

# OHIO's Scholarship Leveraging Approach

## Budget Planning Council

November 3, 2022, 4:00 p.m.

Candace J. Boeninger, Vice President for Enrollment Management  
Valerie Miller, MBA, Executive Director of Financial Aid and Scholarships

# 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
- 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*. (EFC to be replaced by “Student Aid Index” in FY24)
- 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

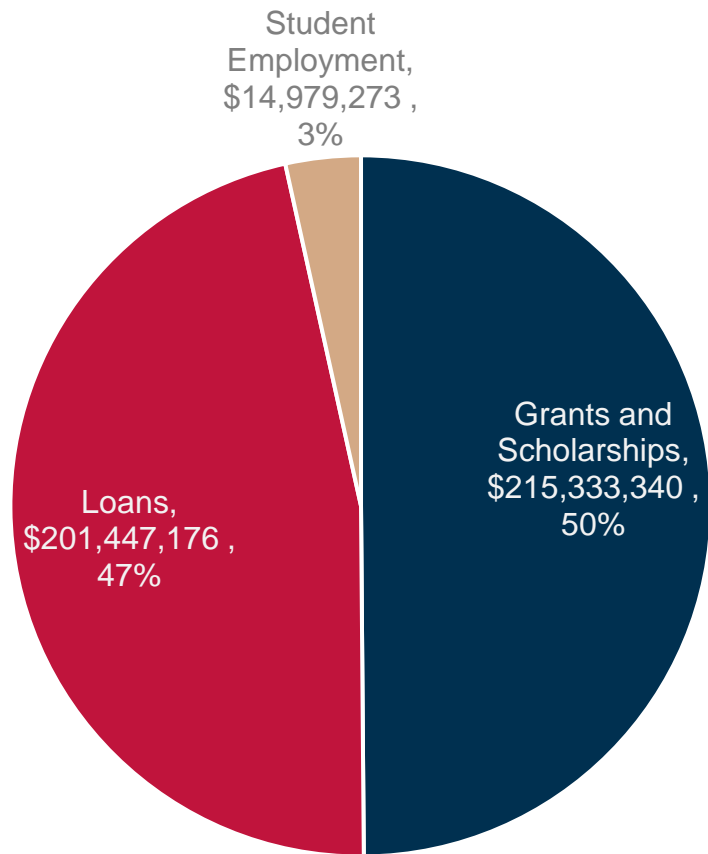


COVID-19 impacts and outlook

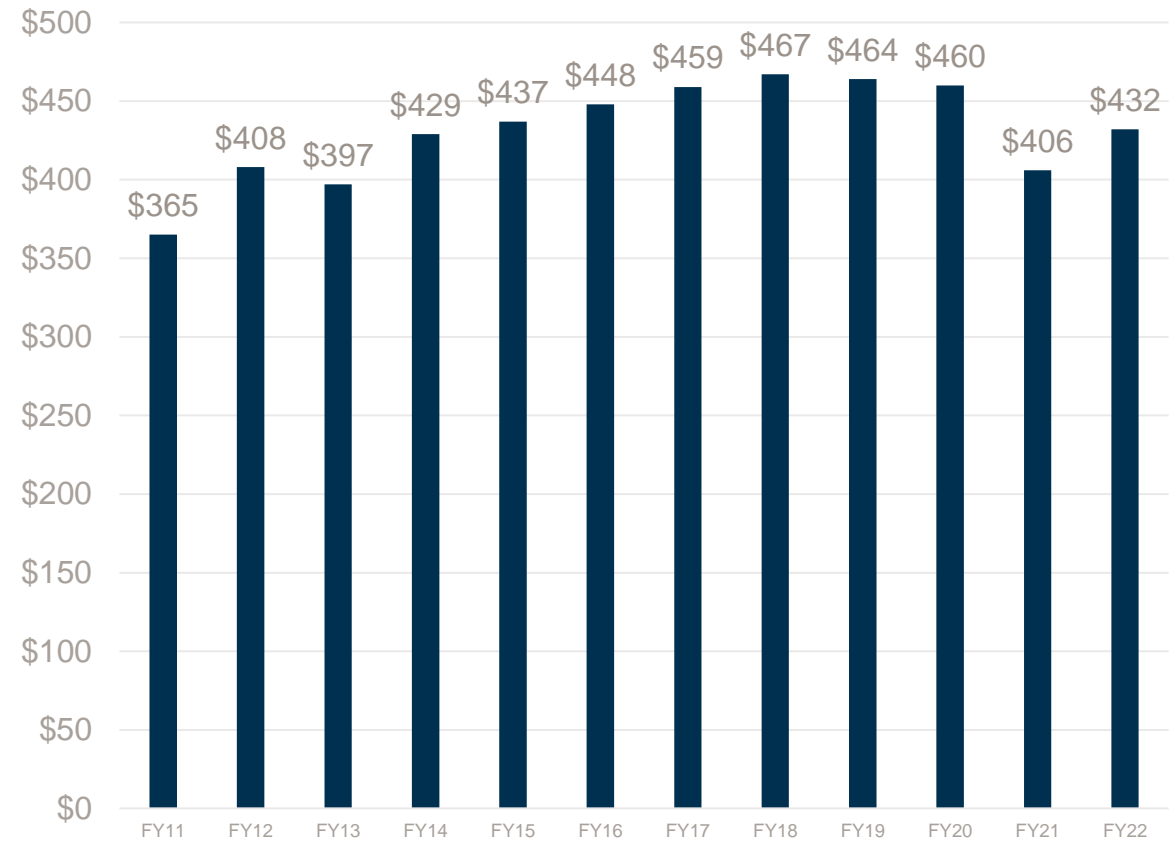
# Overview of Scholarship and Aid Disbursements

