



## **Thank you for participating in the 2020 NACUBO Tuition Discounting Survey!**

NACUBO has collected data on institutional grant awards for first-time, first-year undergraduates and all undergraduates and tuition and fee rates from four-year independent colleges and universities for nearly 30 years. This long trend line allows for the comprehensive analysis that has come to be associated with the Tuition Discounting Study (TDS), one of the most esteemed studies on discount rates in the nation. Our study's success has been built on hundreds of private nonprofit colleges and universities institutions like yours contributing data and insights on discounting practices on campus. We appreciate your time and effort and thank you in advance for your participation.

Data collection will **close on December 4, 2020**.

Your data will be kept confidential and will be reported in aggregate. Responses to open ended questions will be kept confidential. No identifiable information will be shared; however, we may use some of your statement(s) as a quote in the report.

### **COVID-19**

The global pandemic has created unique challenges for nearly all higher education institutions. This year's TDS has several new questions that are designed to measure the effects of COVID-19 on private nonprofit college and university tuition pricing strategies, enrollments, and institutional grant aid.

### **Diversity, Equity, and Inclusion**

In addition, in light of the increasing focus on diversity, equity, and inclusion (DEI) in higher education, this year's TDS also includes questions on trends in enrollment by race/ethnicity, and opportunity to provide commentary on DEI-related issues on your campus. We ask that any commentary on DEI be provided by your school's senior-level administrators or any officials with on-campus responsibility for diversity-related initiatives.

### **Plan**

It isn't uncommon to have several members at your institutions collaborate to complete the survey. You may use a PDF of the [survey instrument for your staffs'](#) planning purposes. This will help prevent you from unintentionally locking yourself out of your survey through an accidental submission.

### **More Details**

All institutions that participate in the 2020 TDS will receive: (1) access to the TDS preliminary results, which will be released in March 2021; (2) a complimentary copy of the [final report](#) in May 2021; and (3) access to peer analysis data through the new NACUBO Tableau benchmarking tool. Click on the links for more details about the [Tuition Discounting Study](#).

### **Questions**

If you have any further questions or problems with your survey please contact NACUBO Research ([research.nacubo@nacubo.org](mailto:research.nacubo@nacubo.org)).

Thank you for your time and your continuing support of the NACUBO Tuition Discounting Study!

## Institutional Financial Aid - First-time First-year Undergraduates

First-time, first-year undergraduate students

For this section, you are asked to provide data on entering first-time, first-year undergraduates, final data for academic year 2019-20 and preliminary (estimated) data for academic year 2020-21.

	Final Data for Academic Year 2019-20	Preliminary Data for Academic Year 2020-21
1. Total number of entering first-time, <u>first-year degree or certificate seeking undergraduates</u> : *Please use the same census date that you used for the IPEDS survey (approximately October 1)		
2. Total number of first-time, <u>first-year undergraduates</u> who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission) <b>Note:</b> <u>This response must be less than or equal to</u> what you indicated above in Question 1.		
3. Total <b>dollar amount</b> of institutional scholarships, fellowships, and grants awarded to first-time, <u>first-year undergraduates</u> (include athletic scholarships, do NOT include tuition remission):  *Provide the actual dollar amount awarded in Academic Year 2019-20 and the estimated amount awarded in 2020-21.		

## Institutional FinancialAid - All Undergraduates

### All Undergraduates

For this section, you are asked to provide data on **all undergraduates** for final data for academic year 2019-20 and estimated data for 2020-21.

	Final Data for Academic Year 2019-20	Preliminary Data for Academic Year 2020-21
4. Total number of <u>all undergraduates</u>  * For Final Data, please use the same census date that you used for the IPEDS survey (approximately October 1) <b>Note:</b> This response <b>must be greater than or equal to</b> what you indicated in Question 1.		
5. Total number of <u>all undergraduates</u> (as reported in question 4) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission) <b>Note:</b> This response <b>must be greater than or equal to</b> what you indicated in Question 2.		
6. Total <b>dollar amount</b> of institutional scholarships, fellowships, and grants awarded to <u>all undergraduates</u> (include athletic scholarships, do NOT include tuition remission):  *Provide the actual dollar amount awarded in Academic Year 2019-20 and the estimated amount awarded in 2020-21.		

### Total Funding for Institutional Grants

7. Approximately what percentage of total institutional grant awards for all undergraduates in 2019-20 (as reported in Question 6) was funded from the following sources? It must total to 100 percent.

