



Introduction

Thank you for participating in the 2023 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 1, 2023**.

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 statements as quotes in the final report.

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 opportunities 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 colleagues 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 2023 TDS will receive: (1) access to the TDS preliminary results, which will be released in March 2024; (2) a complimentary copy of the [final report](#) in May 2024. Participating NACUBO member institutions will also receive free access to peer analysis data through the NACUBO Online 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).

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 2022-23 and preliminary (estimated) data for academic year 2023-24.

[Help text/FAQ](#)

Final Data for Academic Year 2022-23	Preliminary Data for Academic Year 2023-24
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1. Total number of entering first-time, first-year degree or certificate seeking undergraduates:

*Please use the same census date that you used for the IPEDS survey (approximately October 1)

Final Data for Academic Year 2022-23	Preliminary Data for Academic Year 2023-24
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2. Total number of first-time, first-year undergraduates who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission)

Note: This response **must be less than or equal to** what you indicated above in Question 1.

3. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to first-time, first-year undergraduates (include athletic scholarships, do NOT include tuition remission):

*Provide the actual dollar amount awarded in Academic Year 2022-23 and the estimated amount awarded in 2023-24.

Institutional Financial Aid - All Undergraduates

All Undergraduates

For this section, you are asked to provide data on **all undergraduates** for final data for academic year 2022-23 and estimated data for 2023-24.

[Help text/FAQ](#)

<p>Final Data for Academic Year 2022-23</p>	<p>Preliminary Data for Academic Year 2023-24</p>
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4. Total number of all undergraduates

* For Final Data, please use the same census date that you used for the IPEDS survey (approximately October 1)

Note: This response **must be greater than or equal to** what you indicated in Question 1.

5. Total number of all undergraduates (as reported in question 4) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission)

Note: This response **must be greater than or equal to** what you indicated in Question 2.

6. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to all undergraduates (include athletic scholarships, do NOT include tuition remission):

*Provide the actual dollar amount awarded in Academic Year 2022-23 and the estimated amount awarded in 2023-24.

Total Funding for Institutional Grants

7. Approximately what percentage of total institutional grant awards for all undergraduates in 2022-23 (as reported in Question 6) was funded from the following sources? Your answer must total to 100 percent.

[Help Text/FAQ](#)

Percentage

Endowment earnings/withdrawals

%

Gifts/fund raising/donations to annual funds

%

Institutional reserves

%

Other undedicated sources

%

To OPT OUT of this question, please report 100 in this category.

%

#Conjoint, Total#

%

Published Prices and Total Gross Tuition and Mandatory Fee Revenue

[Help Text/FAQ](#)

**Final Data
for Academic
Year 2022-23**

**Preliminary
Data for
Academic
Year 2023-24**

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 **ALL** undergraduate students.

Note: This question is NOT the same as question 8. The response to this question is typically estimated by multiplying the sticker price (from question 8) of tuition/fees with the total number of undergraduate students.

Final Data for Academic Year 2022-23	Preliminary Data for Academic Year 2023-24
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11. Total gross room and board revenue for **ALL** undergraduate students living in on-campus housing (e.g., dormitories).

Note: 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 (per question 9) by the number of undergraduate students living on campus.

<input type="text"/>	<input type="text"/>
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Diversity, Equity, and Inclusion (DEI)

12. What percentage (approximately) of your total undergraduate institutional grant recipients in academic year 2022-23 (as reported in Question 5) are also first-generation students?

[Help Text/FAQ](#)

13. What percentage (approximately) of your total undergraduate institutional grant recipients in academic year 2022-23 (as reported in Question 5) also received Federal Pell Grants?



14. What was the racial/ethnic distribution of the entering class of first-time, first-year undergraduates in academic year 2018-19 and 2022-23? (as of your IPEDS census dates for 2018-19 and 2022-23, 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 2018-19	Academic Year 2022-23
American Indian or Alaska Native	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Asian	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Black or African American	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Hispanic/Latinx	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Native Hawaiian or Other Pacific Islander	<input type="text" value="0"/> %	<input type="text" value="0"/> %
White	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Two or more races	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Race/ethnicity unknown	<input type="text" value="0"/> %	<input type="text" value="0"/> %
To OPT OUT of this question, please report 100 in this category.	<input type="text" value="0"/> %	<input type="text" value="0"/> %
#Conjoint, Total#	<input type="text" value="0"/> %	<input type="text" value="0"/> %

15. Does your college or university offer one or more institutional grant aid programs specifically targeted toward the recruitment, admissions, or retention of: *(Check all that apply)*

[Help Text/FAQ](#)

- Wards of the court/foster youth
- Military veterans
- Active duty members of the military
- First-generation students
- Low-income students
- Undocumented/DACA students
- Refugee and/or asylee students
- Other traditionally underserved undergraduate student populations (please specify: _____)

16. Did your institution initiate any **new** institutional grant aid programs or other investments to support or enhance the recruitment, admissions, enrollment, or retention of traditionally underserved students **over the last twelve months?**

- Yes
- No
- Unsure/Prefer not to answer

16b. Please briefly describe any **new** institutional grant aid or other investments instituted by your institution over the **past twelve months** to support or enhance the recruitment, admissions, enrollment, and retention of traditionally underserved students.

Changes to Tuition Pricing and Institutional Aid Policies

17. What was the change in your **total institutional revenue** from FY22 to FY23 (e.g. the difference between net tuition and fees revenue, net room and board revenue, auxiliary revenue, gift and grant revenue, total endowment return, etc. between FY22 and FY23)?

Changes in Undergraduate Enrollment

18. How did your institution's undergraduate enrollment change from 2022-23 to 2023-24 (as of October 1 of each year)?

- Enrollment increased
- Enrollment decreased
- Enrollment did not change
- Unsure/Prefer not to answer

19a. To what do you attribute this increase in enrollment? (Check all that apply.)

- Changing demographics
- New academic programs
- New athletic programs
- Updated/new facilities
- 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
- Easing of pandemic restrictions
- Other (please specify)

19b. 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
- Student inability or unwillingness to participate in campus vaccination and/or masking requirements

Other (please specify)

Changes in Financial Aid and Admission Strategies

20. What strategies (or combination of strategies) has your institution adopted in FY24, or plan to adopt in FY25? (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 focused on already enrolled students (e.g., student success strategies)
- Financial aid (e.g., increasing institutional grants, changing packaging strategies, etc.)
- Tuition reset/Tuition price reduction
- Other tuition pricing strategies (e.g. tuition guarantee, etc.)
- Expansion of distance education services and support
- Refunds or reductions to room and board pricing
- Academic program additions
- New athletic programs
- No new strategies
- Other (please specify)

22. Does your institution identify as any of the following categories? Select all that apply.

- Religiously affiliated institution
- AANAPI (Asian American and Native American Pacific Islander) Serving Institution
- HBCU (Historically Black College and University)
- HSI (Hispanic Serving Institution)

Women's College

None of these

Institution Name

Respondent Email Address (please provide your institutional email address)

Respondent Name

Respondent Job Title



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.

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