



Introduction

Thank you for participating in the 2018 NACUBO Tuition Discounting Survey!

NACUBO has collected data on institutional grant awards for entering first-time, full-time freshmen and all undergraduates and tuition and fee rates from four-year independent colleges and universities for nearly 25 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 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 November 30, 2018**.

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.

Plan

It isn't uncommon to have several members at your institutions collaborate to complete the survey. You may use a [preview 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 2018 TDS will receive a complimentary copy of the [final report](#) in May 2019 as well as access to the NACUBO Online Benchmarking Tool. Click on the links for more details about the [Tuition Discounting Study](#), the [Online Benchmarking Tool](#) and [video demonstration](#) of the tool.

Questions

If you have any further questions or problems with your survey please contact NACUBO Research (NACUBO.Research@NACUBO.org).

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

Institutional Financial Aid - First-time, Full-time Freshmen

2017-18 First-time, full-time freshmen and Family income levels

For this section, you are asked to provide data on entering **first-time, full-time freshmen** by **family income levels** for final data for academic year 2017-18.

Income level categories were adopted from [IPEDS Student Financial Aid Survey, Part E](#).

If you are not able to provide responses by family income level, please enter your total first-time, full-time freshmen responses in the "Family Income Unknown" column.

[HELP text/FAQs](#)

	Family Income \$30,000 and below	Family Income \$30,001 to \$48,000	Family Income \$48,001 to \$75,000	Family Income \$75,001 to \$110,000	Family Income \$110,001 and above	Family Income Unknown	Total
1. Total number of entering <u>first-time, full-time degree or certificate seeking freshmen</u> :							
*Please use the same census date that you used for the IPEDS survey (approximately October 1, 2017)	0	0	0	0	0	0	0
2. Total number of entering <u>first-time, full-time freshmen</u> (as reported in question 1) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	0	0	0	0	0	0	0
3. Total dollar amount of institutional scholarships, fellowships, and grants awarded to entering <u>first time, full-time freshmen</u> (include athletic scholarships, do NOT include tuition remission):	0	0	0	0	0	0	0
*Provide the actual dollar amount awarded in Academic Year 2017-18							

2018-19 First-time, full-time freshmen

For this section, you are asked to provide preliminary data on entering **first-time, full-time freshmen** for 2018-19.

[HELP text/FAQs](#)

	Preliminary Data for Academic Year 2018-19
4. Total number of entering <u>first-time, full-time degree or certificate seeking freshmen</u> :	
*Please use the same census date that you used for the IPEDS survey (approximately October 1, 2018)	0
5. Total number of entering <u>first-time, full-time freshmen</u> (as reported in question 4) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	0
6. Total dollar amount of institutional scholarships, fellowships, and grants awarded to entering <u>first time, full-time freshmen</u> (include athletic scholarships, do NOT include tuition remission):	0
*Provide the estimated total dollar amount to be awarded in Academic Year 2018-19	

Institutional Financial Aid - All Undergraduates

2017-18 All Undergraduates and Family income levels

For this section, you are asked to provide data on **all undergraduates** by **family income levels** for final data for 2017-18.

Income level categories were adopted from [IPEDS Student Financial Aid Survey, Part E](#).

If you are not able to provide responses by family income level, please enter your total undergraduate responses in the "Family Income Unknown" column.

[HELP text/FAQs](#)

	Family Income \$30,000 and below	Family Income \$30,001 to \$48,000	Family Income \$48,001 to \$75,000	Family Income \$75,001 to \$110,000	Family Income \$110,001 and above	Family Income Unknown	Total
7. Total number of <u>all undergraduates</u> : *Please use the same census date that you used for the IPEDS survey (approximately October 1, 2017)	0	0	0	0	0	0	0
8. Total number of <u>all undergraduates</u> (as reported in question 7) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	0	0	0	0	0	0	0
9. Total dollar amount 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 2017-18	0	0	0	0	0	0	0

2018-19 All Undergraduates

For this section, you are asked to provide **preliminary data** on **all undergraduates** for 2018-19.