# Total Aid Awarded 2021-2022\*

Total Aid Awarded, 2021-2022\*  
 \$431,759,789 million  
 (all programs, all students)



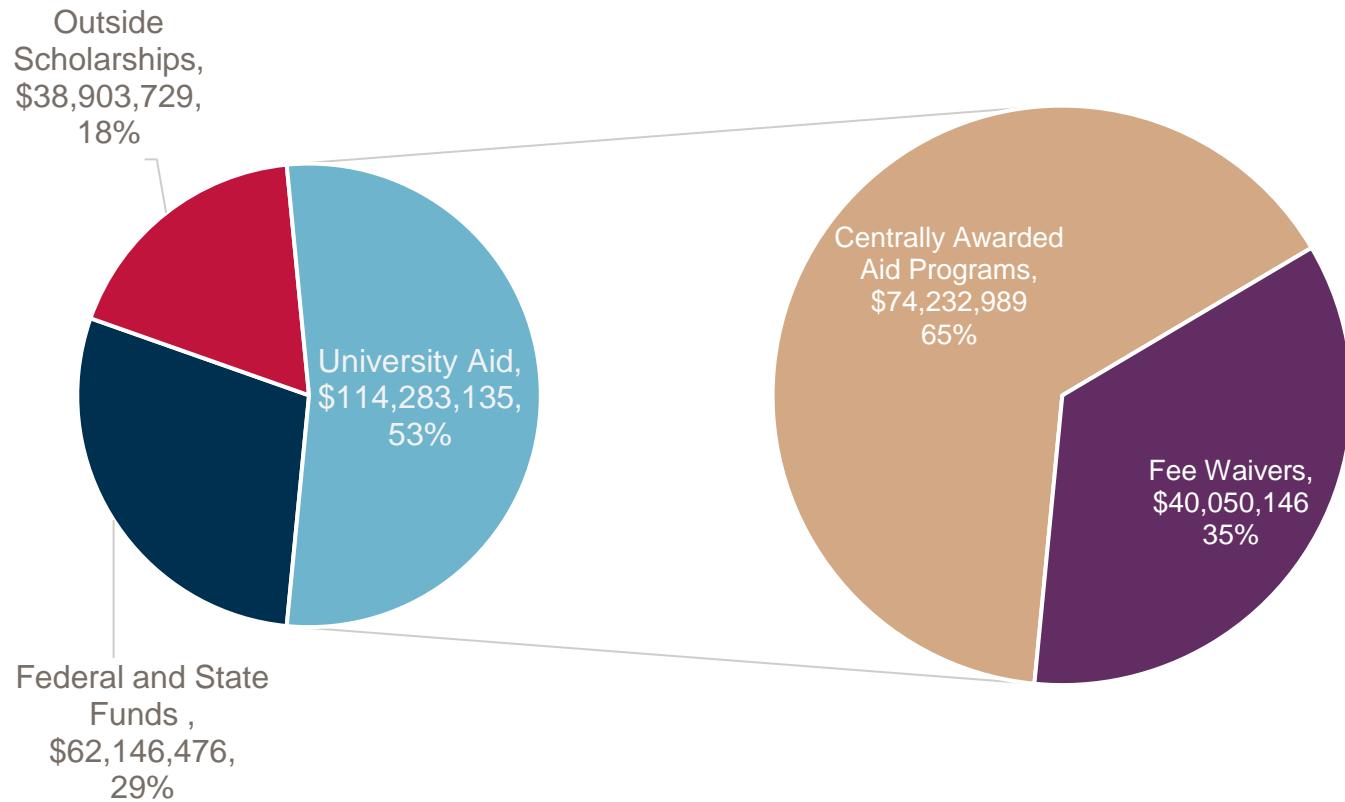
Total Aid Awarded, FY11-FY22, In Millions



