

2020 Bethel Study

Trends in Affordability & Institutional Financial Health at CCCU Schools

January 19, 2021

Dan Nelson: Chief Institutional Data & Research Officer

Jeff Olson: Director of Financial Aid

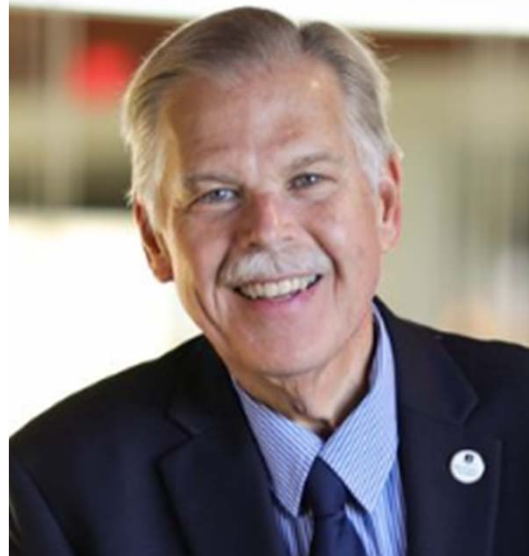
Stef Holm: Institutional Data & Research Senior Lead



Authors



Stef Holm



Dan Nelson



Jeff Olson

Presentation Overview

- Financial Aid Survey Highlights
- Trends in Affordability
- Trends in Institutional Financial Health
- Characteristics of “Healthy” Institutions
- Additional Services Available
- Q & A



55 Participants – Nov. 2020



Map data ©2020 Google, INEGI 200 mi Ter

<http://batchgeo.com/>

- WASFAA
- SWASFAA
- SASFAA
- RMASFAA
- MASFAA
- EASFAA



34 Regular Participants (at least 9 of last 10 years)

Schools in **red** participated all 22 years!



- Asbury University, KY
- **Bethel University, MN**
- Biola University, CA
- **Calvin University, MI**
- Colorado Christian University, CO
- Cornerstone University, MI
- Crown College, MN
- Dordt University, IA
- Geneva College, PA
- George Fox University, OR
- Gordon College, MA
- Grace College and Theological Seminary, IN
- Greenville College, IL
- **Houghton College, NY**
- Huntington University, IN
- Indiana Wesleyan University-Marion, IN
- **John Brown University, AR**
- Lee University, TN
- LeTourneau University, TX
- Lincoln Christian University, IL
- **Messiah College, PA**
- Milligan University, TN
- Oklahoma Baptist University, OK
- Oklahoma Christian University, OK
- Olivet Nazarene University, IL
- Point Loma Nazarene University, CA
- **Roberts Wesleyan College, NY**
- **Taylor University, IN**
- Trevecca Nazarene University, TN
- **University of Northwestern-St Paul, MN**
- Warner Pacific College, OR
- **Westmont College, CA**
- Wheaton College, IL
- William Jessup University, CA

Financial Aid Survey Highlights

- Enrollment by Type of Student
- COVID-19
- Income Share Agreements
- Tuition Resets
- Timing of New Student Awards
- Scholarships (Endowed, Targeted, Academic)
- Athletics
- International Student Aid
- Awarding Philosophy
- Preferential Packaging

Presentation made to financial aid officers available at www.bethel.edu/institutional-data-research/bethel-study/survey-presentations/



2019-'20 Enrollment (see p. 3)



- Of the 55 respondents:
 - 42 (76%) report non-traditional undergrads
 - 50 (91%) report graduate students
 - 55 (100%) report traditional undergraduates

COVID-19

Did your institution make any Fall 2020 pricing changes in response to the COVID pandemic?

- **28%** of respondents (15 schools) reported changing their Fall 2020 sticker price
- **4%** (2 schools) reported reducing their tuition for online instruction
- **13%** (7 schools) reported reducing Fall 2020 room/board

COVID-19

Impact on Retention & Enrollment

F'20 Retention **compared to last year**

- 4% Significantly Below
 - 19% Slightly Below
 - 28% Similar
 - 43% Slightly Better
 - 7% Significantly Better
- **78% Similar or Better**

F'20 New Student Enrollment **compared to last year**

- 33% Significantly Below
 - 35% Slightly Below
 - 7% Similar
 - 17% Slightly Better
 - 7% Significantly Better
- **68% Worse**

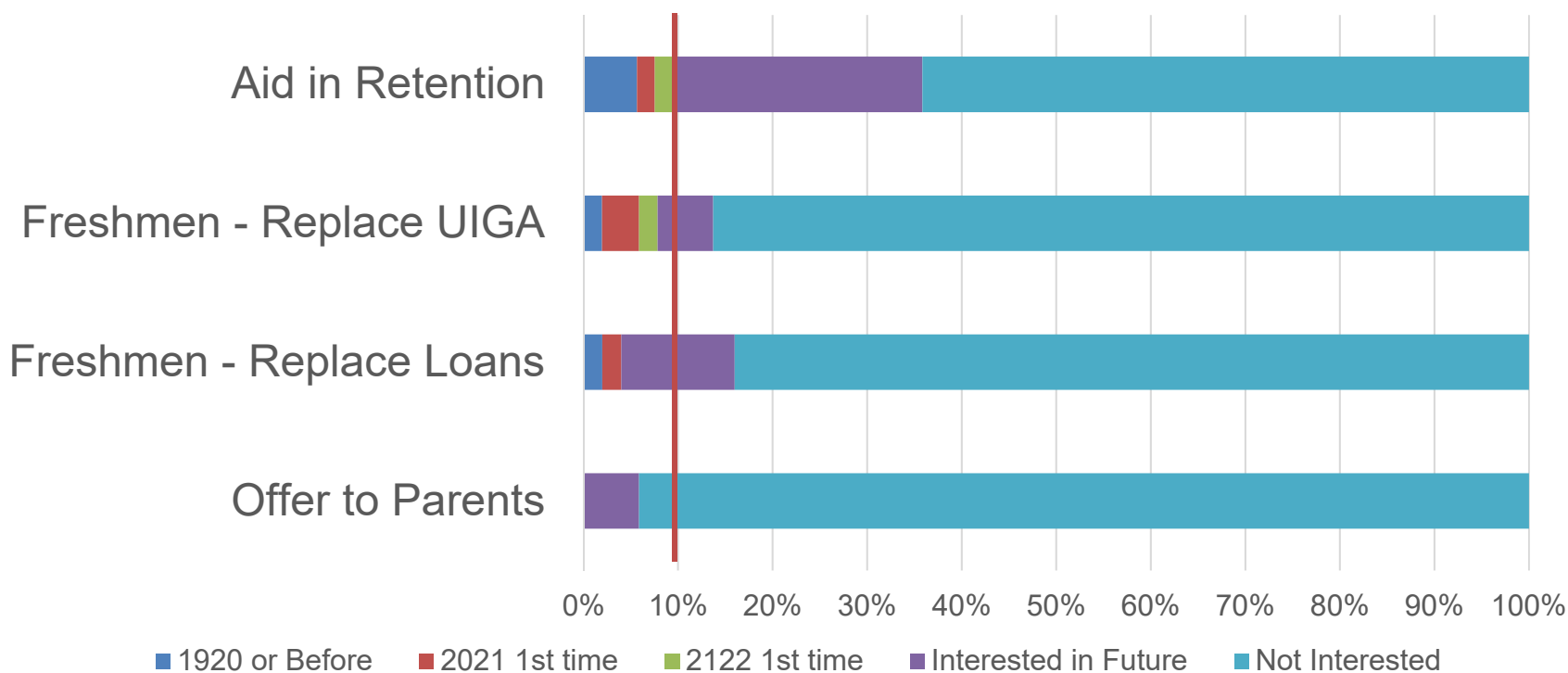
For more on this topic: www.salliemae.com/assets/research/HAP/HowAmericaPaysforCollege2020.pdf



Income Share Agreements - 2020

(see p. 295ff.)

To what extent are you using, or interested in offering, institutionally-funded Income Share Agreements for the following purposes? (53 respondents)



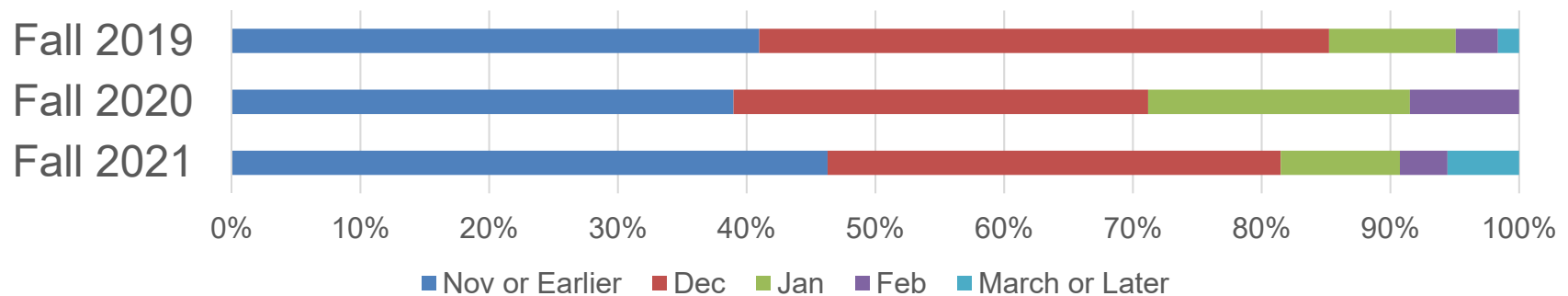
10 CCCU Schools* Announced Tuition Reductions in Recent Years (see p. 252ff.)

School	Year Effective	Prior Year Tuition	Reset Tuition	\$ Change	% Change
Houghton College, NY	2122	\$33,920	\$15,900	\$18,020	53%
Gordon College, MA	2122	\$37,560	\$25,250	\$12,310	33%
Seattle Pacific University, WA	2122	\$46,728	\$35,100	\$11,628	25%
Toccoa Falls College, GA	2021	\$23,184	\$21,120	\$2,064	9%
Bryan College, TN*	2021	\$27,900	\$16,900	\$11,000	39%
Cornerstone U., MI	1819	\$27,520	\$24,500	\$3,020	11%
The Master's Coll. & Sem., CA*	1819	\$33,020	\$25,390	\$7,630	23%
Eastern Nazarene Coll, MA	1819	\$31,780	\$25,598	\$6,182	20%
Univ. of Sioux Falls, SD	1819	\$27,980	\$18,280	\$9,700	35%
Warner Pacific Univ., OR	1819	\$24,500	\$18,660	\$5,840	24%

* Includes former CCCU member institutions



Timing of New Student Awards for 2021-2022 (see p. 183ff.)

