

Scholarship Leveraging Conversation with Budget Planning Council

February 23, 2022, 12:00 - 2:00 p.m.

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Vice President for Enrollment Management

Financial Aid—The Basics

Types of Aid

- Scholarships
- Grants
- Student Employment
- Loans

Sources of Aid

- Federal
- State
- Institution: Central
- Institution: Non-central
- Institution: Endowed
- Third-Party
 - Examples: employers, non-profits, government agencies, private parties

Financial Aid—The Basics

Merit-based scholarship process:

- Application for admission serves as initial application for scholarships; no separate application to complete for most awards
- First-year awards issued beginning in December and on rolling basis throughout cycle
- Highest-value awards programs host competitive processes in winter and spring
- May 1 National Candidate's Reply Deadline to accept scholarship
- Typically only available for fall starts (different approach in pandemic)
- Regional scholarship timelines different and later
- Upperclass: automatic renewal per criteria; additional awards via upperclass scholarship application

Need-based aid process:

- FAFSA opens October 1; must file annually and be received by January 15 first-priority date
- EFC serves as an *index*
- Packages issued in mid-February for new students; March for continuing students

Factors Considered in Enrollment Assumptions



Landscape and market data



National trends, precedents, surveys



Graduation rates and trends



Competitive info and intelligence



YTD metrics and milestones



Interest indicators and activities



Scholarship predictive modeling



Economic conditions



Government actions, restrictions, orders



Institutional changes



International considerations

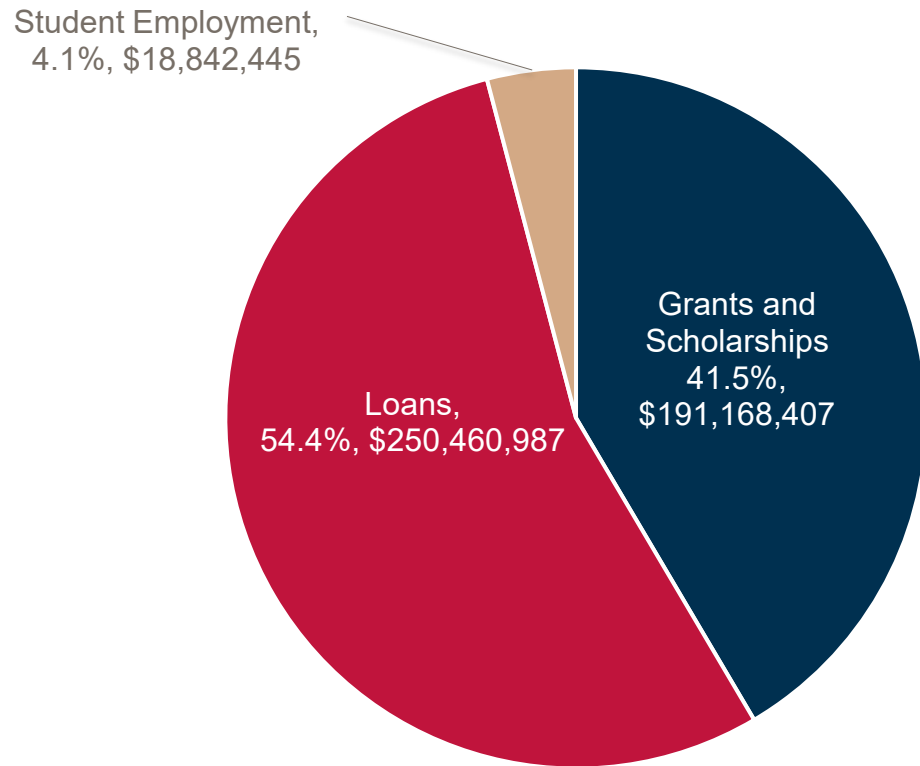


COVID-19 impacts and outlook

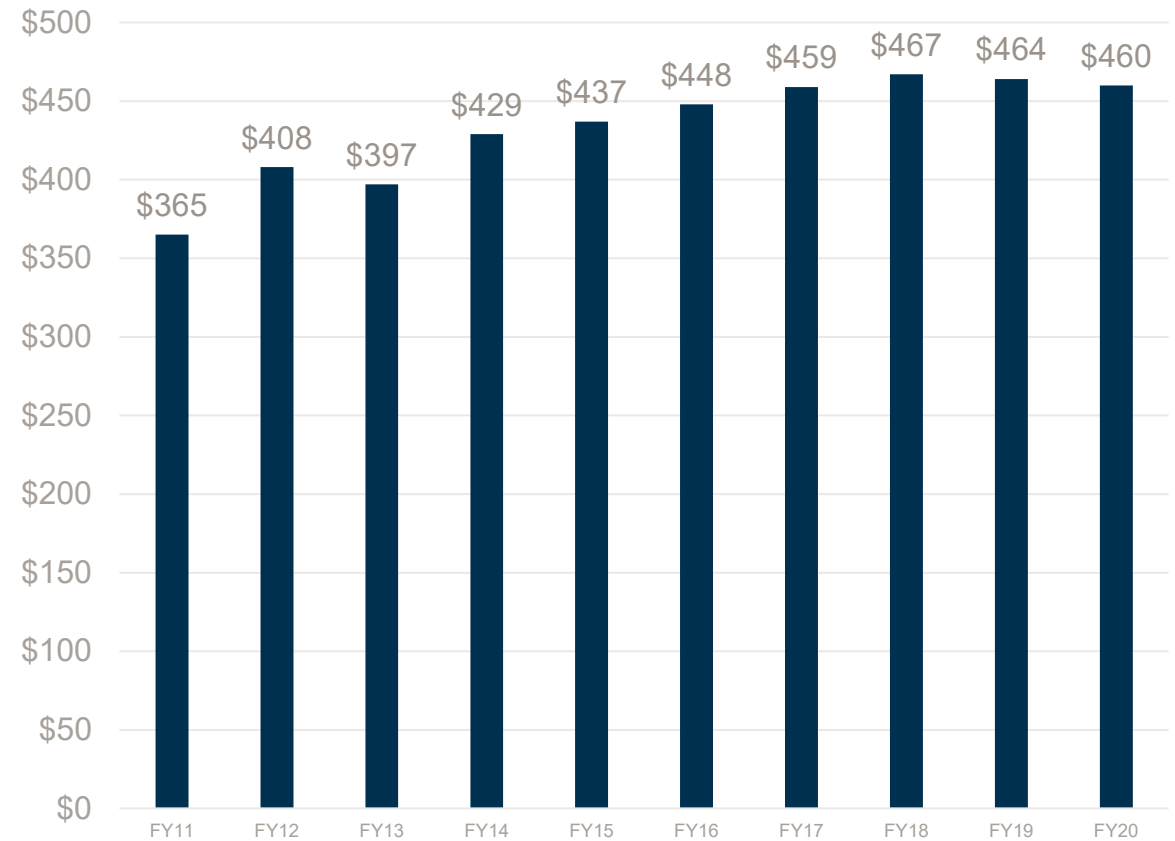
Overview of Scholarship and Aid Disbursements

Total Aid Awarded 2019-2020*

Total Aid Awarded, 2019-2020*
 \$460,471,893 million
 (all programs, all students)