\*2021-22 AFIS Report

# Total Grants and Scholarships, 2021-2022\*

Total Grants and Scholarships, 2021-22  
**\$215,333,340**



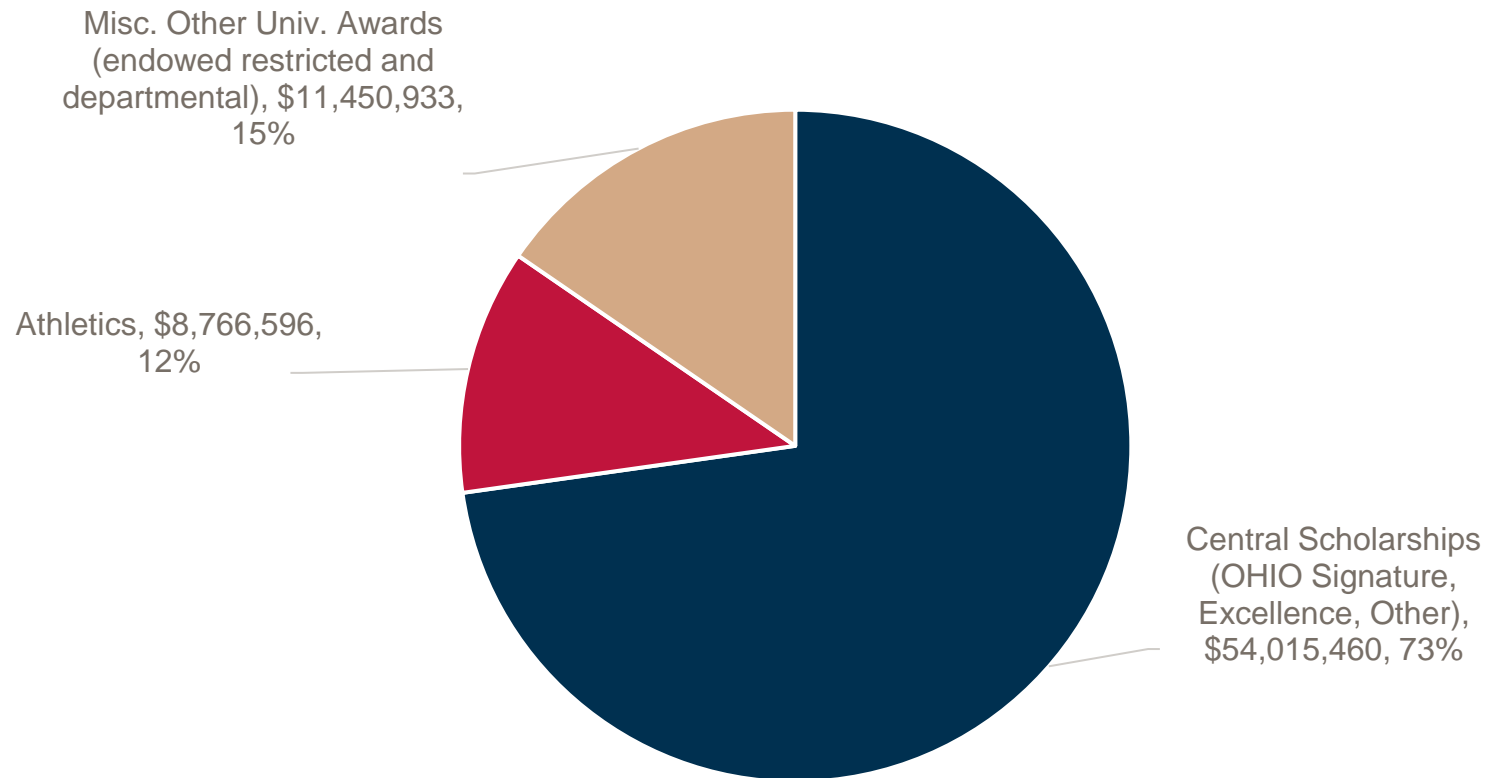
In the 2021-22 aid year, OHIO awarded and processed more than \$215 million in grants and scholarships.