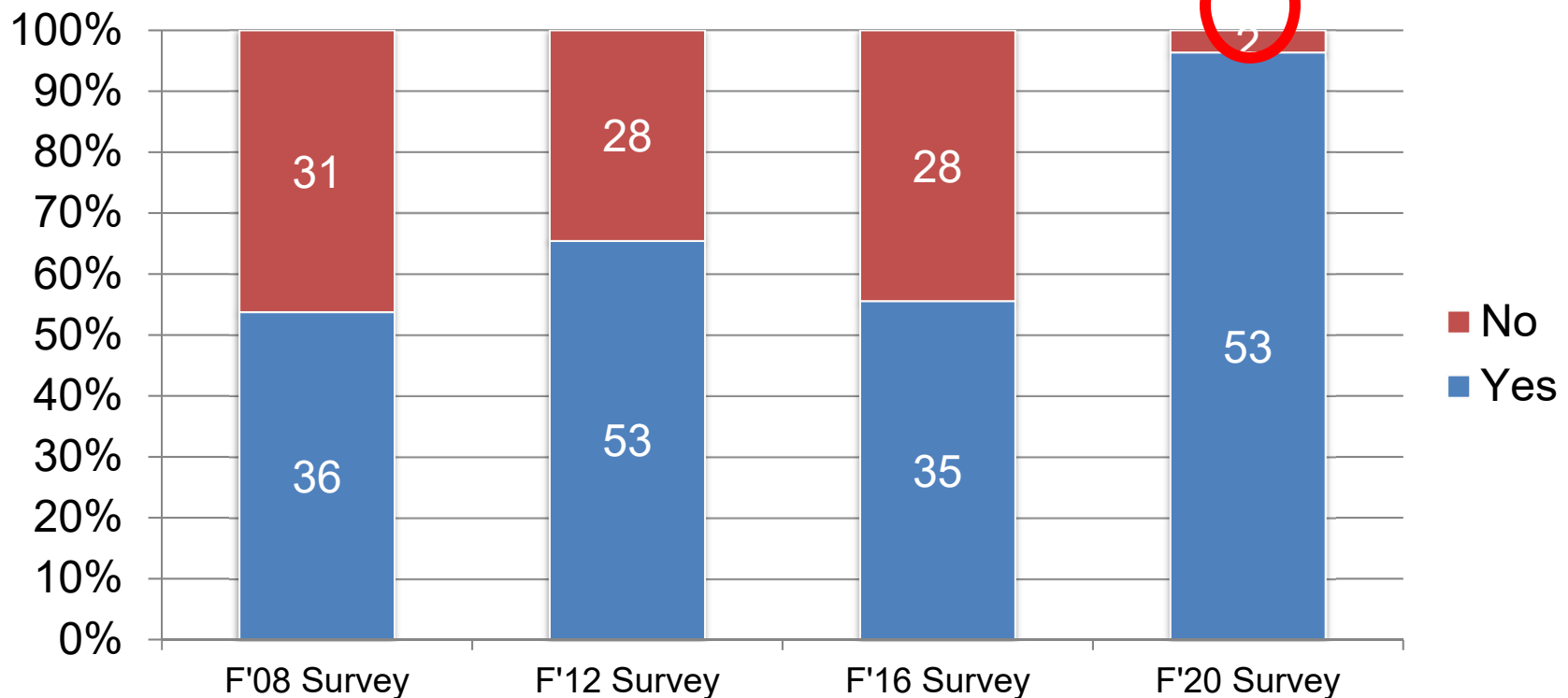


- When will you begin awarding new students for 2021-22?
 - 46% starting November 2020.
 - 35% starting December 2020
 - 9% starting January 2021
 - 4% starting February 2021
 - 6% starting March 2021 or later

Consultant or Leveraging Product (see pp. 203-204)

Have you purchased/used a leveraging product, or hired leveraging consultants, to assist you with your packaging within the last 5 years?

Consultant last 5 Years



Academic Scholarships for Entering New Students – 2008, 2012, 2016 and 2020 Survey Results (see pp. 255-256)

	Percent Receiving Academic Scholarship			
	2008 Survey	2012 Survey	2016 Survey	2020 Survey
Minimum	19%	16%	2%	7%
1 st Quartile	50%	55%	60%	44%
Median	62%	70%	83%	90%
3 rd Quartile	75%	83%	97%	99.9%
Maximum	100%	100%	100%	100%

Percent of Schools offering Targeted Scholarships

2012, 2016 and 2020 Survey Results (see pp. 225-254)

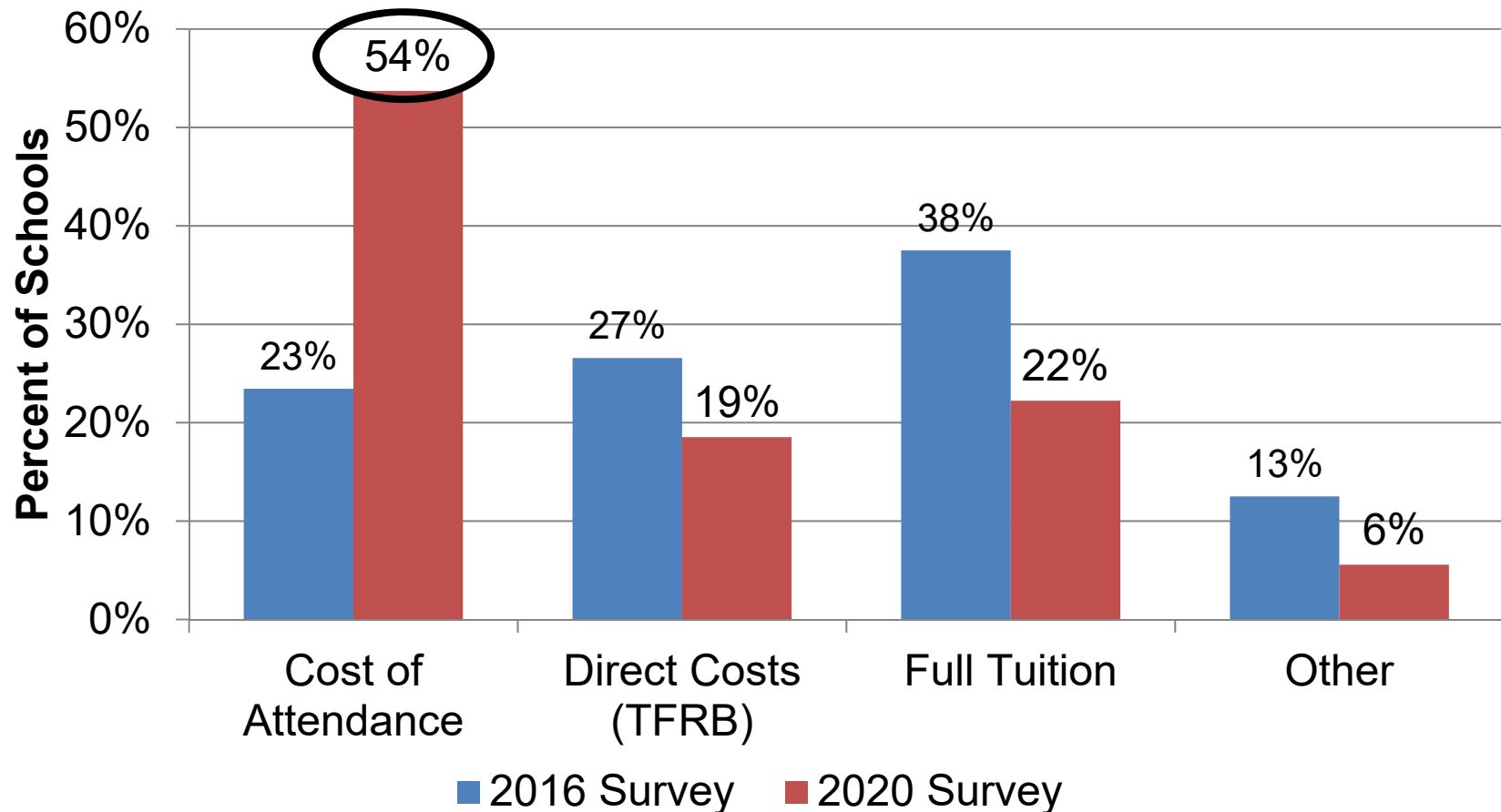
Scholarship	2012 Survey (81 schools)	2016 Survey (62 schools)	2020 Survey (55 schools)
Child of Minister or Missionary	73%	65%	77%
Athletic	71%	71%	72%
International Student	76%	64%	71%
Church Match	64%	66%	71%
Legacy	55%	47%	55%
Denominational Affiliation	40%	47%	49%
Child of Christian Service Worker	37%	29%	41%
Leadership	NA	NA	41%
Student of Color	34%	30%	38%
2 nd in Family	30%	21%	21%
First Generation	5%	10%	18%
Home Schooled	13%	17%	16%
Act Six	NA	NA	12%
Hybrid	16%	21%	7%



Preferential Packaging

Cap on Institutionally Controlled Gift Aid (see pp. 193-194)

“What limits the amount of institutionally controlled gift aid that a student can receive?”




Affordability

- Sticker Price – Tuition & Fees
- Student Aid & Debt
- Loan Defaults
- Affordability at Select Peer Institutions




Chart Legend

 Average (CCCU mean)

 Fourth Quartile (CCCU maximum)

 Third Quartile (CCCU)

 Second Quartile (CCCU median)

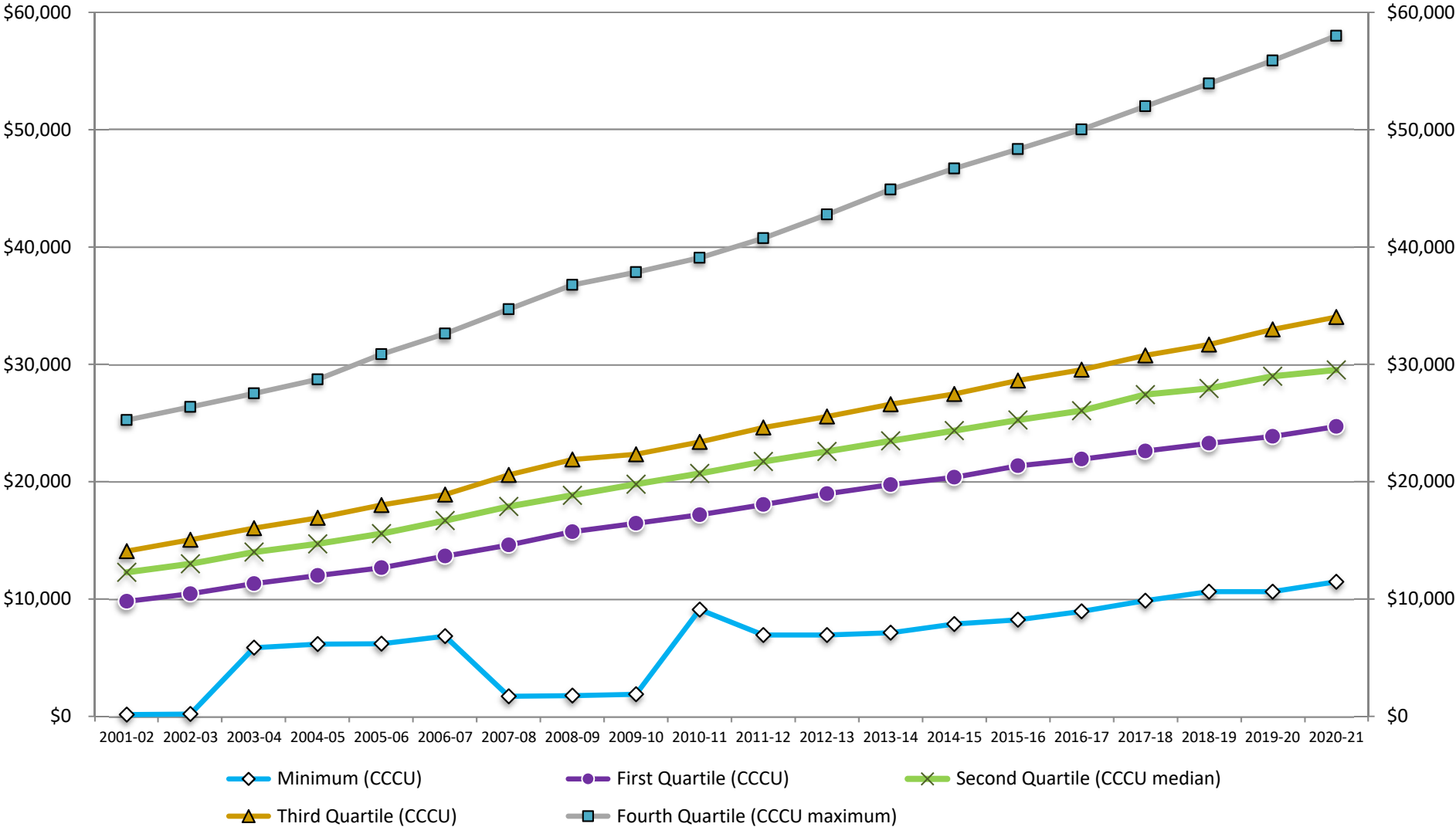
 First Quartile (CCCU)

 Minimum (CCCU)