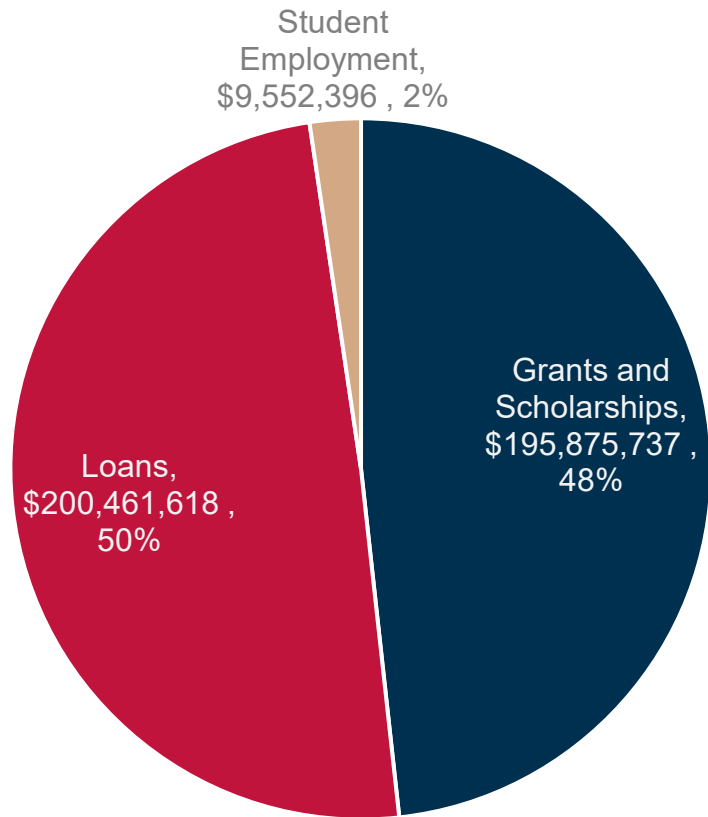
Total Aid Awarded, FY11-FY20, In Millions



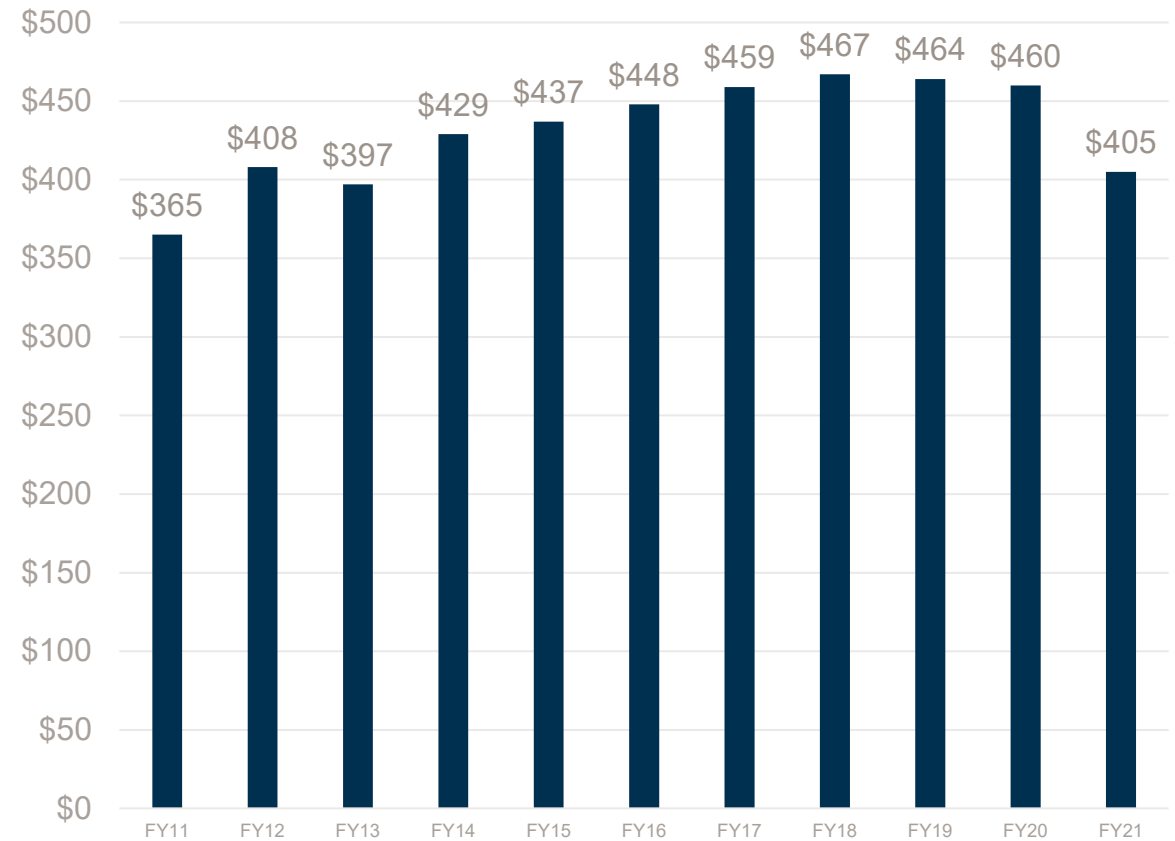
*2019-20 AFIS Report

Total Aid Awarded 2020-2021*

Total Aid Awarded, 2020-2021*
 \$405,889,751 million
 (all programs, all students)



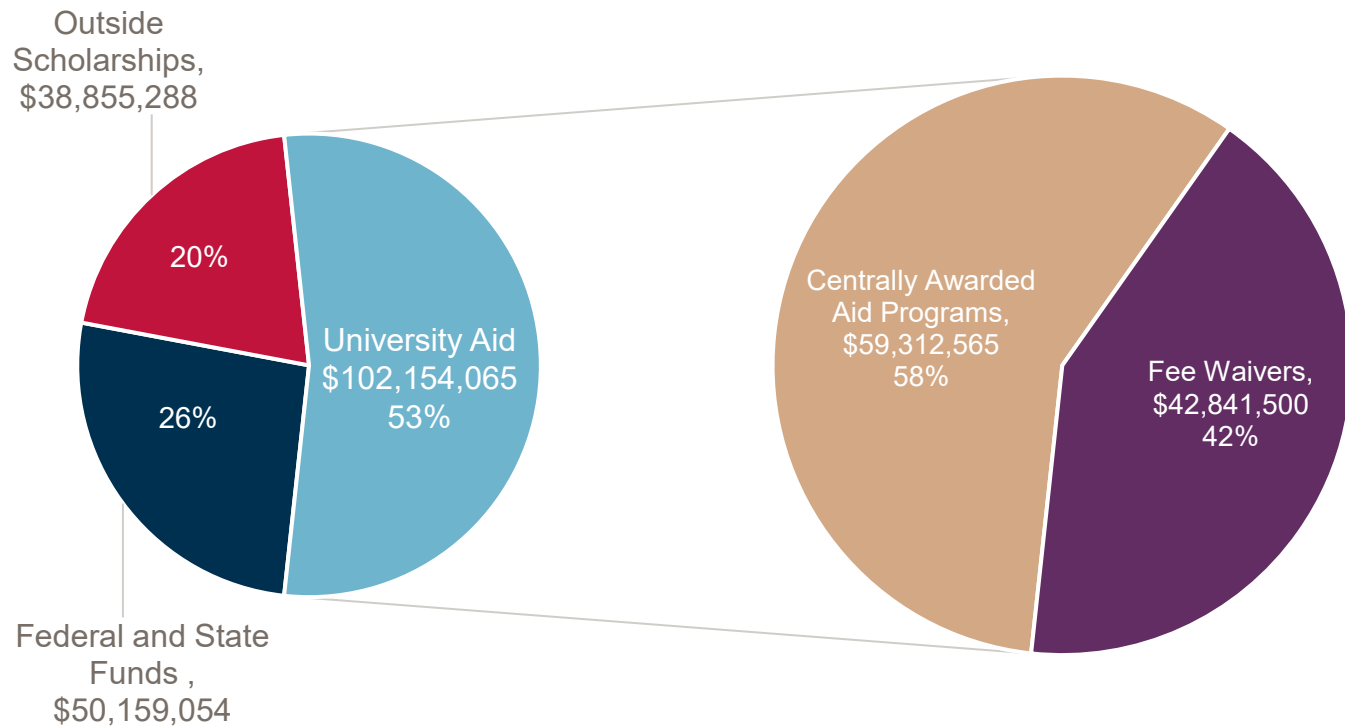
Total Aid Awarded, FY11-FY21, In Millions