\$114 M (53%) of those funds are awarded by the University in the form of fee-waivers and centrally awarded aid programs.

Centrally awarded aid programs, otherwise known as “institutional gift aid,” accounts for 65% of all central awarding.

# Centrally Awarded Aid Programs, 2021-22\*

## Centrally Awarded Aid Programs, 2021-2022 \$74,232,989



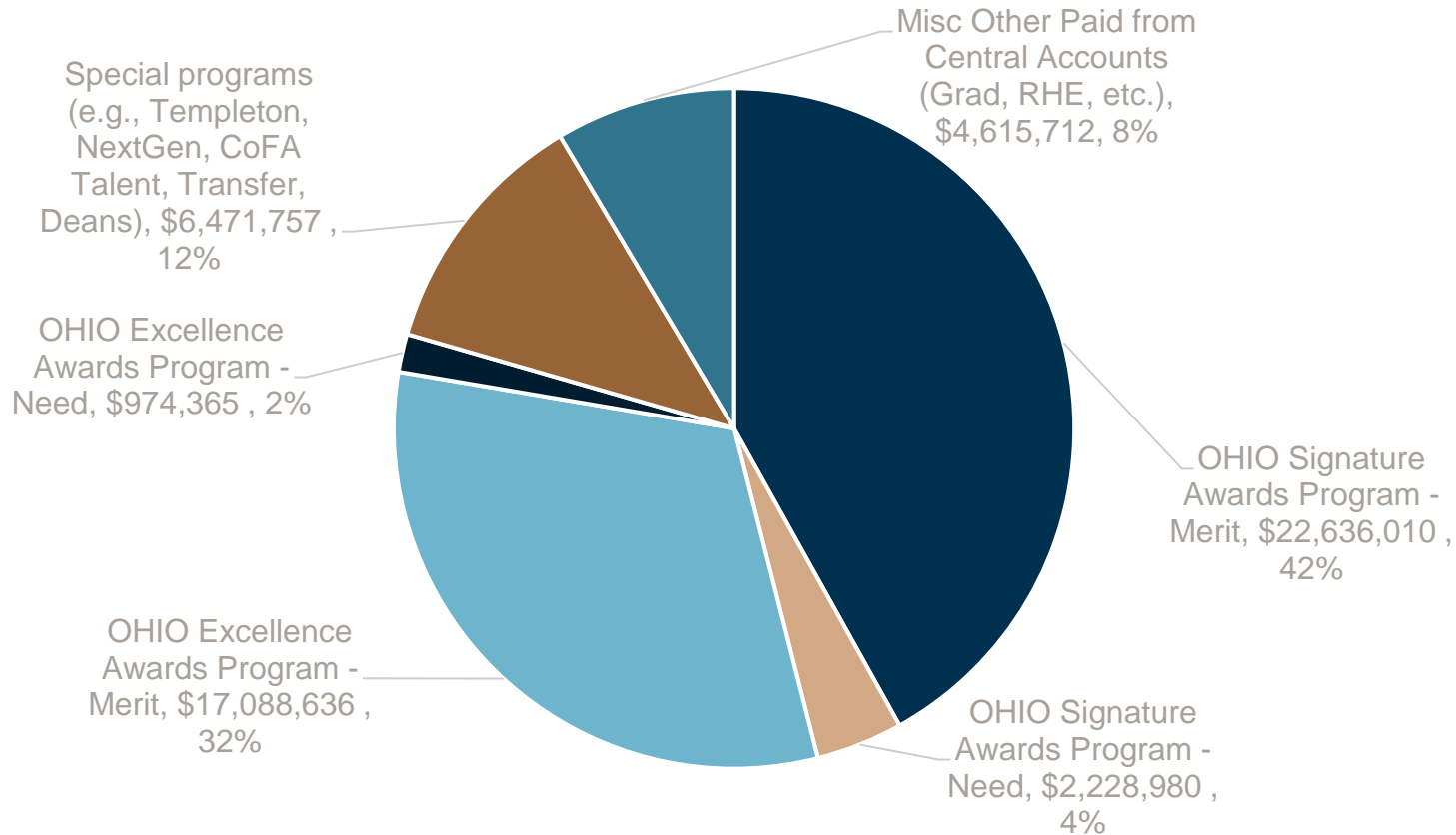
“Central Scholarships (OHIO Signature, Excellence, Other)” details:

- All campuses and levels included
- Accounts for ~73% of total centrally awarded aid
- Includes both merit and need
- Represents \$54 million (12.5%) of the total \$432 million in aid awarded to students



# Central Scholarships (OHIO Signature, Excellence, Other), 2021-2022\*

**Central Scholarships (OHIO Signature, Excellence, Other)  
2021-2022  
\$54,015,460**

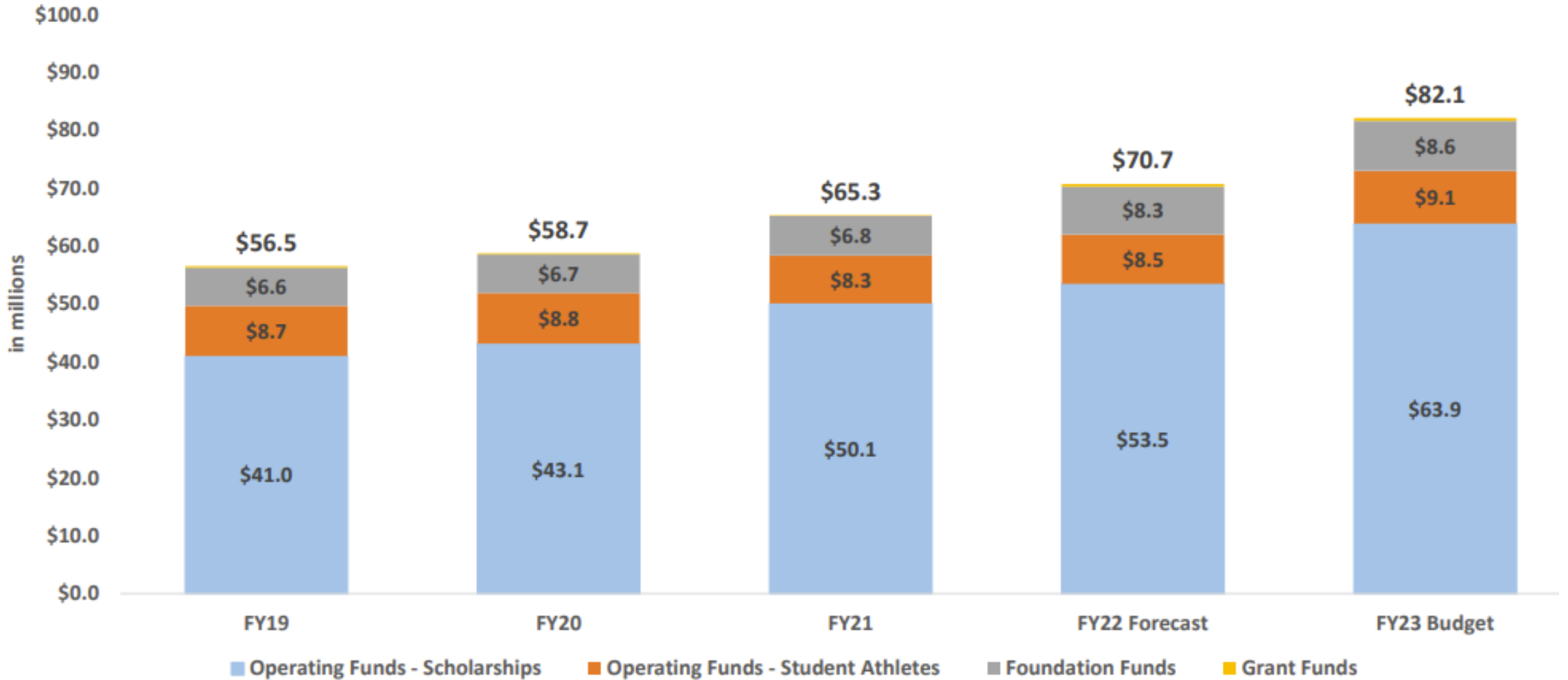


Both OHIO Excellence and Signature Awards programs:

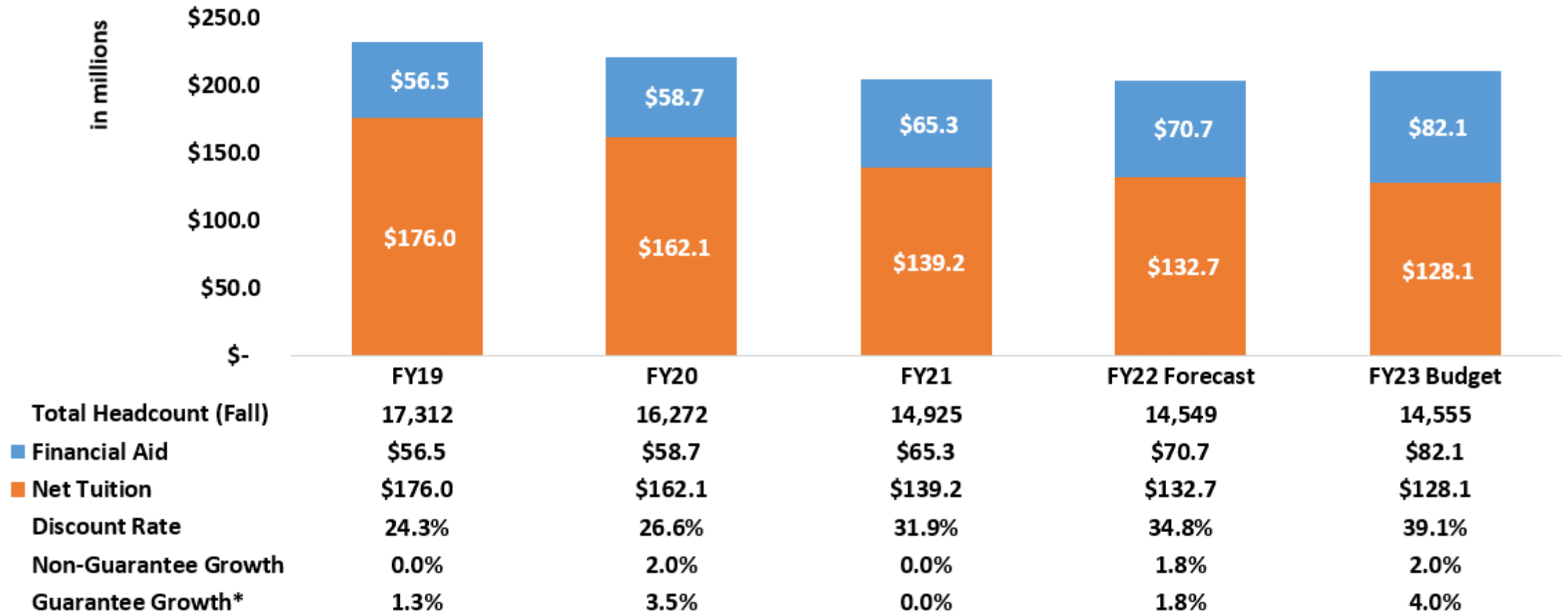
- Include full-tuition Premier (HTC)
- Include base awards for all qualifying students
- Include awards for targeted populations (academic, geographic, demographic) who also meet academic criteria