Tuition and Fees

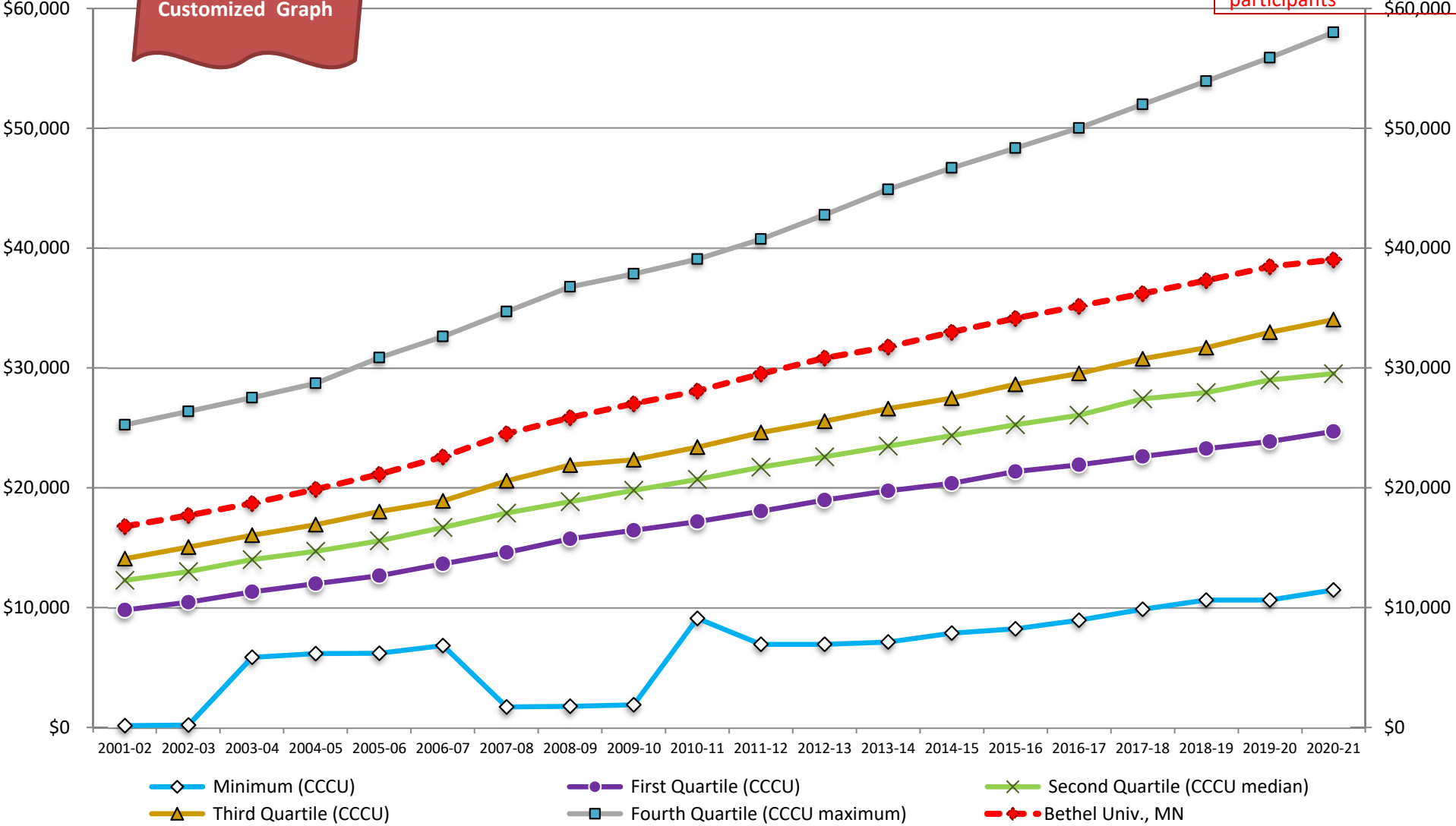
Includes non-survey participants



Tuition and Fees

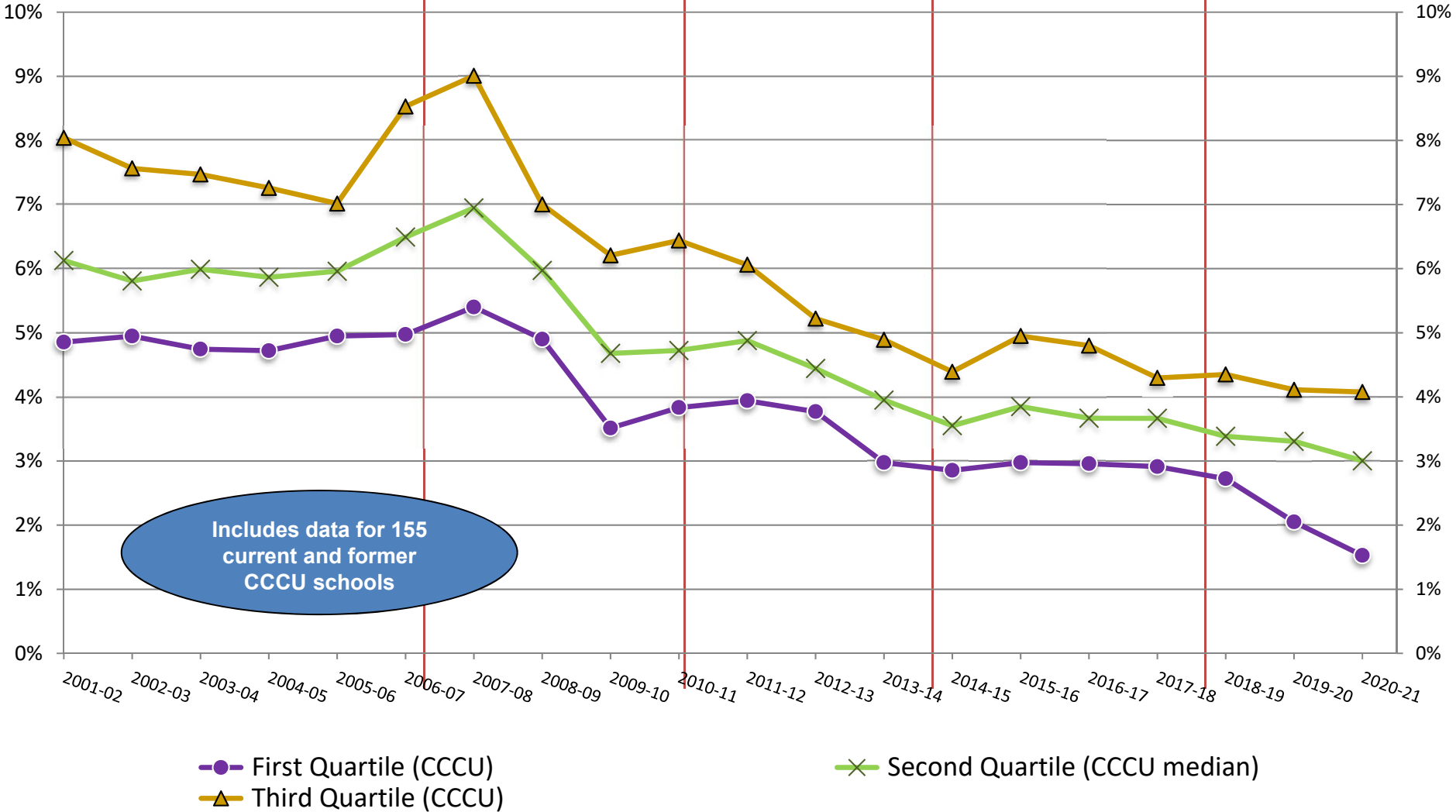
Example of a Customized Graph

Includes non-survey participants



Year over Year Change in Tuition and Fees (Sticker Price) for Traditional Undergraduate Programs

