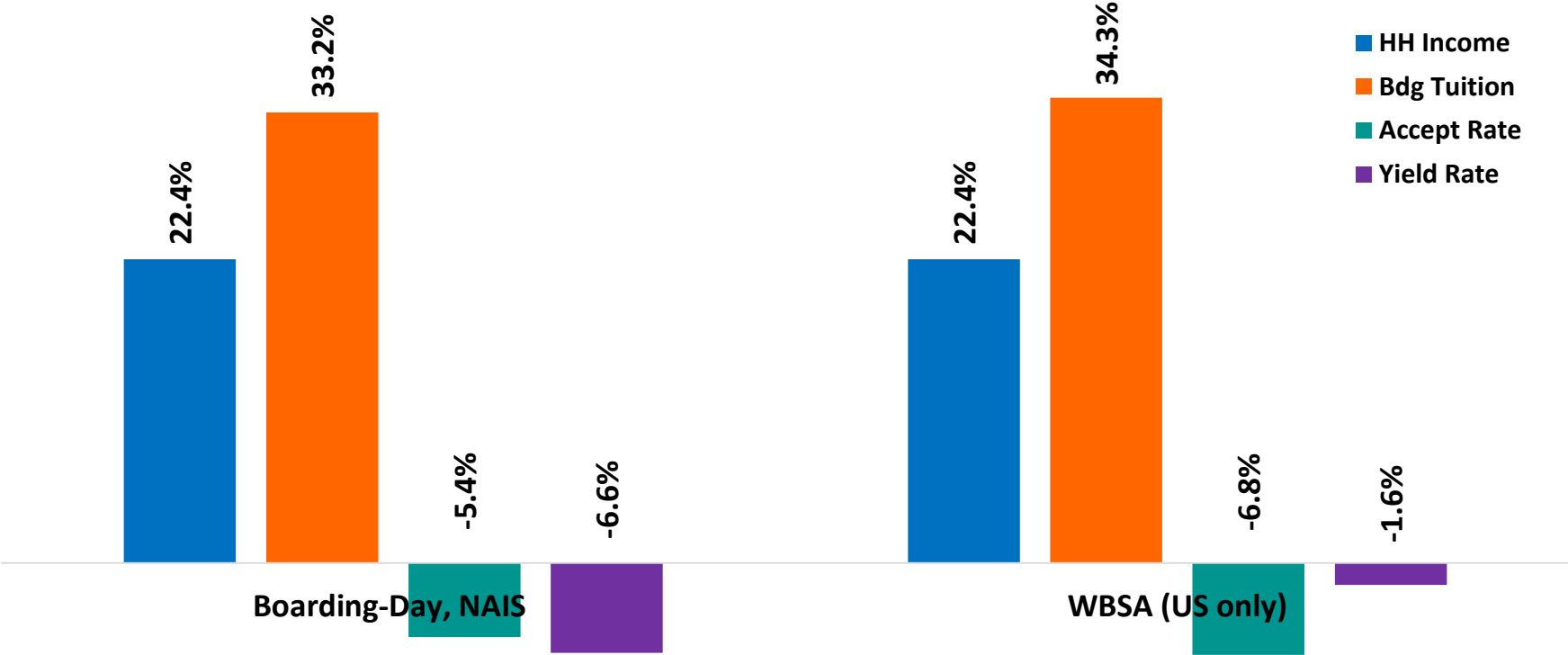
Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center