*2020-21 AFIS Report

Total Grants and Scholarships, 2019-2020*

Total Grants and Scholarships, 2019-20
\$191,168,407



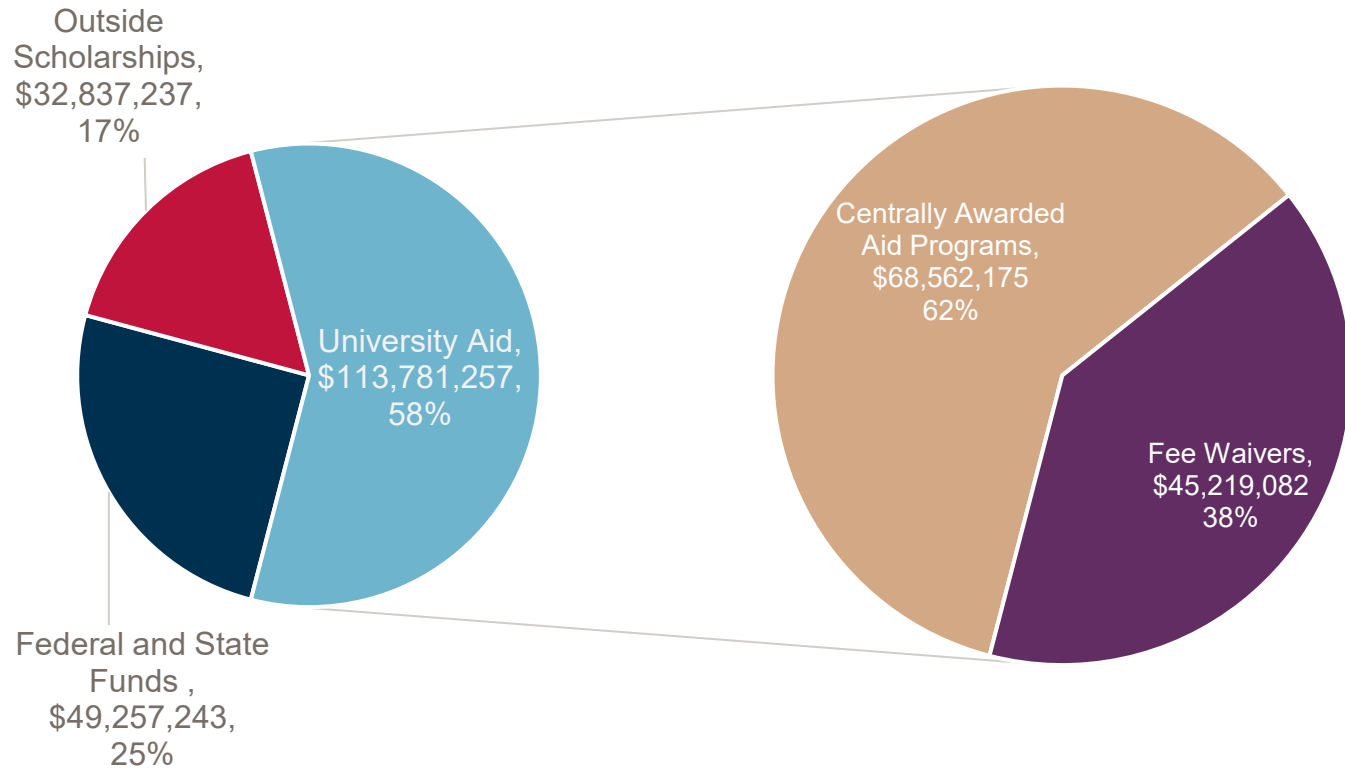
In the 2019-20 school year, OHIO awarded and processed more than \$191 million in grants and scholarships.

\$102 M (53%) of those funds are awarded centrally in the form of fee-waivers and centrally awarded aid programs.

Institutional gift aid accounts for 58% of all central awarding.

Total Grants and Scholarships, 2020-2021*

Total Grants and Scholarships, 2020-21
\$195,875,737



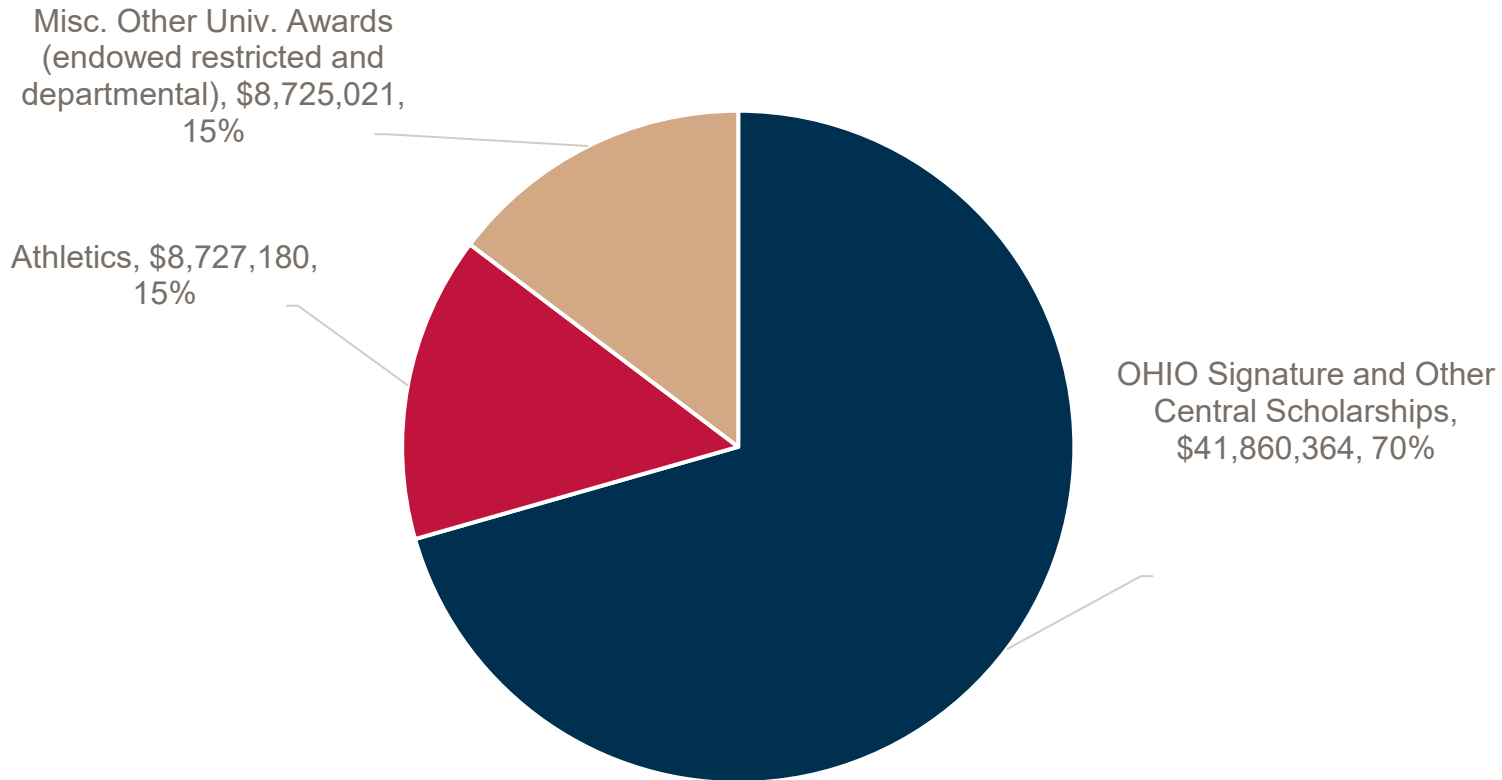
In the 2020-21 school year, OHIO awarded and processed more than \$191 million in grants and scholarships.