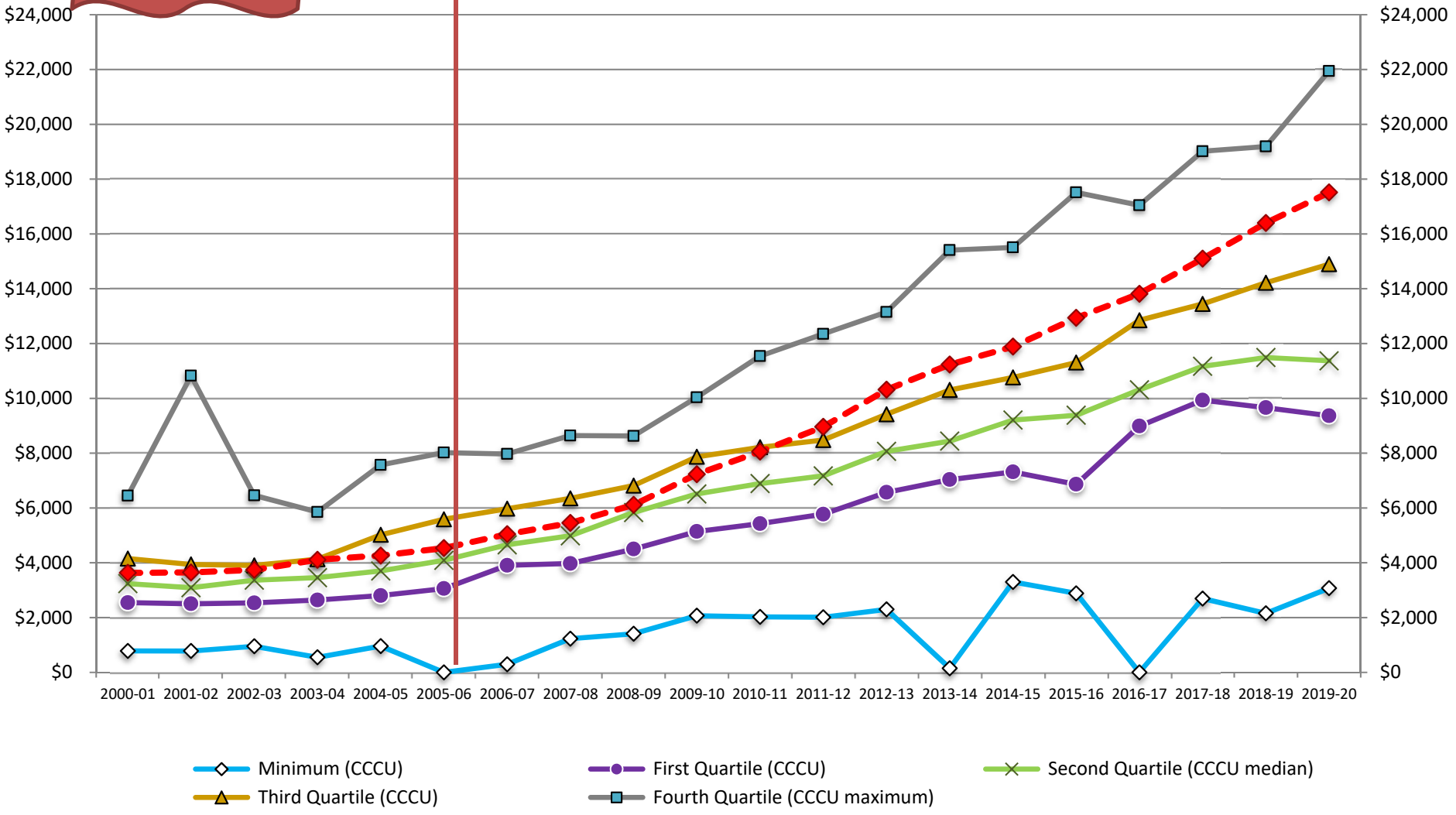
Includes non-survey participants



Example of a Customized Graph

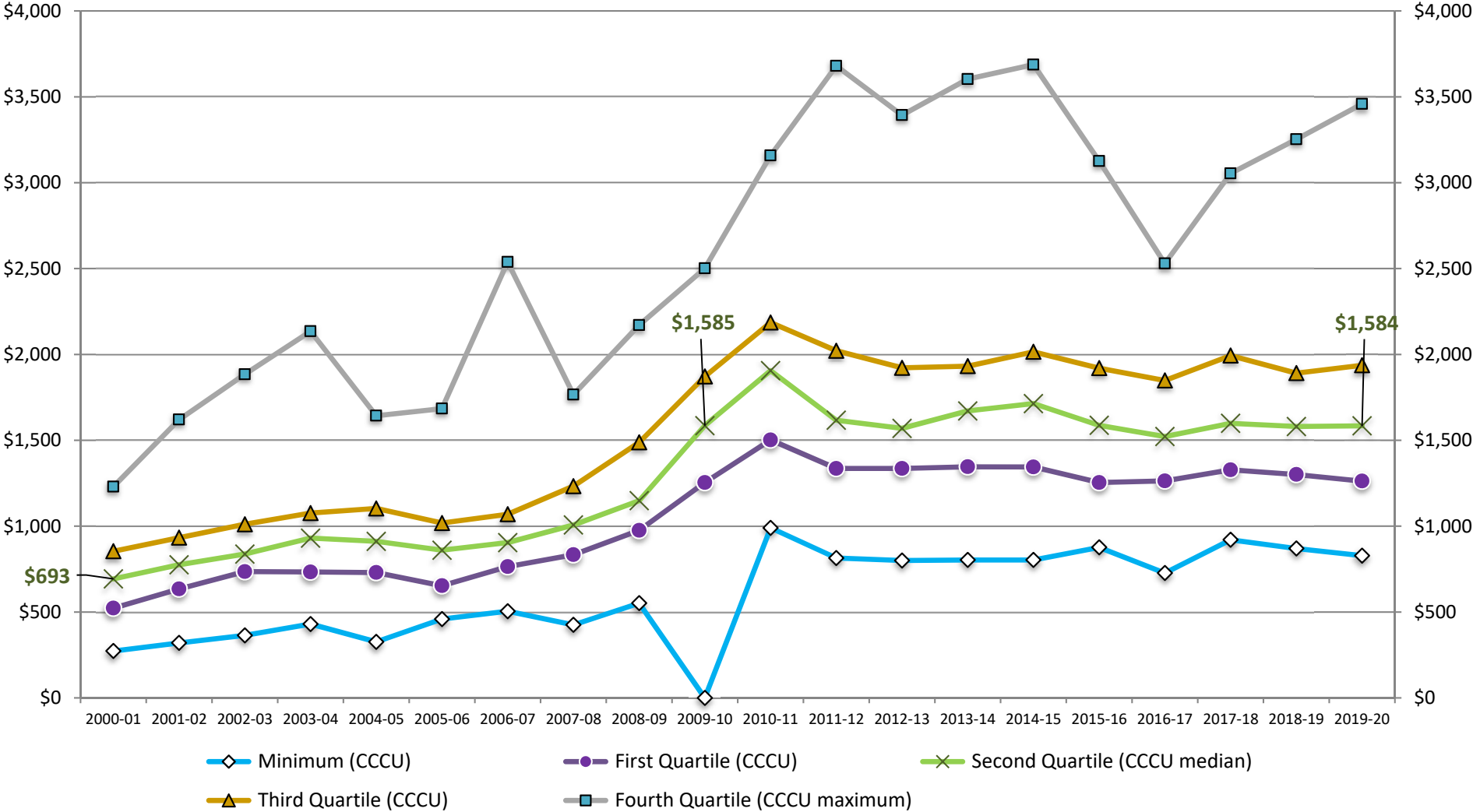
Average Unfunded Institutional Gift Aid

(per enrolled student) in Traditional Undergraduate Programs



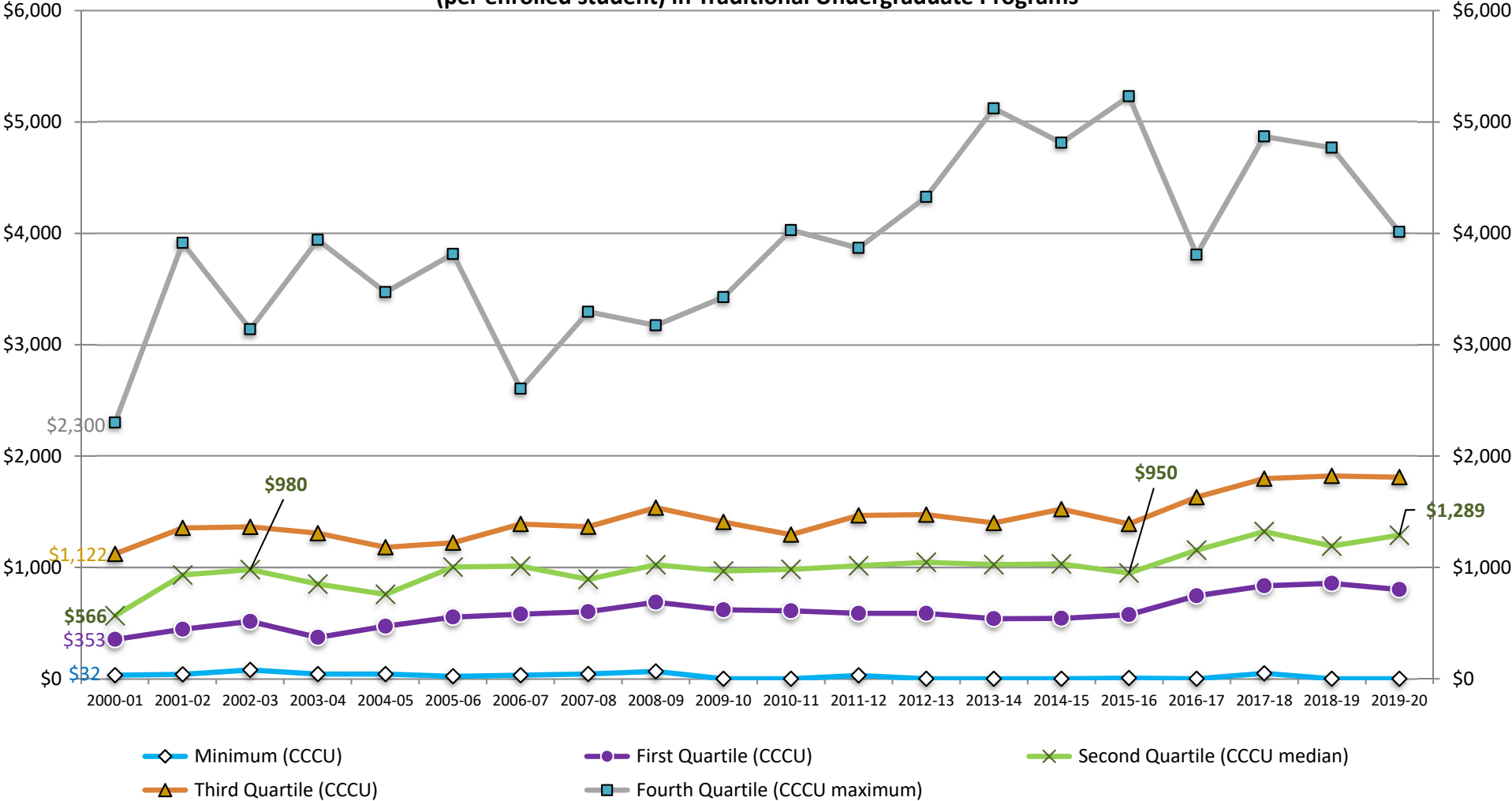
Average Federal Gift Aid

(per enrolled student) in Traditional Undergraduate Programs



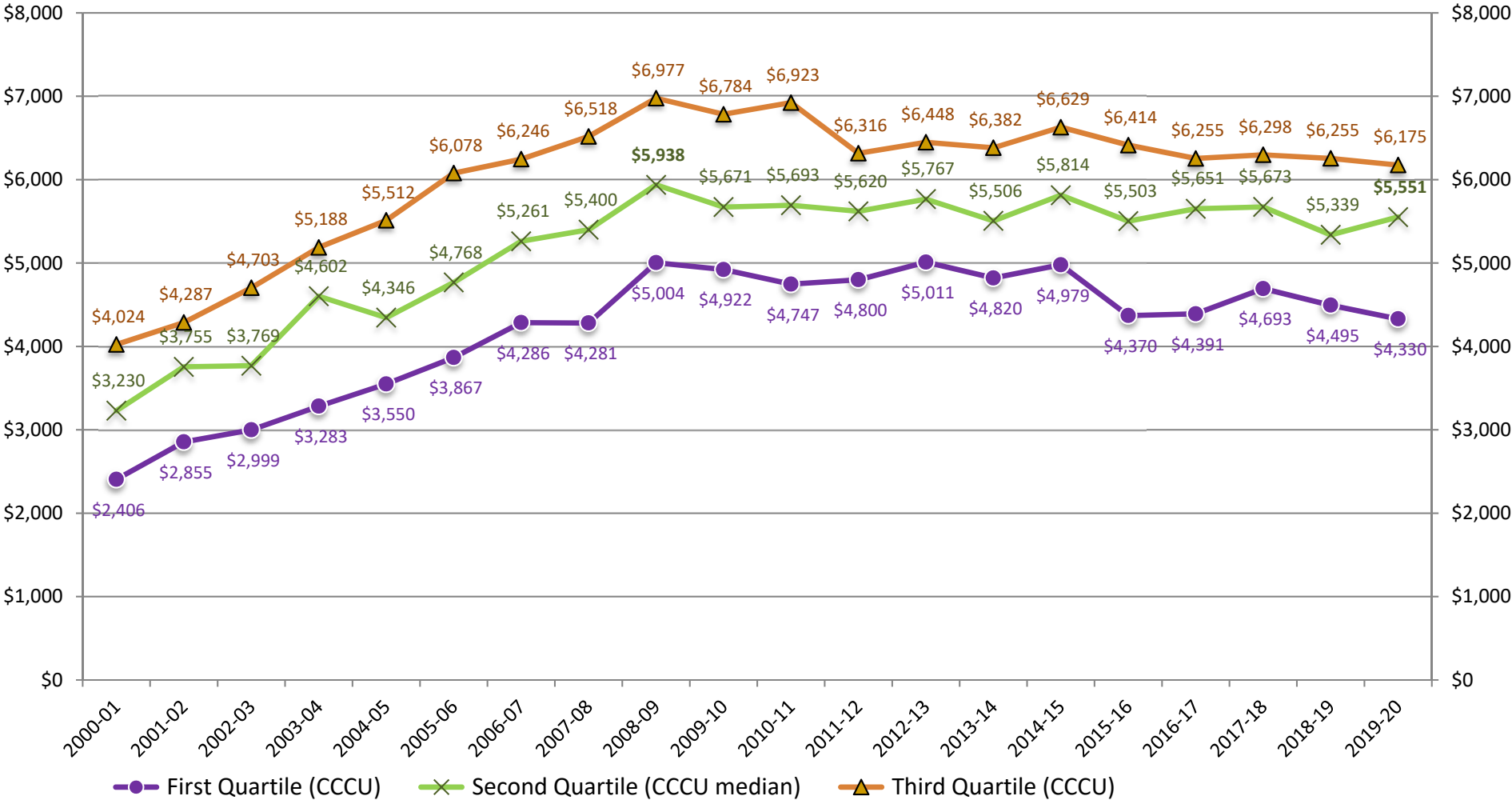
Average State Gift Aid

(per enrolled student) in Traditional Undergraduate Programs



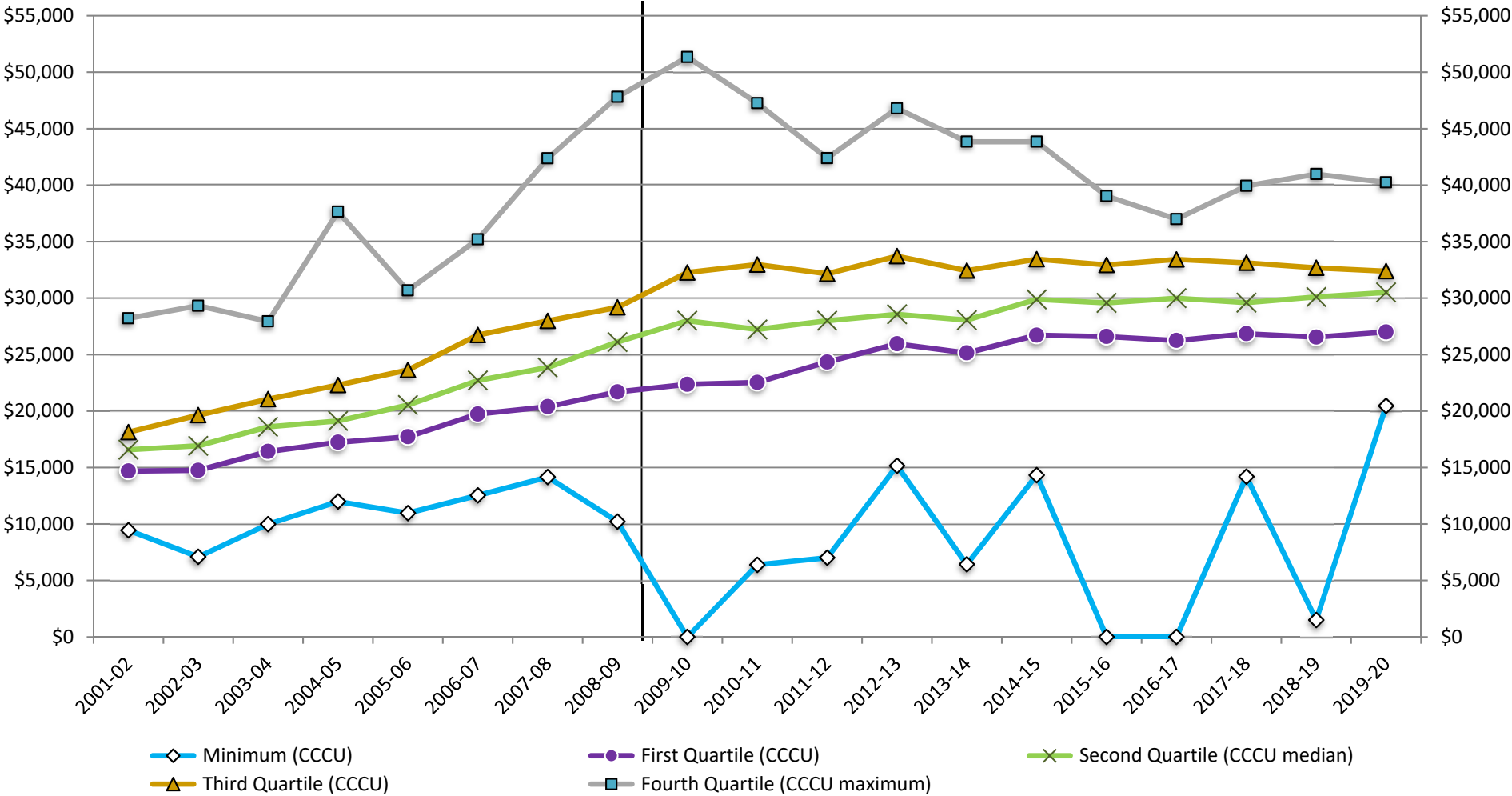