\*2021-2022 AFIS and Financial Aid projection estimate reports

# Institutional Scholarship Expenditures FY19-FY23



# Athens Undergraduate Net Tuition and Institutional Aid, FY19-FY23

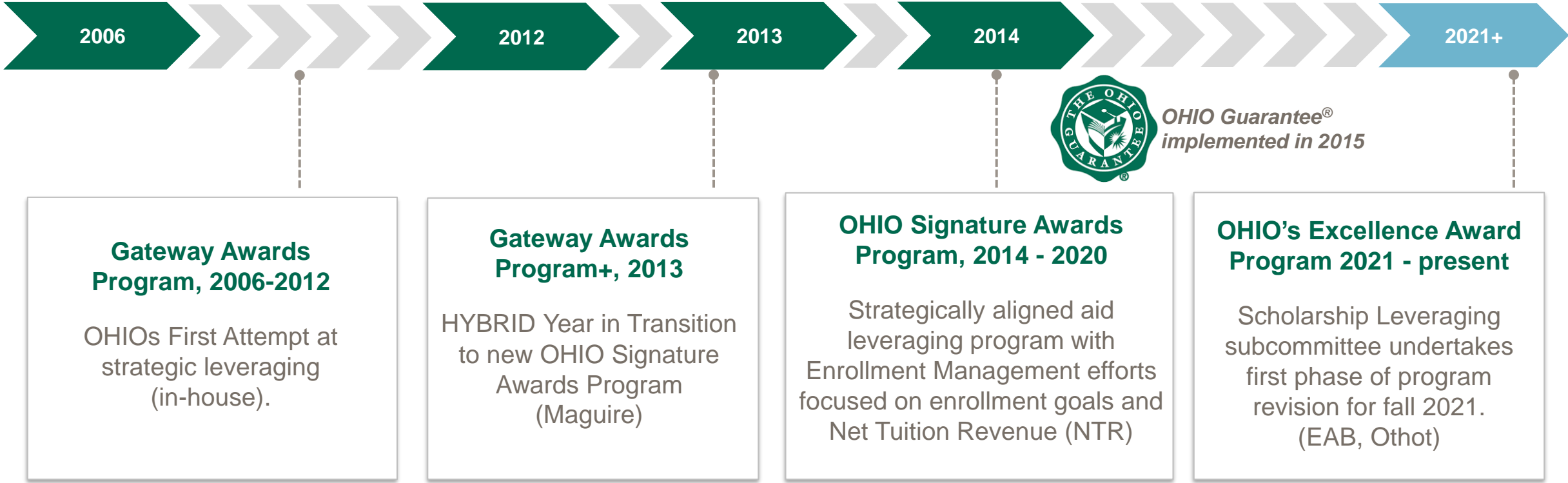


# **OHIO's Aid Optimization History and Goals**

# 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 or shape 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

## Beginning 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 Timeline



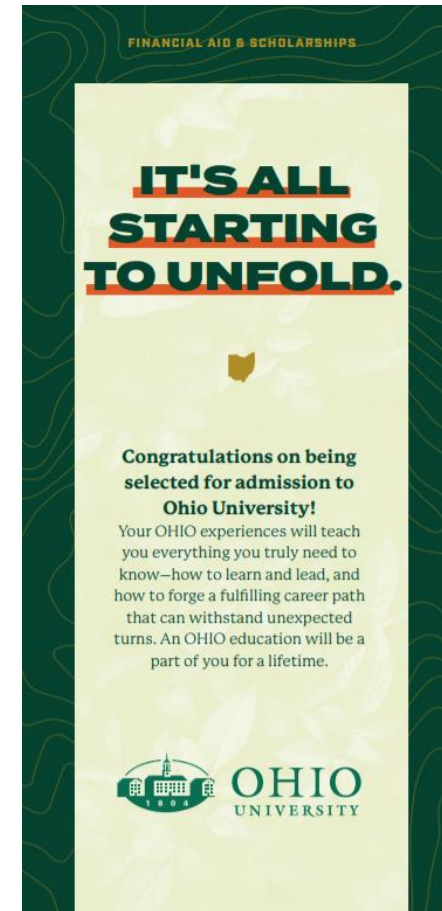
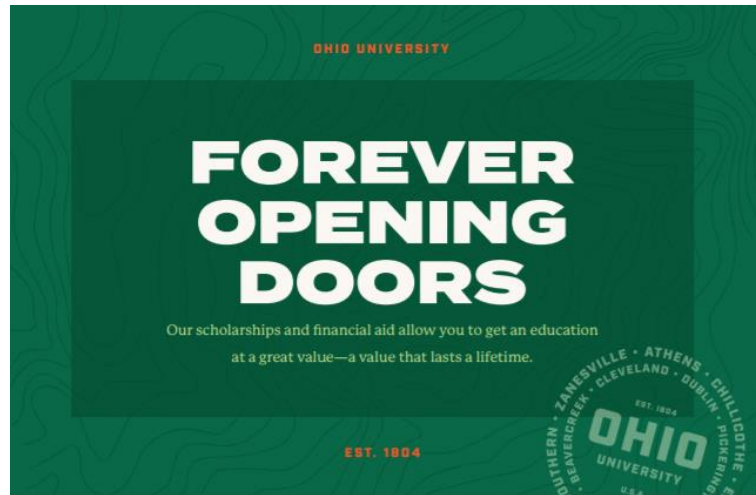
## Other Important Principles in Fall 2021 (FY22) Optimization

- **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
- Replaced OHIO Signature Awards Program
- [www.ohio.edu/ohio-excellence-awards](http://www.ohio.edu/ohio-excellence-awards)