\$113 M (58%) of those funds are awarded by the University in the form of fee-waivers and centrally awarded aid programs.

Institutional gift aid accounts for 62% of all central awarding.

Centrally Awarded Aid Programs, 2019-20*

Centrally Awarded Aid Programs, 2019-2020
\$59,312,565



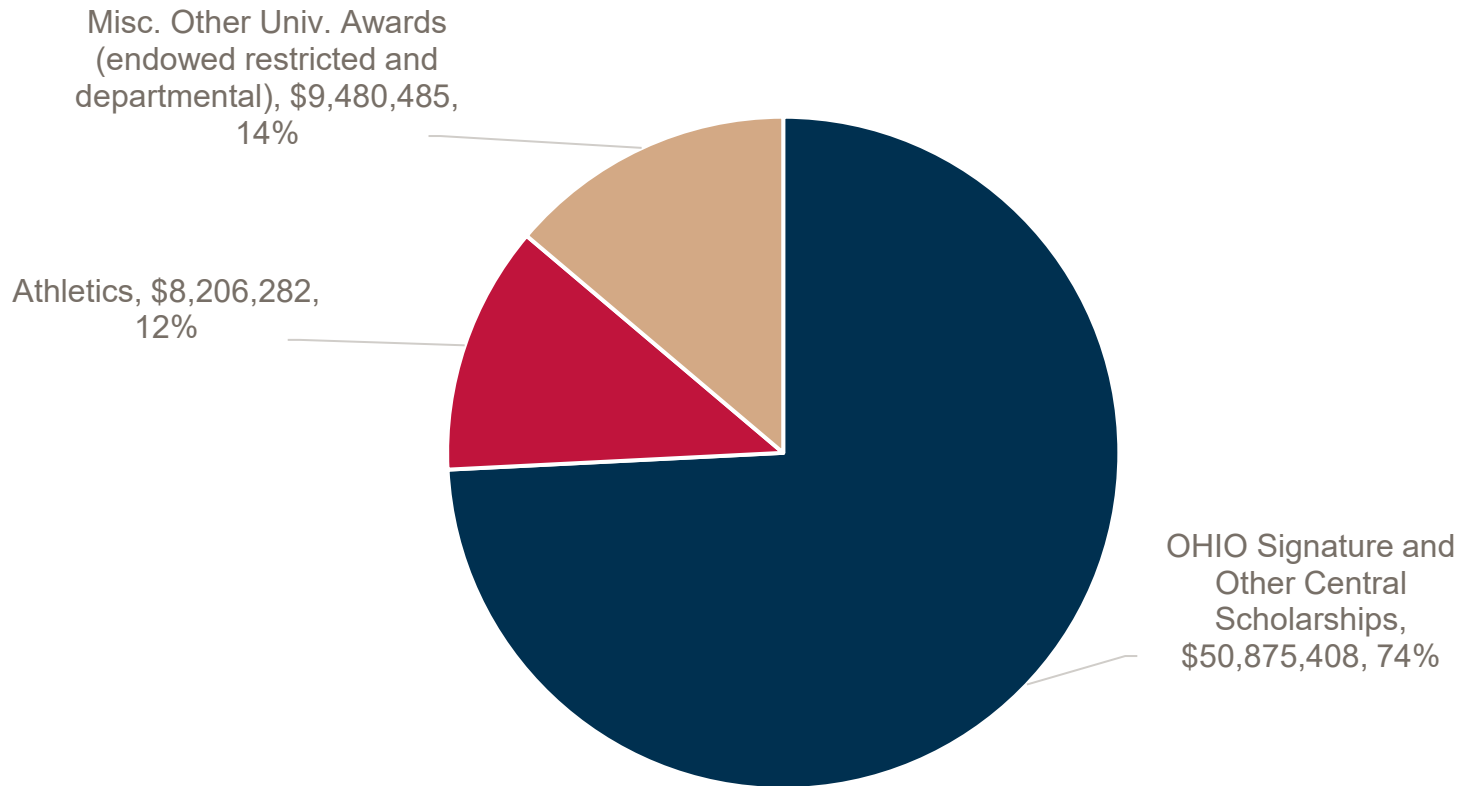
“OHIO Signature and Other Central Scholarships” information:

- All campuses and levels included
- Accounts for ~70% of the total Financial Aid Scholarships and Grants;
- Represents \$41.8 million (9.1%) of the total \$460 million in aid awarded to students
- Includes merit and need