Average Loan: *Student only*

(per enrolled student) Traditional Undergraduates



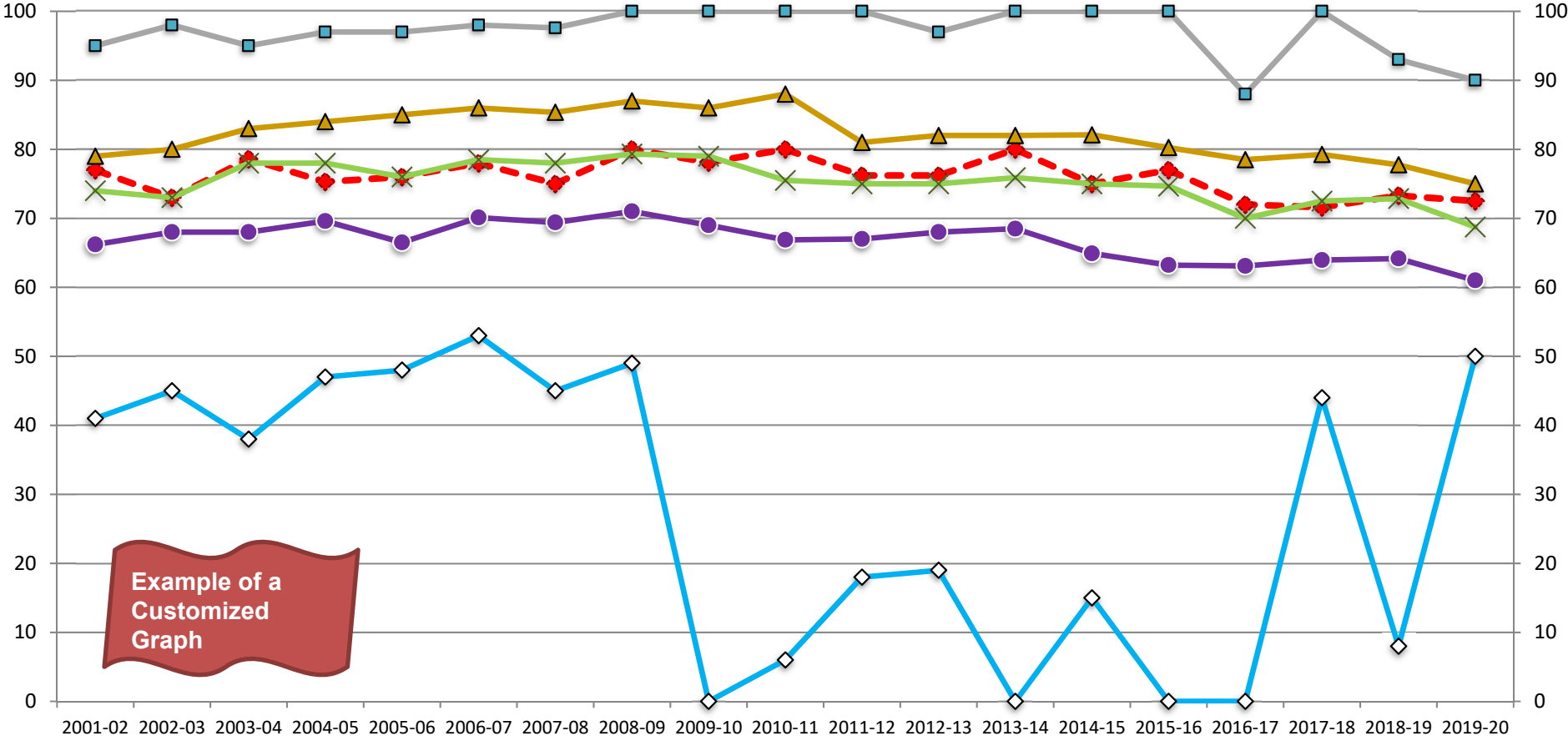
Average Educational Debt of Graduates

from Traditional Undergraduate Programs (borrowers only)



% of Graduates Borrowing Educational Loans

in Traditional Undergraduate Programs

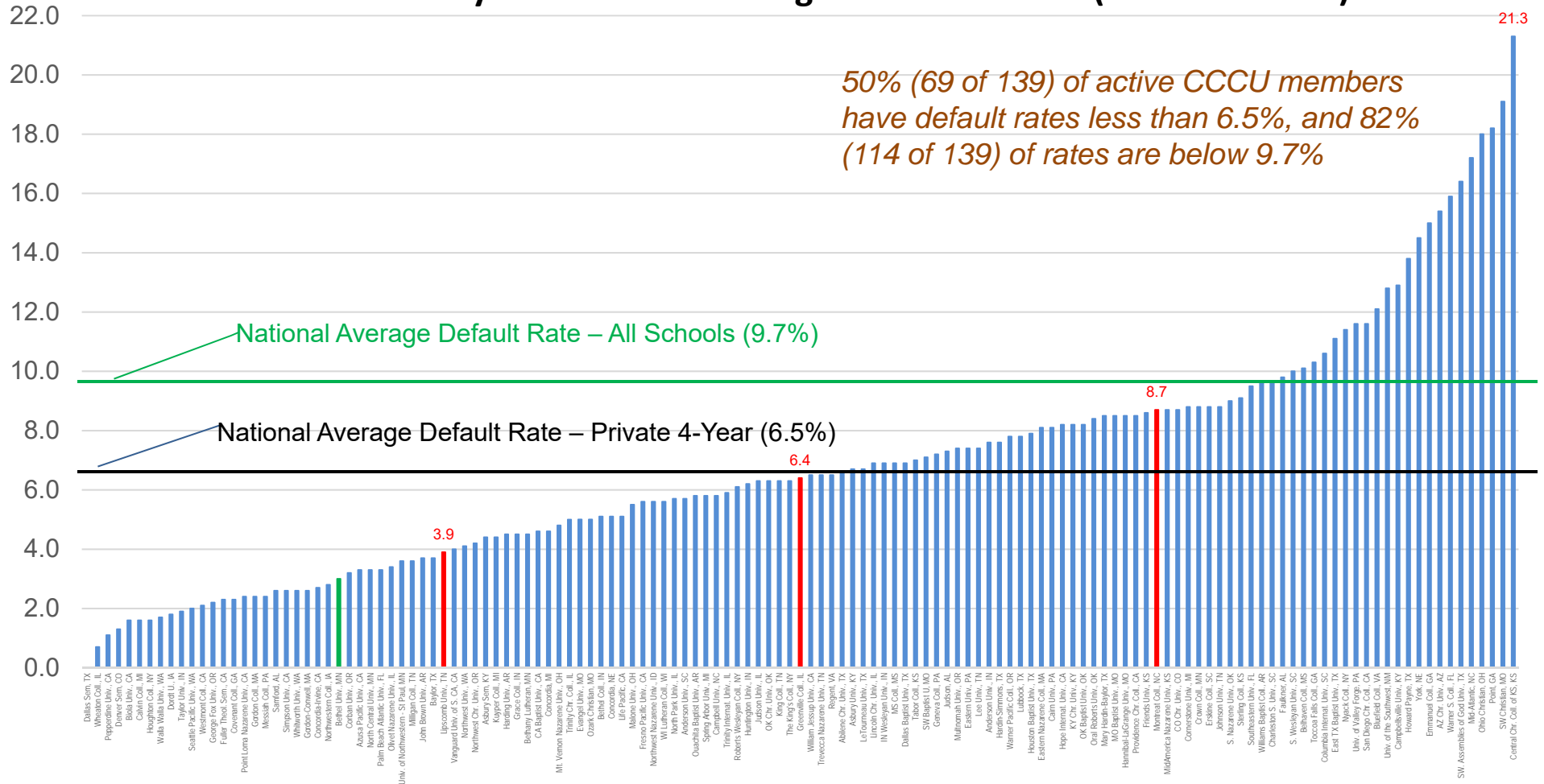


Example of a Customized Graph

- Bethel Univ., MN
- Second Quartile (CCCU median)
- Minimum (CCCU)
- Third Quartile (CCCU)
- First Quartile (CCCU)
- Fourth Quartile (CCCU maximum)