# Pace of Change in Apps, 2010-2017



Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center

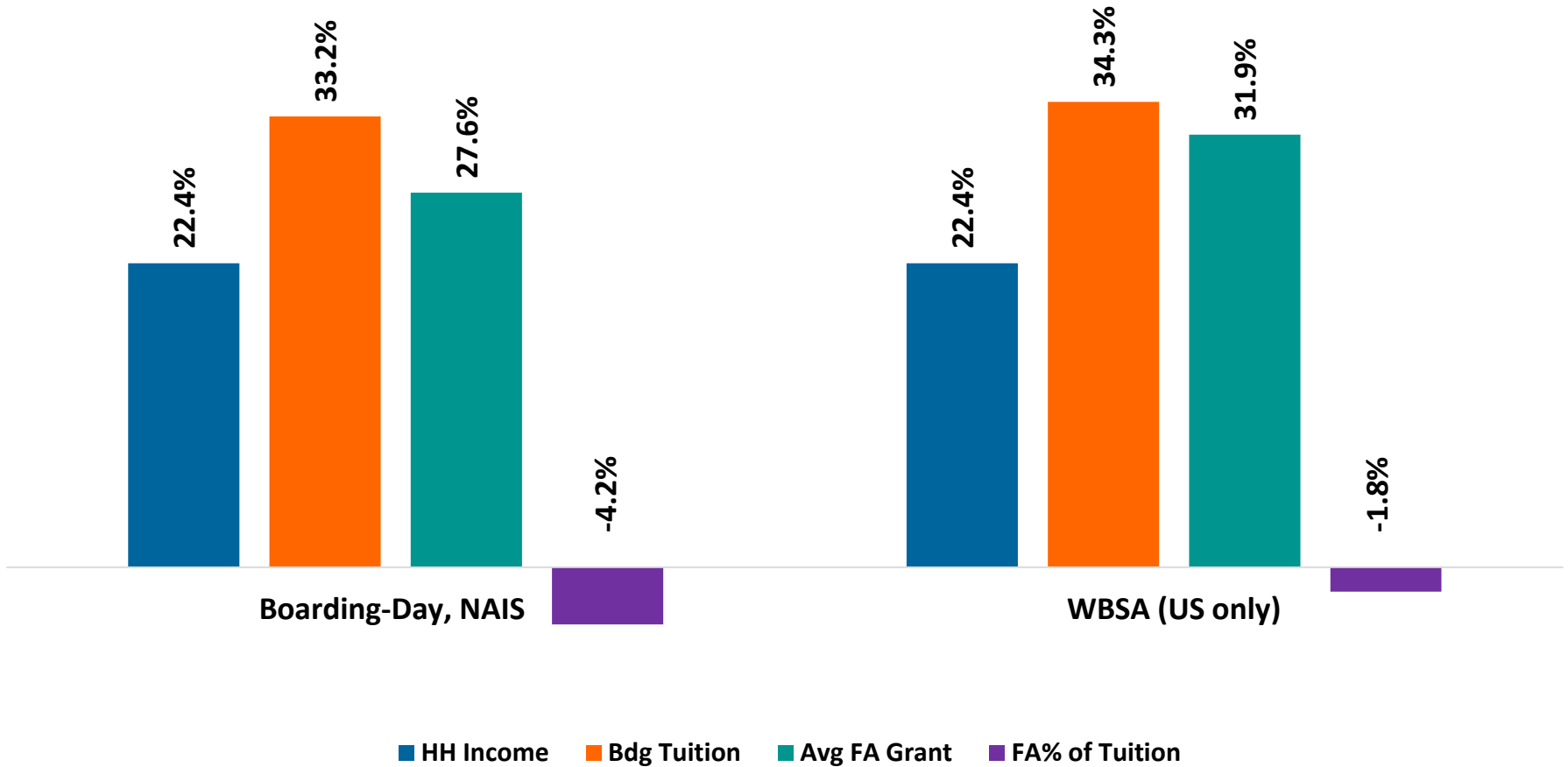
# Pace of Change in Accepts & Yield, 2010-2017



Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center

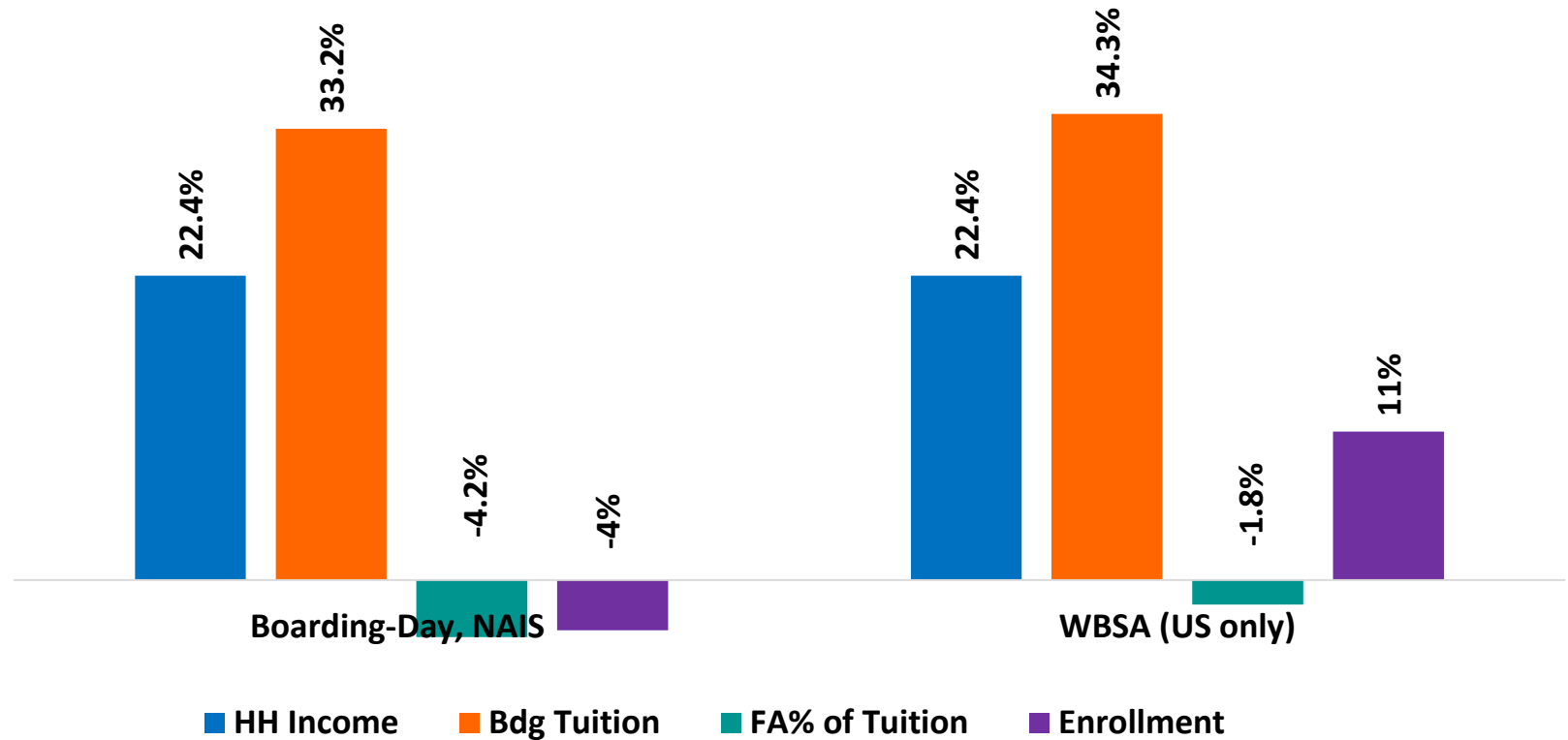


# Pace of Change in Financial Aid Awarded, 2010-2017









Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center

# Pace of Change in Enrollment, 2010-2017



Sources: Tuition data from NAIS DASL; HH income data from NAIS Demographic Center

# Compared to National Boarding-Day School Trends...

-  Slightly larger diff in tuition v inc growth but moderate growth in fin aid apps
-  Growth in avg fin aid grant closer to tuition growth
-  Bigger jumps in tuition, # of fin aid recips, avg fin aid grant, total merit spending, and enrollment
-  Bigger drops adm apps, acceptance rate...quality and quantity?
-  Much lower discount rate, much smaller avg fin aid grant, higher (but improving) attrition rates
-  Focus on sweetening the financial aid pot to better entice qualified, fuller-paying prospects, improve retention?