*2019-2020 AFIS

Centrally Awarded Aid Programs, 2020-21*

Centrally Awarded Aid Programs, 2020-2021
\$68,562,175

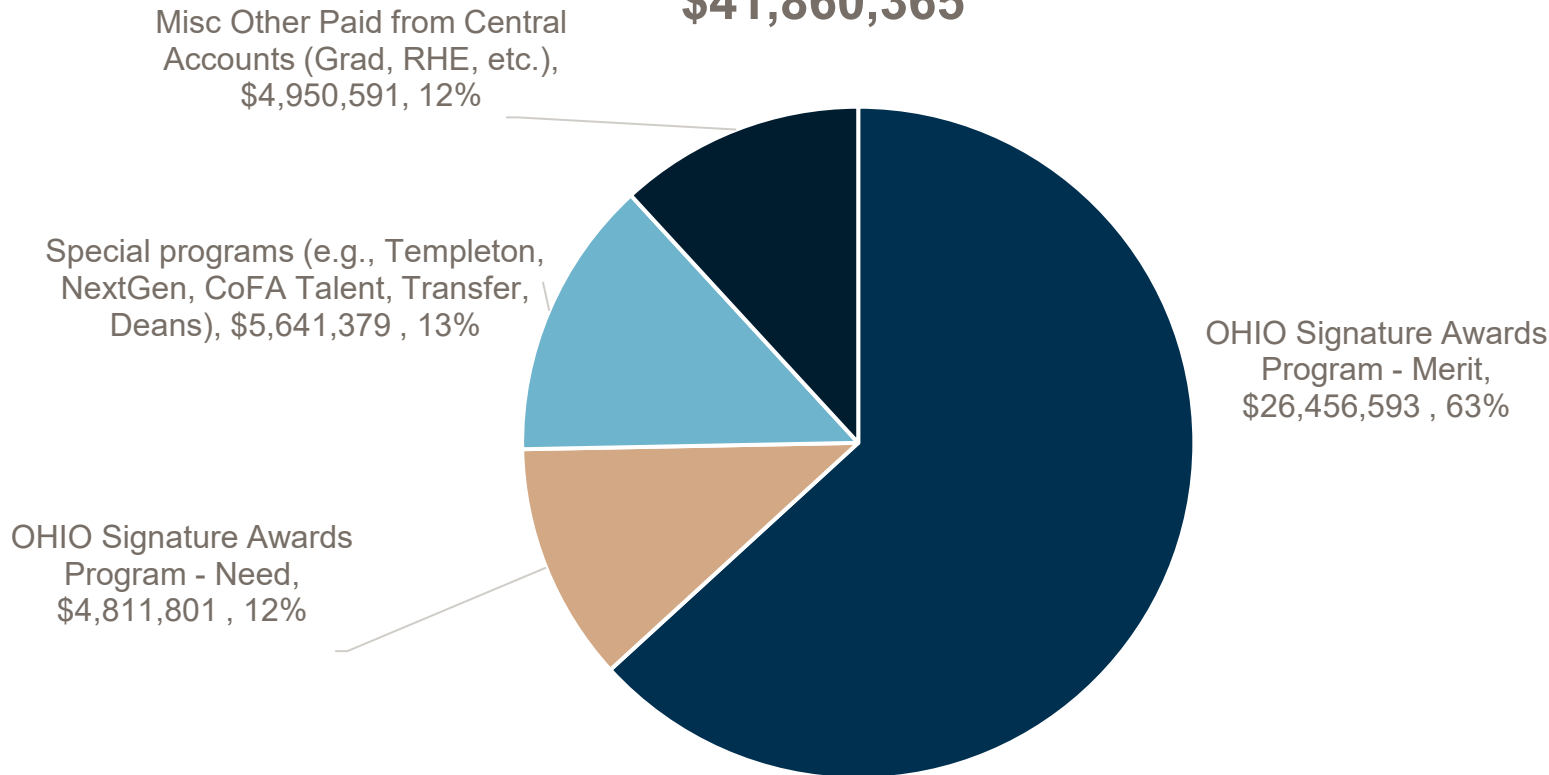


“OHIO Signature and Other Central Scholarships” information:

- All campuses and levels included
- Accounts for ~74% of the total Financial Aid
- Includes both merit and need, as well as certain COVID impacts, such as OHIO Get Connected Grant
- Represents \$51 million (12.5%) of the total \$406 million in aid awarded to students

OHIO Signature and Other Central Breakdown 2019-2020

OHIO Signature and Other Central Scholarships 2019-2020 \$41,860,365

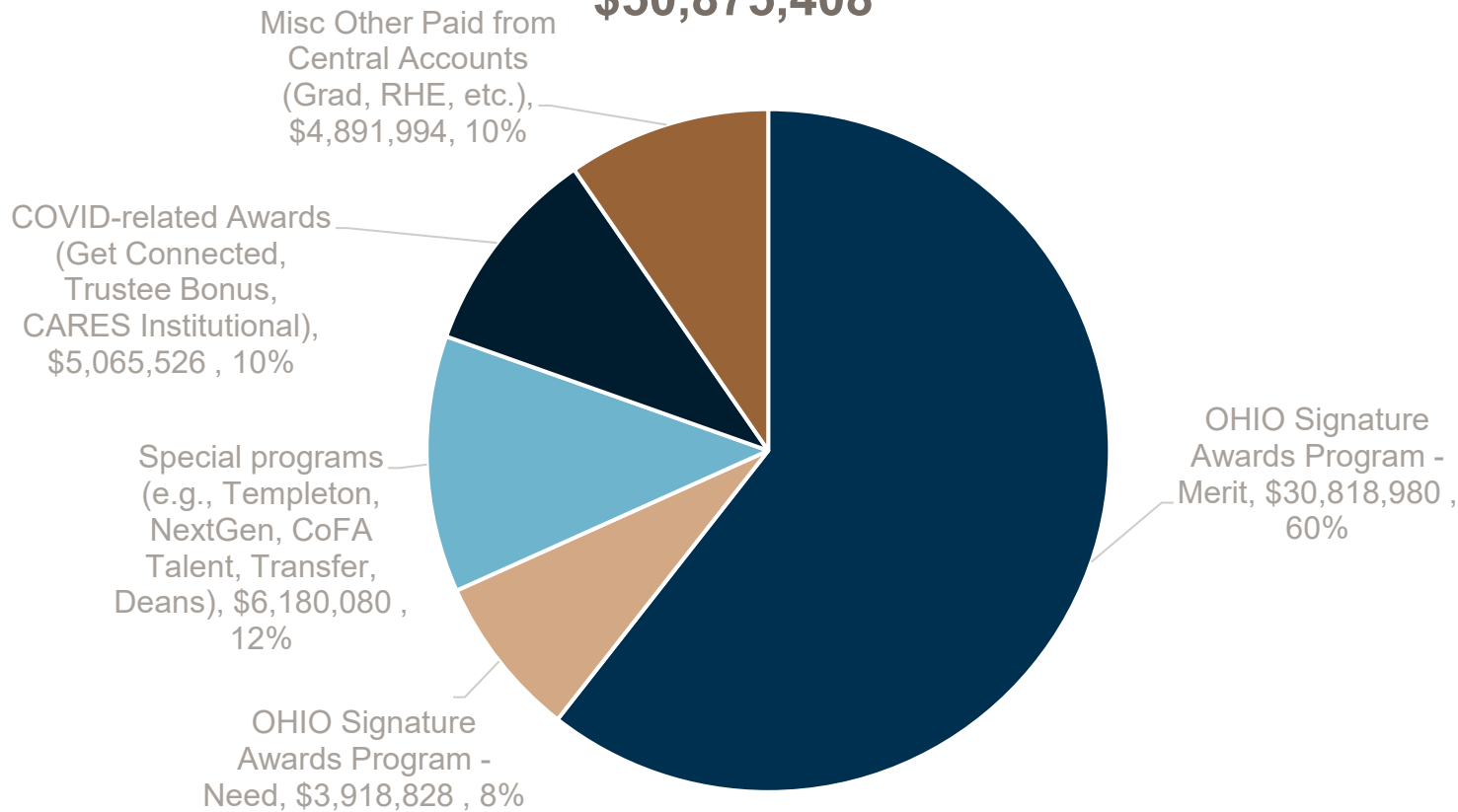


OHIO Signature Awards Program:

- Includes full-tuition Premier (HTC)
- Includes base awards for all qualifying students
- Includes awards for targeted populations (academic, geographic, demographic) who also meet academic criteria

OHIO Signature and Other Central Breakdown 2020-2021

**OHIO Signature and Other Central Scholarships
2020-2021
\$50,875,408**



OHIO Signature Awards Program:

- Includes full-tuition Premier (HTC)
- Includes base awards for all qualifying students
- Includes awards for targeted populations (academic, geographic, demographic) who also meet academic criteria

Fall 2020-specific scholarship adjustments

In addition to continuing aggressive admission and yield strategies:

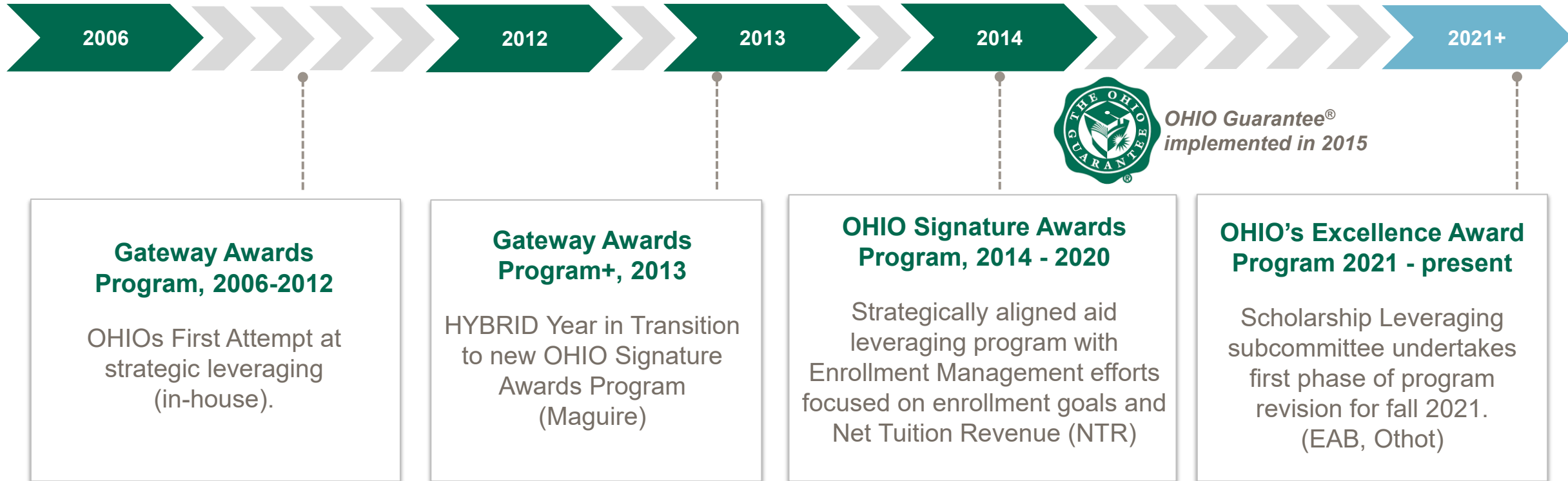
- 1. OHIO Get Connected Grant:** One-Time scholarship valued at \$750 to assist with the transition to a remote-intensive learning environment. Announced with Phase 1 and awarded to all first-time, degree-seeking students on Athens and Regional campuses for fall 2021 only.
 - ~\$3 million
- 2. OHIO Trustee Bonus Award:** One-time increase of the non-resident Trustee Award, ranging from \$4,000 to \$7,000, to the full non-resident amount (\$9,794). For years 2-4, the scholarship returned to original offered amount.
 - ~\$1.2 million
- 3. OHIO Transfer Scholarship Increase:** Increased award amounts and reach for this high-yielding scholarship not otherwise included in the Signature program.
 - ~\$373,000
- 4. OHIO CARES Relief Fund Institutional Grants:** Awards up to \$500 to supplement the federal funds made available through the CARES Act.
 - ~\$1 million

OHIO Financial Aid Optimization History and Goals

Financial Aid Optimization and Scholarship Leveraging at OHIO

Background

“Financial aid leveraging is the strategic investment of financial aid funds to help campuses enroll the students they desire, control discounting and financial aid expenditures, and achieve the net revenue they need. It also helps institutions pinpoint the amount of aid students need to enroll.”*



*Rob Baird, Ruffalo Noel Levitz, <http://blogem.ruffalonl.com/financial-aid-leveraging-benefits-public-universities/>

What should a contemporary scholarship program do?

Priorities and Tradeoffs

A contemporary scholarship program might prioritize any of the following objectives:

- **Improve enrollment:** Headcount, FTE, credit hours
- **Maximize revenues:** Net tuition, net total, total lifetime
- **Manage discount rate:** Tuition and fees discount, total discount
- **Increase diversity to achieve educational benefits:** Race, ethnicity, gender balance, first-gen status, geography, citizenship
- **Improve academic profile:** Major mix, quality indicators, program demand, capacity limitations, program goals
- **Achieve socio-economic objectives:** Affordability, access, socio-economic mobility, minimizing borrowing, preventing default
- **Motivate and support student success:** Retention, persistence, and graduation goals
- **Achieve programmatic goals:** OHIO Honors, alumni engagement, talent-based programs, etc.
- **Improve reputation and brand:** Generate interest, solicit applications, increase yield
- **Anticipate and respond to competition:** Net price comparisons, price sensitivities

Key Principles in Approach to Scholarship Leveraging: Fall 2021 (FY22)

- **Prioritize enrollment rebound** when optimizing the model.
- **Consider total lifecycle enrollment revenue and SSI** in any ROI analysis.
 - Tuition + fees + housing + meal plan + SSI* over all terms of enrollment
*SSI revenues are deferred, realized over period of up to 7 years
- **Front-load “merit,” shifting awards more toward the fall** while still addressing need.

Fall 2021 Timeline

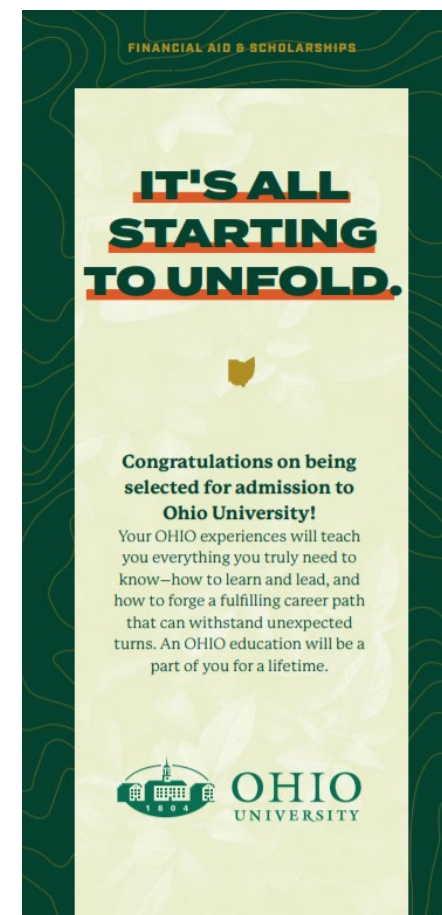
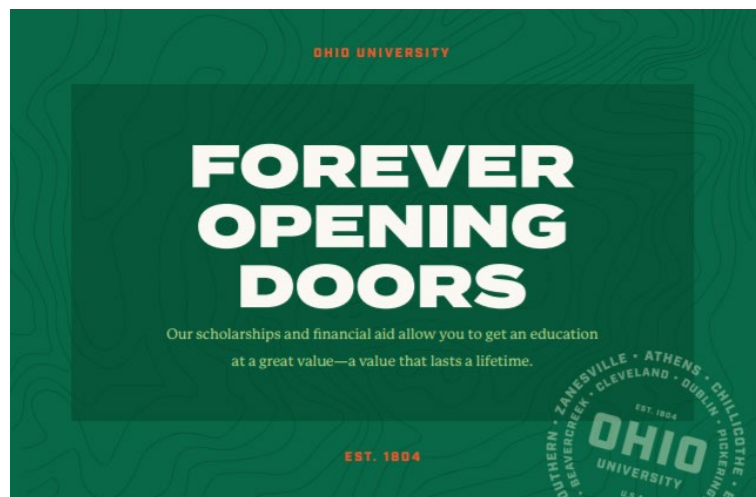
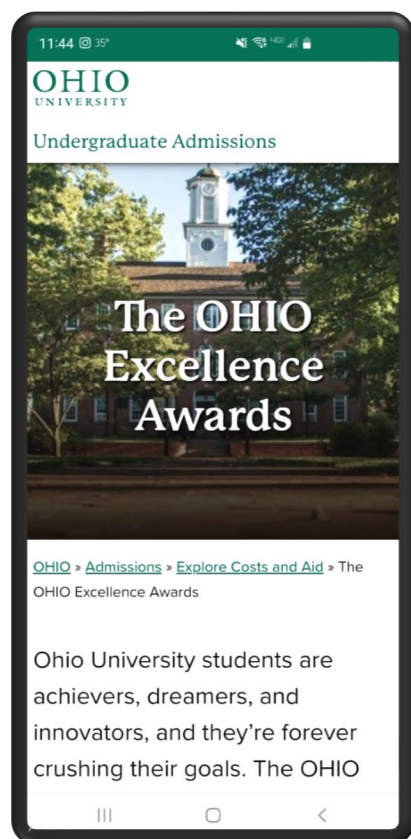


Other Important Principles in Fall 2021 (FY22) Optimization

- **Recover Ohio market share** to reverse decline and achieve growth faster amid extraordinary competition.
- **Consider test scores only if beneficial** to the student.
- **Maintain or improve demographic diversity** of enrolled class.
- **Maintain or improve academic quality**, including predicted retention.
- **Maintain or improve success of out-of-state strategy** to ensure geographic diversity and create new pipelines.