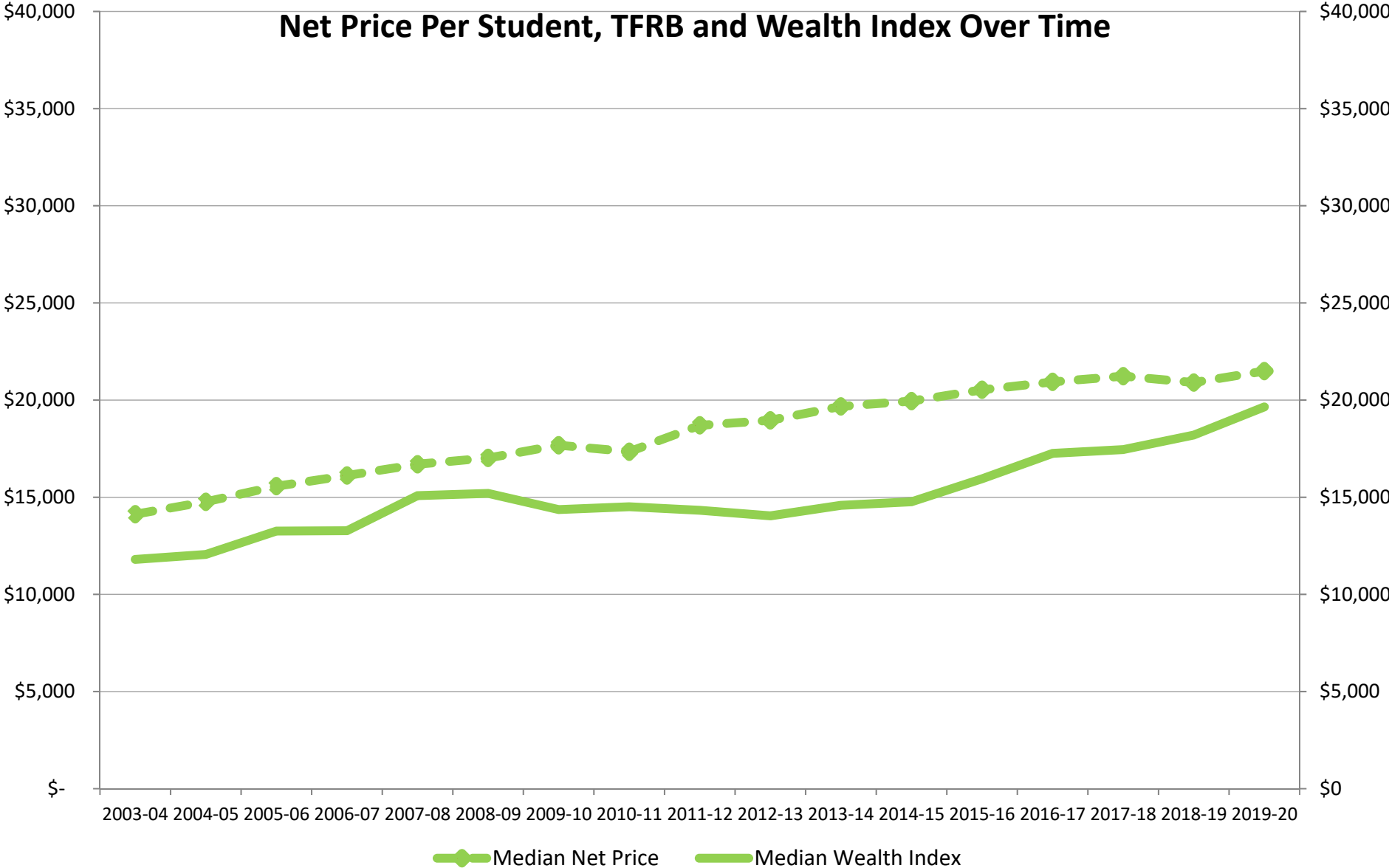
3-Year Cohort Default Rates Active CCCU Members

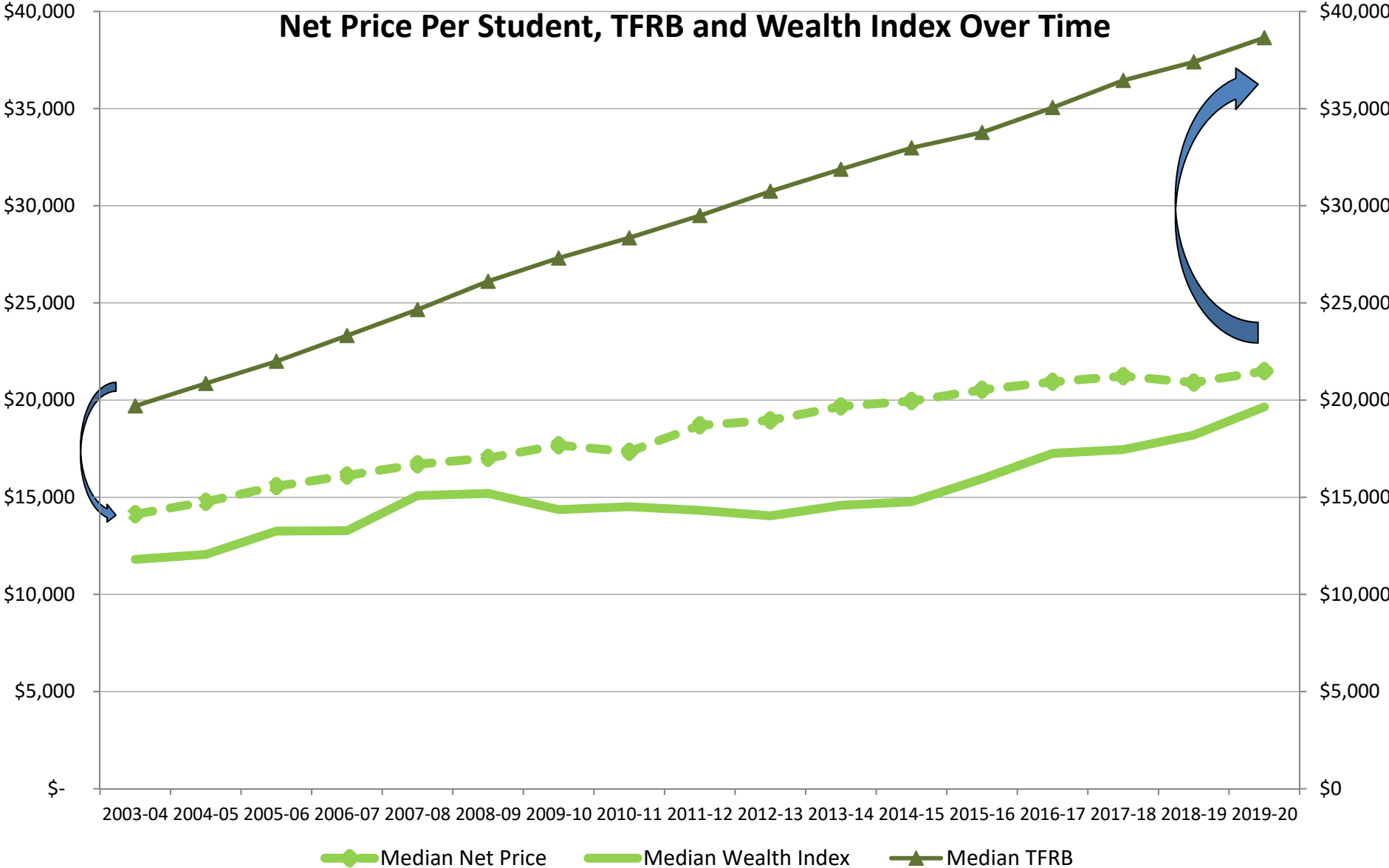
Most recent three-year default rate on government loans (FY2017 official).



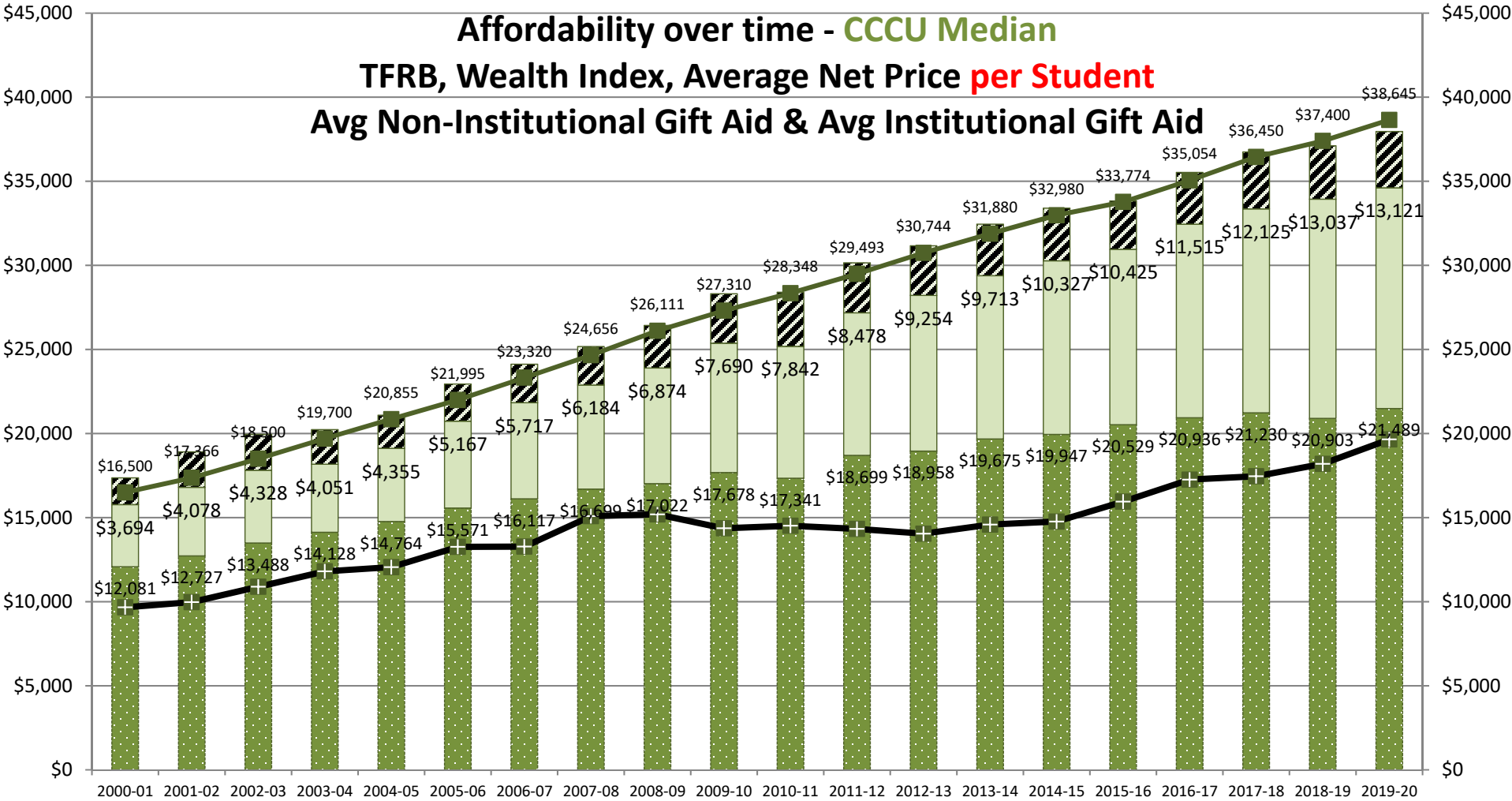
SOURCE: U.S. Department of Education Default Management, Official Cohort Default Rates for Schools, retrieved 12.12.2020 <https://www2.ed.gov/offices/OSFAP/defaultmanagement/cdr.html>