# Making Trendspotting Meaningful



Consider how your trends in pricing affects your enrollment outcomes



Assess your outcomes in new ways...beyond benchmarks to insights from patterns



Affirm your purpose and priorities for fin aid



See something,  
Say something

# Questions? Thoughts?



# Continue the conversation...



**Mark J Mitchell**

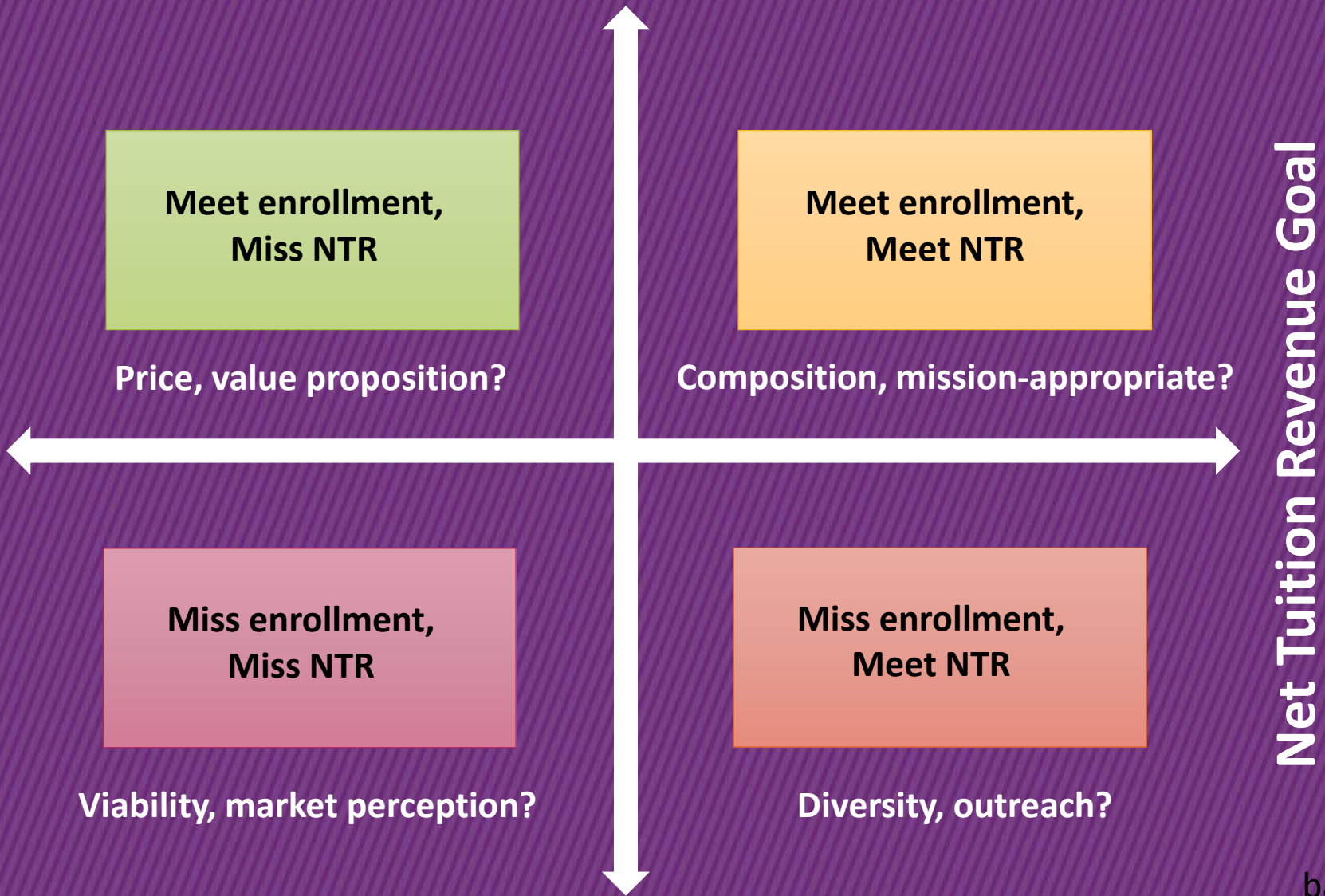
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# Enrollment Goal



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