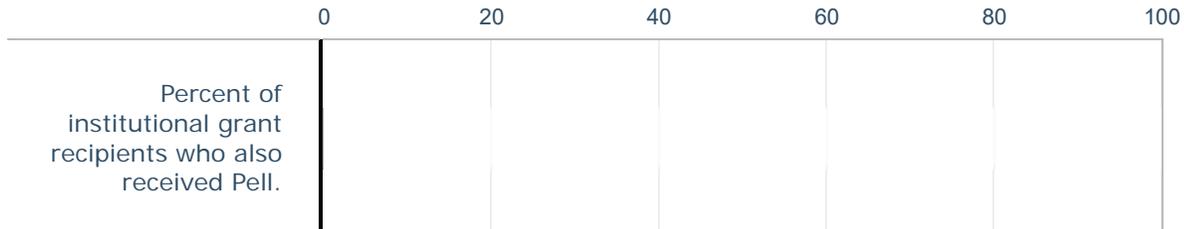
	Percentage
Endowment earnings/withdrawals	0 %
Gifts/fund raising/donations to annual funds	0 %
Institutional Reserves	0 %
Unfunded	0 %
To OPT OUT of this question, please report 100 in this category.	0 %
<b>TOTAL</b>	<b>0 %</b>

### Published Prices and Total Gross Tuition and Mandatory Fee Revenue

	Final Data for Academic Year 2019-20	Preliminary Data for Academic Year 2020-21
8. Published undergraduate price for tuition and mandatory fees (or "sticker price") excluding room and board (as reported in IPEDS Institutional Characteristics Survey Part D, Student Charges)		
9. Published undergraduate price of on-campus room and board.		
10. Total gross tuition and mandatory fee revenue for <b>all</b> undergraduate students		
<b>Note:</b> This Question is NOT the same as Question 8. The response to this question is typically estimated by multiplying the sticker price of tuition/fees with the total number of undergraduate students.		
11. Total gross room and board revenue for <b>all</b> undergraduate students living on campus.		
<b>Note:</b> This Question is NOT the same as Question 9. The response to this question can be estimated by multiplying the published undergraduate on-campus room and board charges by the number of undergraduate students living on campus.		

## Diversity, Equity, and Inclusion (DEI)

12. What percentage (approximately) of your total undergraduate institutional grant recipients in academic year 2019-20 (as reported in Question 5) also received Federal Pell Grants?



13. What was the racial/ethnic distribution of the entering class of first-time, first-year undergraduates in academic year 2015-16 and 2019-20? (as of your IPEDS census dates for 2015-16 and 2019-20, respectively.) NOTE: To the best extent possible, responses to this question should be based on undergraduates who were U.S. citizens and permanent residents only.

	Academic Year 2015-16	Academic Year 2019-20
American Indian or Alaska Native	0 %	0 %
Asian	0 %	0 %
Black or African American	0 %	0 %
Hispanic/Latinx	0 %	0 %
Native Hawaiian or Other Pacific Islander	0 %	0 %
White	0 %	0 %
Two or more races	0 %	0 %
Race/ethnicity unknown	0 %	0 %
To OPT OUT of this question, please report 100 in this category.	0 %	0 %
<b>TOTAL</b>	<b>0 %</b>	<b>0 %</b>

14. How do you anticipate the recent national movement to challenge structural racism will impact your institutional financial aid policies and practices in the next 12 months? **(Please ask a member of your institution's senior administrative team or an official in charge of DEI programming on your campus to respond to this question.)**



18. For the fall 2020 academic term, did you adjust tuition and fee charges for undergraduates based on the students' modality of learning (i.e., in-person versus online learning)?

- We charged a separate price for in-person versus online/hybrid learning
- We did not charge a separate price, but we offered a discount for online or hybrid learning
- We did not charge a separate price or offer discounts for online or hybrid learning
- We did not modify our tuition and fee charges
- Other (please specify)

### Changes in Undergraduate Enrollment

19. Please rank order the reasons for changes in your total undergraduate enrollment from 2019-20 to 2020-21 (as of October 1, 2020) (Top reason=1.)

- Health and financial impacts of COVID-19 pandemic
- Student unwillingness to participate in online/distance learning due to COVID-19
- Changes in student financial aid programs
- Closure of campus location(s) or academic program(s)
- Decline in international students
- Decline in older, non-traditional age students
- Increased competition from other public and private institutions in the region
- Other (please specify)

### Changes in Financial Aid and Admission Strategies Due to COVID-19

20. In light of the COVID-19 pandemic, what strategies (or combination of strategies) has your institution adopted in FY21, or plan to adopt in FY22? (Select all that apply.)

- New or expanded recruitment methods (e.g., radio and television advertising)
- Becoming admission test optional
- Waive admission deposit
- Waive admission application fees
- New retention efforts (e.g., student success strategies)
- Financial aid (e.g., increasing institutional grants, changing packaging strategies, etc.)
- Changes to tuition pricing (e.g., tuition freeze/reset)
- Increased expansion of distance education services and support
- Changes to room and board pricing (e.g., refunds, reductions, etc.)
- Academic program changes/additions
- Changes in athletic programs
- No new strategies
- Other (please specify)

21. Does your institution identify with any of the following categories? Select all that apply.

- Religiously affiliated institution
- HBCU (Historically Black College and University)
- Women's College
- HSI (Hispanic Serving Institution)
- None of these



Please review your responses before advancing to the next page. You will not be able to edit your responses once you click the "save and continue" button.

If you were clicking through the survey for a preview of the questions, please click "back" so that you are not accidentally locked out of your survey.

After you submit your survey, a summary of your responses will appear on the screen. Please print this screen for your records or click the "Download PDF" button near the top of the page to save your summary as a PDF.