OHIO Excellence Awards Program

- Launched Fall 2021
- Continued Fall 2022
- Replaces OHIO Signature Awards Program
- www.ohio.edu/ohio-excellence-awards





Reminder: OHIO Excellence Awards Program Structure

Merit (December):

- OHIO Admission Promise Award
- OHIO Excellence Scholarship
- OHIO Premier Scholarship (HTC)
- OHIO Trustee Award (Out-of-State Students)

Also packaged centrally in initial offer:

OHIO Next Generation Award, Russ Vision, Fine Arts Talent

Need (February):

- OHIO Forward Award
- OHIO Forward Scholarship

Price and Price Position

Price position is not singular, and it lags reality.

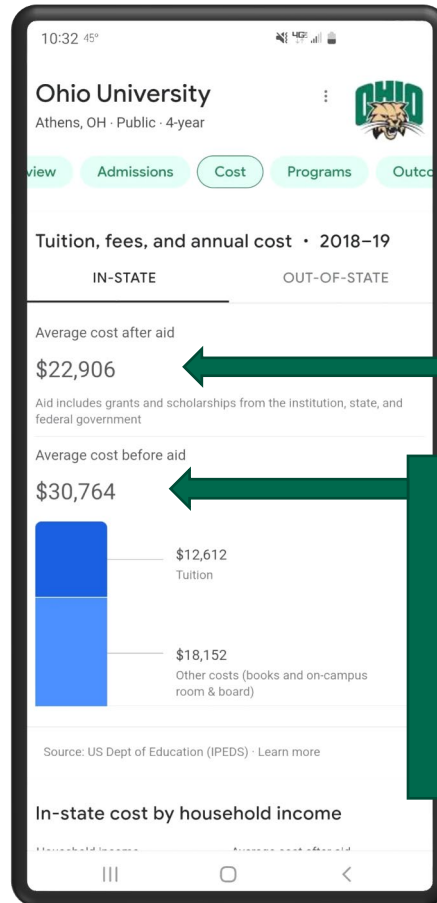
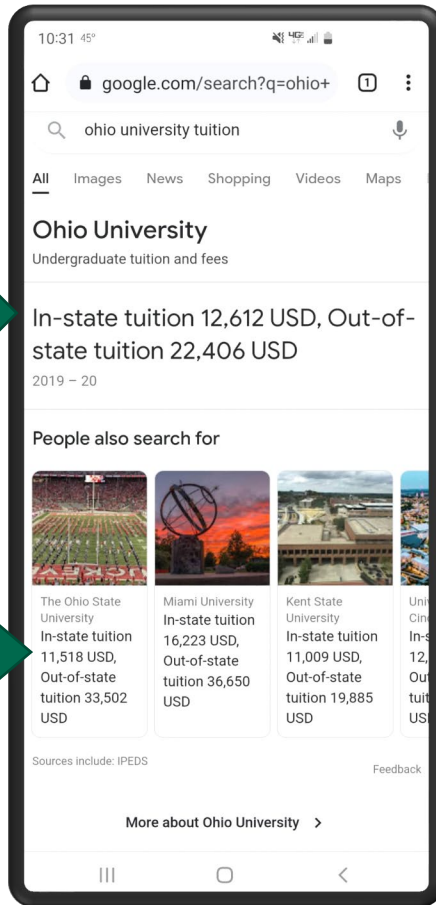
Multiple versions of price are considered in the college search.

IPEDS feeds most college search engines, including Google, and trails actuals by up to two cycles.

Strategies to impact price position vary by point in the cycle.

Tuition and Fees
2022-2023 rates will appear in summer 2023

Competitor Pricing Information
2022-2023 rates will appear in summer 2023



Direct costs

Net price

Total costs
2020-2021 costs will appear in fall 2022
2021-2022 costs will appear in fall 2023

TUITION & FEES

ATHENS CAMPUS TUITION AND FEES
2021-2022 Academic Year

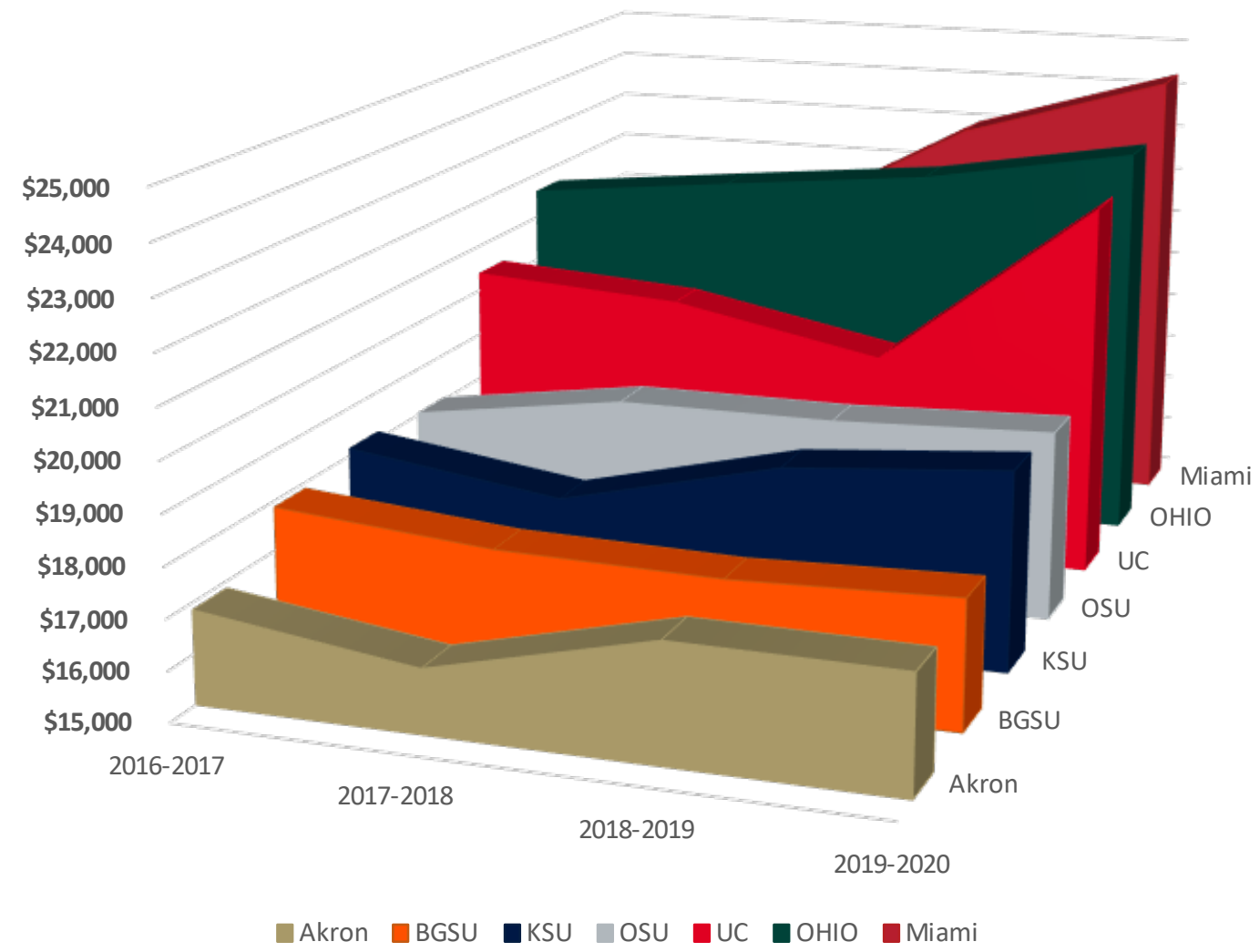
Ohio Residents Per Year	
Tuition and Fees	\$12,840
Room (Standard Double)	\$7,308
Meal Plan (Traditional 14)	\$4,554
TOTAL	\$24,702
Out-of-state Residents Per Year	
Tuition and Fees	\$22,810
Room (Standard Double)	\$7,308
Meal Plan (Traditional 14)	\$4,554
TOTAL	\$34,672