Traditional Undergraduate Programs

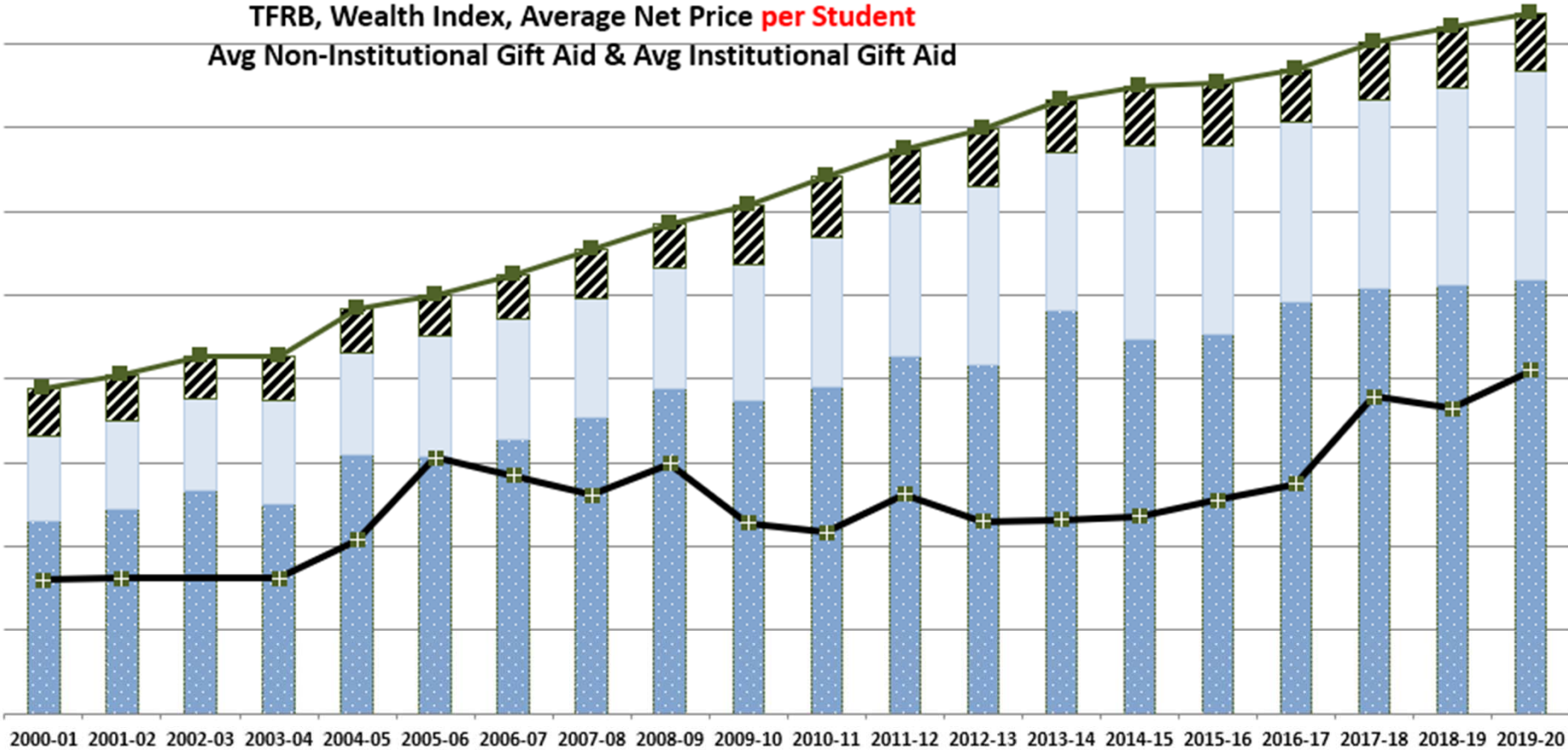


TFRB = Annual Tuition, Fees, Room & Board charged to new students enrolled full-time for fall and spring terms
Total Gift Aid = Sum of grants and scholarships from all sources (federal, state, institutional, private)
Net Price = TFRB minus Average "Total Gift Aid" per student approximates the amount students pay for TFRB.
Wealth Index is an estimate of how much parents of dependent students are expected to pay per year, using Federal Methodology (assumes parent contribution for all students from non-need homes equals their school's TRFB).

- CCCU Second Quartile (median): Avg. Non-Inst. Gift Aid
- CCCU Second Quartile (median): Original Avg Total IGA (w Tuition Remission)
- CCCU Second Quartile (median): Net Price
- CCCU Second Quartile (median): Wealth Index
- CCCU Second Quartile (median): TFRB

Affordability over time - School 2

TFRB, Wealth Index, Average Net Price per Student
 Avg Non-Institutional Gift Aid & Avg Institutional Gift Aid



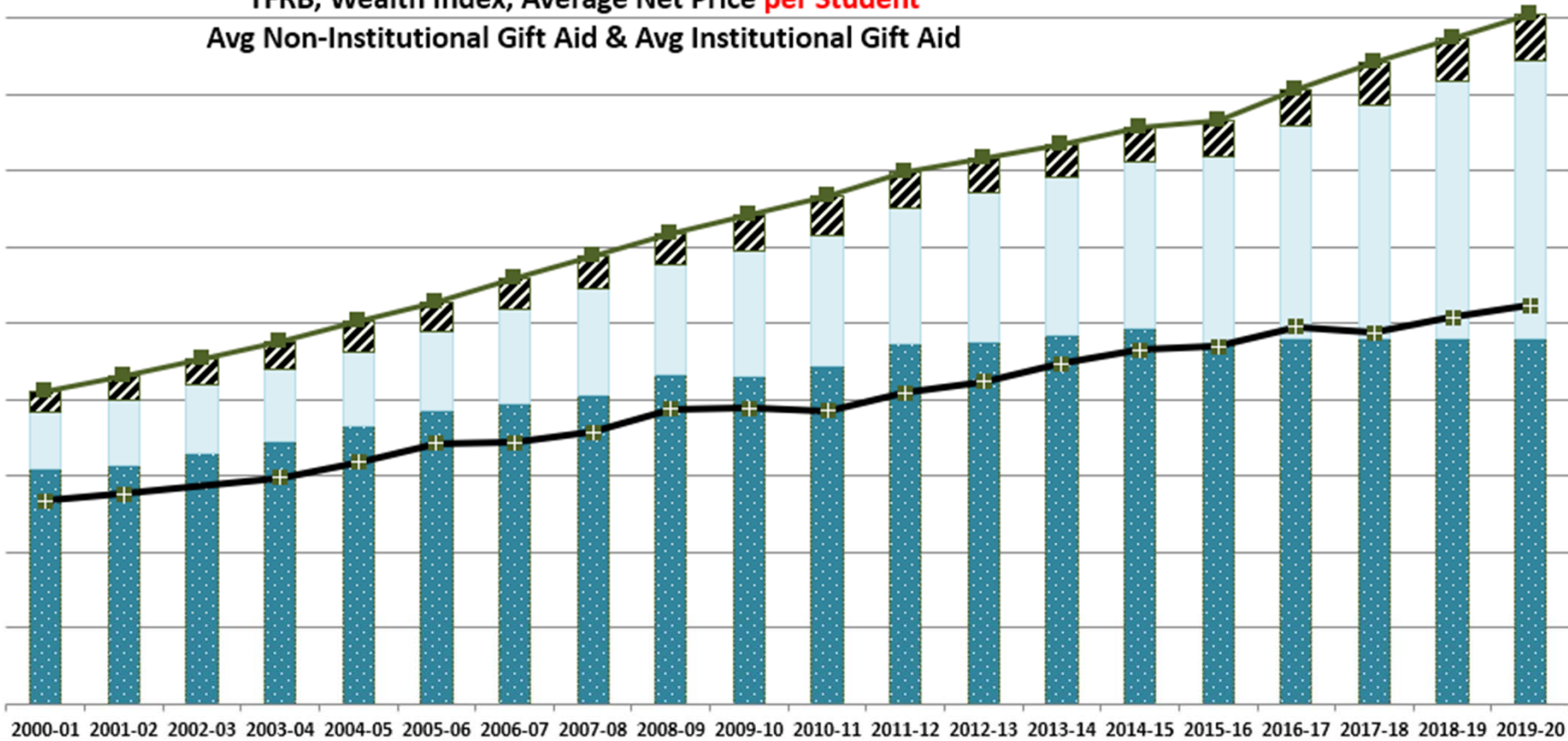
TFRB = Annual Tuition, Fees, Room & Board charged to new students enrolled full-time for fall and spring terms
 Avg Non-Institutional Gift Aid = Average per enrolled student of federal, state and private grants and scholarships
 Avg Institutional Gift Aid = Average per enrolled student of institutional grants, scholarships and tuition remission
 Avg Total Gift Aid = Average per enrolled student of the sum of non-institutional and institutional gift aid
 Net Price per student = TFRB minus "Avg Total Gift Aid" per student approximates the amount students pay for TFRB.
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Avg. Non-Inst. Gift Aid
 Original Avg Total IGA (w Tuition Remission)
 Net Price
 Wealth Index
 TFRB

Affordability over time - School 5

TFRB, Wealth Index, Average Net Price per Student

Avg Non-Institutional Gift Aid & Avg Institutional Gift Aid

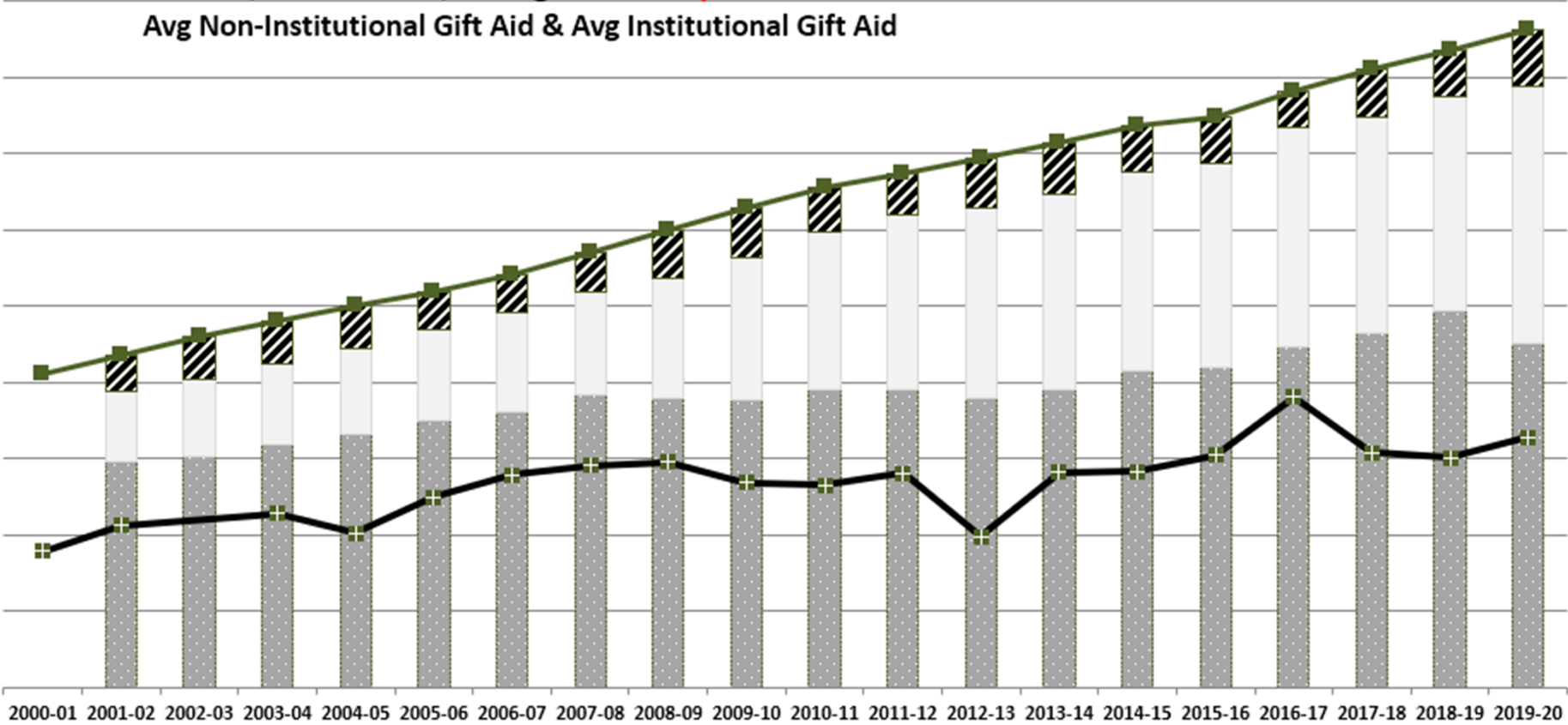


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 Wealth Index is an estimate of how much parents of dependent students are expected to pay per year, using Federal Methodology (assumes parent contribution for all students from non-need homes equals their school's TRFB).