# 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, OHIO Tradition Scholarship, Russ Vision, Fine Arts Talent*

## Need (February):

- OHIO Forward Award
- OHIO Forward Scholarship

# Evolving the OHIO Excellence Awards Program

## Fall 2022 / FY23

- **In Ohio, continue to prioritize new freshman enrollment** as part of efforts to address market share amid continued extraordinary competition.
- **Outside Ohio, prioritize both enrollment and NTR.**
- **Maintain or grow demographic diversity** of enrolled class.
- **Maintain academic quality**, including predicted retention.
- **Continue to consider total lifecycle revenue and SSI** in any ROI analysis.
- Continue to **prioritize early awarding** while still addressing need and realize savings by **managing deadlines.**
- **Increase promotion** broadly.

## Fall 2023 / FY24

- Further enhance efforts to **balance net tuition revenue and enrollment goals.**
- **Prioritize geographic rebound and maintain academic quality**, including predicted retention.
- Prepare for **intentional observation of deadlines** to manage enrollment, quality, and NTR.

## Considerations for OHIO's Financial Aid Optimization

- Management of price position, including net price
- Ongoing analysis of market intelligence and research
- Incorporation of more contemporary modeling tools
- FAFSA changes and Student Aid Index—coming October 2023
- Elevation of reputation and brand
- Studying impact of renewal guidelines on retention
- Evolving corporate and employer incentive scholarship strategies
- Evaluating international scholarship approaches

# Price position is not singular, and it lags reality.

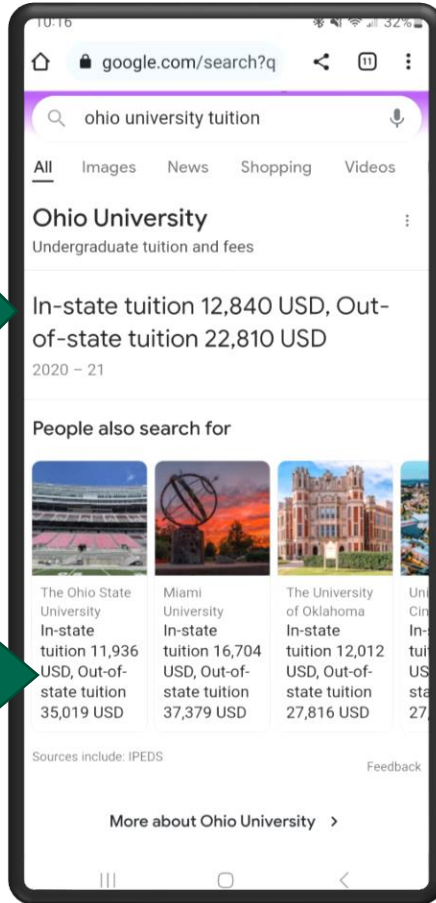
Multiple versions of price are considered in the college search.

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.

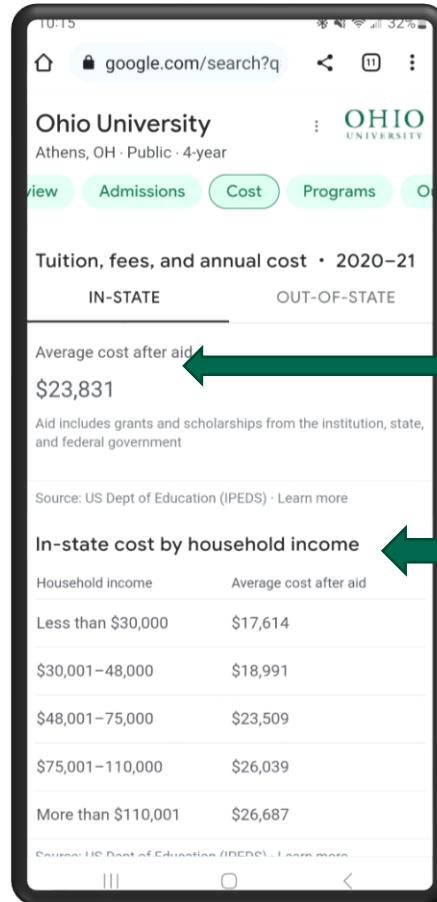
## Tuition and Fees

2022-2023 rates will appear in summer 2023



## Competitor Pricing Information

2022-2023 rates will appear in summer 2023



## Net price

Total costs 2021-2022 costs will appear in fall 2023

2022-2023 costs will appear in fall 2024

## Direct costs

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

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.

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