*Subject to change by action of the Board of Trustees.

At OHIO, you can choose from a variety of room and meal plans to meet your price point. A Standard Double room is among the most affordable housing options, and the Traditional 14 is the lowest-priced meal plan for first-year students living on campus.

Average Net Price for Full-Time Beginning Students: Selected IUC

Source: NCES College Navigator (IPEDS)



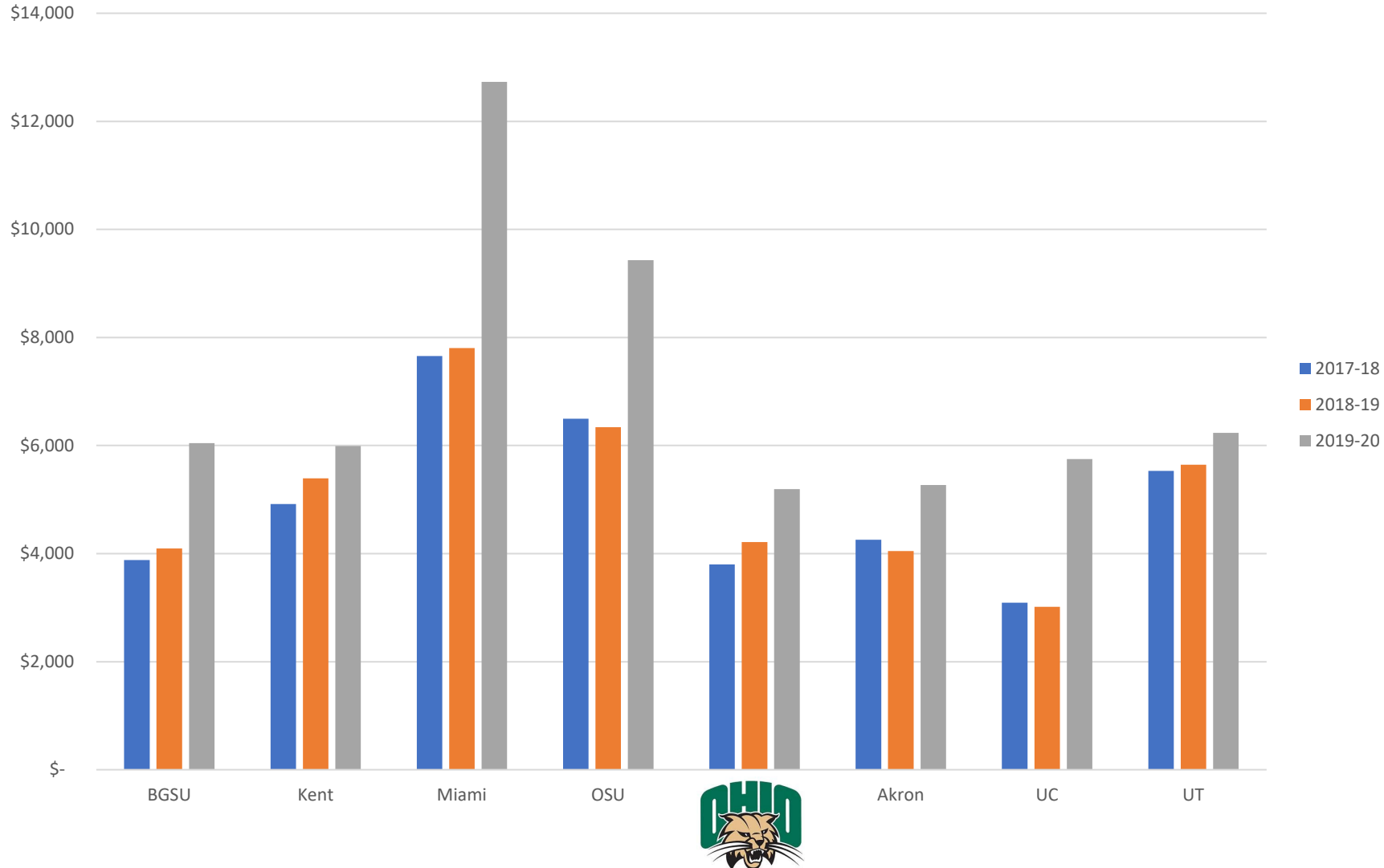
“Full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution.”

	2016-2017	2017-2018	2018-2019	2019-2020
Akron	\$16,863	\$16,269	\$17,351	\$17,328
BGSU	\$17,877	\$17,508	\$17,427	\$17,580
KSU	\$18,156	\$17,552	\$18,643	\$19,034
OSU	\$18,042	\$18,694	\$18,706	\$18,884
UC	\$20,379	\$20,085	\$19,219	\$22,767
OHIO	\$21,607	\$22,072	\$22,521	\$23,307
Miami	\$20,316	\$20,542	\$22,989	\$24,345

- **Average net price** is generated by subtracting the average amount of federal, state/local government, or institutional grant or scholarship aid from the total cost of attendance. Total cost of attendance is the sum of published tuition and required fees (lower of in-district or in-state), books and supplies, and the weighted average for room and board and other expenses.
- **Beginning students** are those who are entering postsecondary education for the first time.
- Title IV aid to students includes grant aid, work study aid, and loan aid... While Title IV status defines the cohort of student for which the data are reported, the definition of net price remains the same – **total cost of attendance minus grant aid.**

Average Institutional Grant Aid per Enrolled Undergraduate Student

Source: Most current IPEDS data as of February 2022 (includes resident and non-resident enrollment)



Caveats for Comparing Average Aid:

- Tuition and non-resident surcharge variances
- Variable resident, non-resident, and international student mix by institution
- Participation in tuition guarantee programs
- In-state and national institutional market position
- Timeliness of this data

Next Steps in OHIO's Financial Aid Optimization

Fall 2022 (now):

- Implementation of more contemporary modeling tools and market intelligence
- Continuing to drive FAFSA completion
- Regional campus scholarship development

Ongoing (also now-ish):

- Managing price position, including net price
- Recognition of multiple revenue impacts—tuition, total, lifetime—in approach to budgeting
- Continued focus on success metrics in scholarship design
- Enhanced coordination of administration of eligible endowed awards with leveraging model
- Establishing desired merit and need mix across all campuses
- Transfer scholarship optimization
- Developing additional OHIO Guarantee+ Lifelong Benefits
- Corporate and employer incentive scholarship strategies
- International scholarship approaches