[HELP text/FAQs](#)

	Preliminary Data for Academic Year 2018-19
10. Total number of <u>all undergraduates</u> : *Please use the same census date that you used for the IPEDS survey (approximately October 1, 2018)	0
11. Total number of <u>all undergraduates</u> (as reported in question 10) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission):	0
12. Total dollar amount of institutional scholarships, fellowships, and grants awarded to <u>all undergraduates</u> (include athletic scholarships, do NOT include tuition remission): *Provide the estimated dollar amount to be awarded in Academic Year 2018-19	0

Published Prices and Total Gross Tuition and Mandatory Fee Revenue

	Academic Year 2017-18	Preliminary Data for Academic Year 2018-19
13. Published individual price for tuition and mandatory fees (or "sticker price") (excluding room and board): (as reported in IPEDS Institutional Characteristics Survey Part D, Student Charges)	0	0
14. Total gross tuition and mandatory fee revenue for all undergraduate students:	0	0

Funded Institutional Grants

15. What percentage (approximately) of your total undergraduate institutional aid awarded in academic year 2017-18 (as reported in Question 9) was funded by earnings from your endowment?

[HELP text/FAQs](#)

	0	10	20	30	40	50	60	70	80	90	100	Not Applicable
Use the slide to select the percentage of institutional aid funded by endowment												<input type="checkbox"/>

Changes in Enrollment

16. What percentage increase or decrease (approximately) have you experienced in your freshman enrollment over the last four years (Fall 2015-Fall 2018)? If your enrollment has stayed the same, please select 0.

	-100	-80	-60	-40	-20	0	20	40	60	80	100	Not Applicable
Use the slide to select the percentage decrease or increase in freshman enrollment												<input type="checkbox"/>

16a. To what do you attribute this decrease in enrollment? (check all that apply)

- Changing demographics
- Decrease in the number of 18-24-year-olds in your region
- Price sensitivity of students
- Falling demand for your programs
- Closure of academic program(s)
- Decrease in institutional financial aid
- Becoming more selective
- Purposeful decrease to balance a prior year(s) larger than expected enrollment
- Decrease in the yield rate of accepted students
- Increased competition from other public and private institutions in the region
- Changes in state aid programs
- Intentional decision to lower the number of students
- Other (please separate multiple reasons with a comma)

16b. To what do you attribute this increase in enrollment? (check all that apply)

- New academic programs
- New athletic programs
- Updated/new facilities
- Changing demographics
- Increase in overall demand for your institution
- Increase in institutional financial aid
- Increase in yield rate of accepted students
- Decreasing selectivity
- State budget cuts to public institutions
- Improved recruitment and/or marketing strategies
- Improved admissions processing systems/procedures
- Other (please separate multiple reasons with a comma)

Institutional Grants Meeting Need

17. What percentage (approximately) of your total institutional grant aid awarded to all undergraduates in Fall 2017 (as reported in Question 9) was need-based aid, non-need-based aid that was used to meet need, and/or non-need-based aid not used to meet need? **The three percentages should sum to 100.**

If your institution cannot or will not answer this question, please report 100 in the "opt out" line.

[HELP text/FAQs](#)

Need-Based Aid	0
Non-Need-Based Aid Used to Meet Need	0
Non-Need-Based Aid NOT Used to Meet Need	0
To OPT OUT of this question, please report 100 here. If you want to answer this question, please report zero on this line and split your values among the three categories above.	0
Total	0

Strategies and Practices

18. What strategies (or combination of strategies) did your institution implement to attempt to increase **net tuition revenue** in FY17 or FY18?

[HELP text/FAQs](#)

Responses will be kept confidential. No identifiable information will be shared; however, we may use some of your free response statement(s) as a quote in the report.

- Recruitment (e.g., targeted population recruitment or higher yield target)
- Retention (e.g., student success strategies)
- Financial aid (e.g., changing packaging strategies)
- Tuition pricing (e.g., tuition freeze/reset)
- Academic program changes/additions
- Facility changes/additions (e.g., new dorms)
- No new strategies implemented
- Other

19. What strategies (or combination of strategies) did your institution implement to attempt to increase **total revenue** (revenue from all sources such as graduate education, fundraising, etc.) in FY17 or FY18? Were these strategies successful?

Responses will be kept confidential. No identifiable information will be shared; however, we may use some of your free response statement(s) as a quote in the report.

20. What strategies, if any, did your institution implement to reduce or contain costs (e.g., eliminating programs, consolidating services) in FY17 or FY18?

Responses 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.

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. Click [HERE](#) for a link to preview the survey instrument for your planning purposes.

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.