 Avg. Non-Inst. Gift Aid
 Original Avg Total IGA (w Tuition Remission)
 Net Price
 Wealth Index
 TFRB

Affordability over time - School 7

TFRB, Wealth Index, Average Net Price **per Student**
 Avg Non-Institutional Gift Aid & Avg Institutional Gift Aid



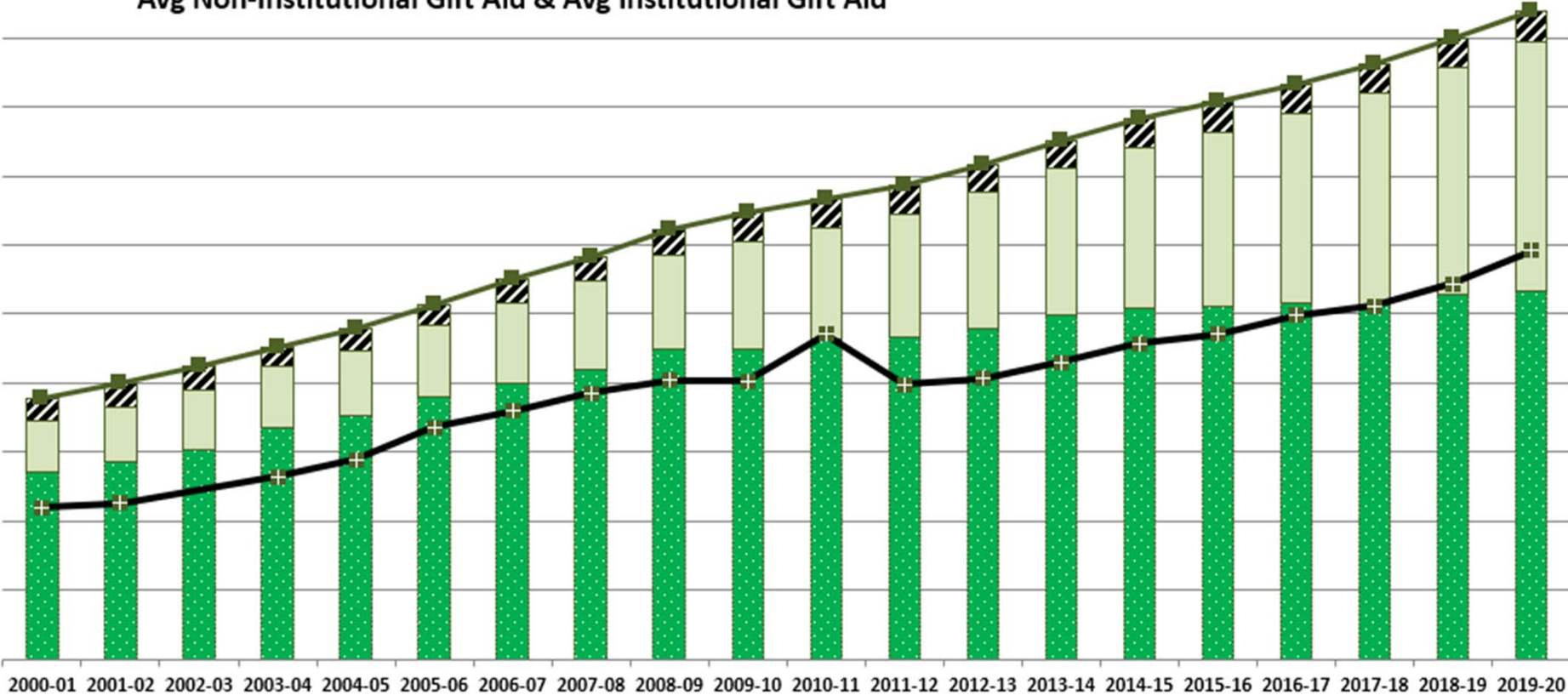
TFRB = Annual Tuition, Fees, Room & Board charged to new students enrolled full-time for fall and spring terms
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 Wealth Index is an estimate of how much parents of dependent students are expected to pay per year, using Federal Methodology (assumes parent contribution for all students from non-need homes equals their school's TRFB).

 Avg. Non-Inst. Gift Aid
 Original Avg Total IGA (w Tuition Remission)
 Net Price
 Wealth Index
 TFRB


Affordability over time - School 8

TFRB, Wealth Index, Average Net Price **per Student**

Avg Non-Institutional Gift Aid & Avg Institutional Gift Aid



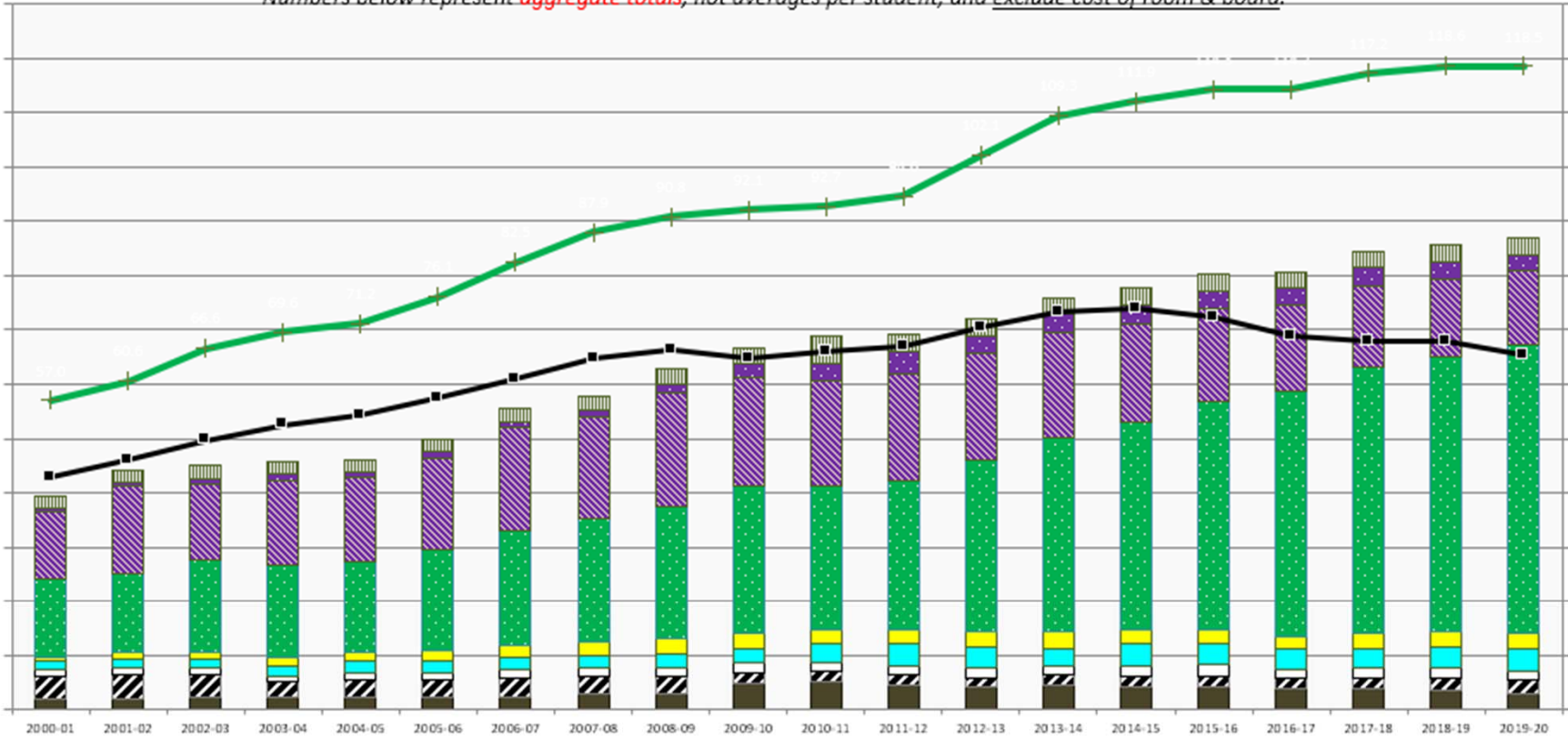
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 Avg. Non-Inst. Gift Aid
 Original Avg Total IGA (w Tuition Remission)
 Net Price
 Wealth Index
 TFRB

Sources of Institutional Tuition & Fee Revenue Over Time - School 8

Undergraduate Students in Traditional Programs (In millions of dollars)

Numbers below represent *aggregate totals*, not averages per student, and *exclude cost of room & board*.



Gross T&F Revenue = Actual Total Tuition & Fee Revenue (from FISAP – portion of undergraduate revenue from students in traditional programs)
Net T&F Revenue = Actual Total Tuition & Fee Revenue minus unfunded institutional gift aid
Federal Gift Aid = Actual total revenue from federal sources (includes Pell, FSEOG, TEACH, etc.)
State Gift Aid = Actual total revenue from state sources
Unfunded Institutional Gift Aid = Actual total unrestricted institutional grants and scholarships allocated from the institutional general fund.
Funded Institutional Gift Aid = Actual total restricted institutional grants and scholarships, financed by gifts, endowment income or other revenue sources that can only be used for student financial aid.
Tuition Remission = Actual total tuition remission (institutional gift aid provided as a condition of student's or parent's employment).
Private Gift Aid = Actual third party scholarships
Student Loans = Actual total educational loans borrowed by students
Parent Loans = Actual total educational loans borrowed by parents (e.g. PLUS)
Work Earnings = Actual total earnings (federal, state and institutional programs)

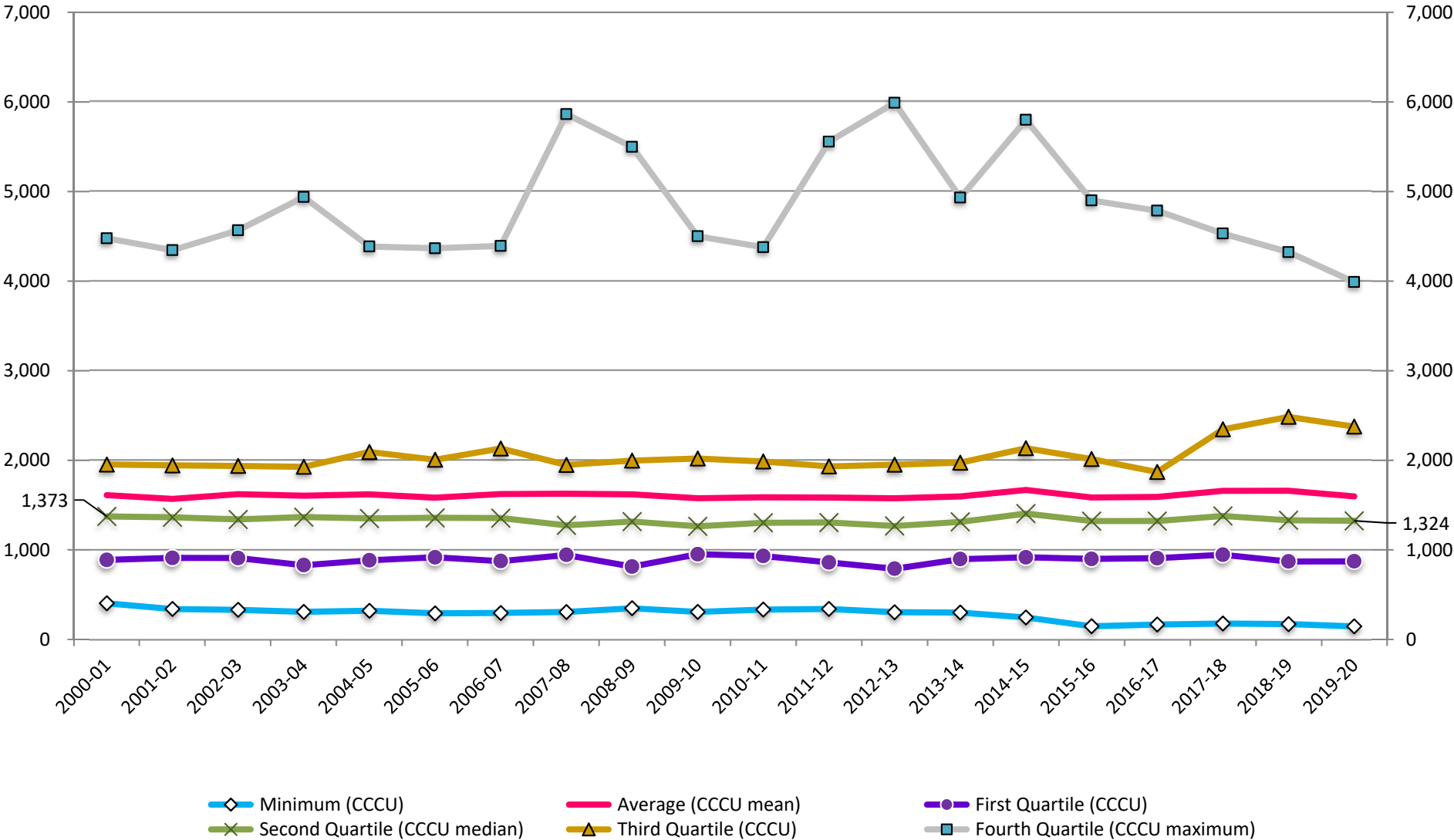
- : Work Earnings
- : Parent Loans
- : Student Loans
- : Unfunded IGA
- : Tuition Remission
- : Funded IGA
- : Private Gift Aid
- : State Gift Aid
- : Federal Gift Aid
- : Net T&F Revenue
- : Gross T&F Revenue



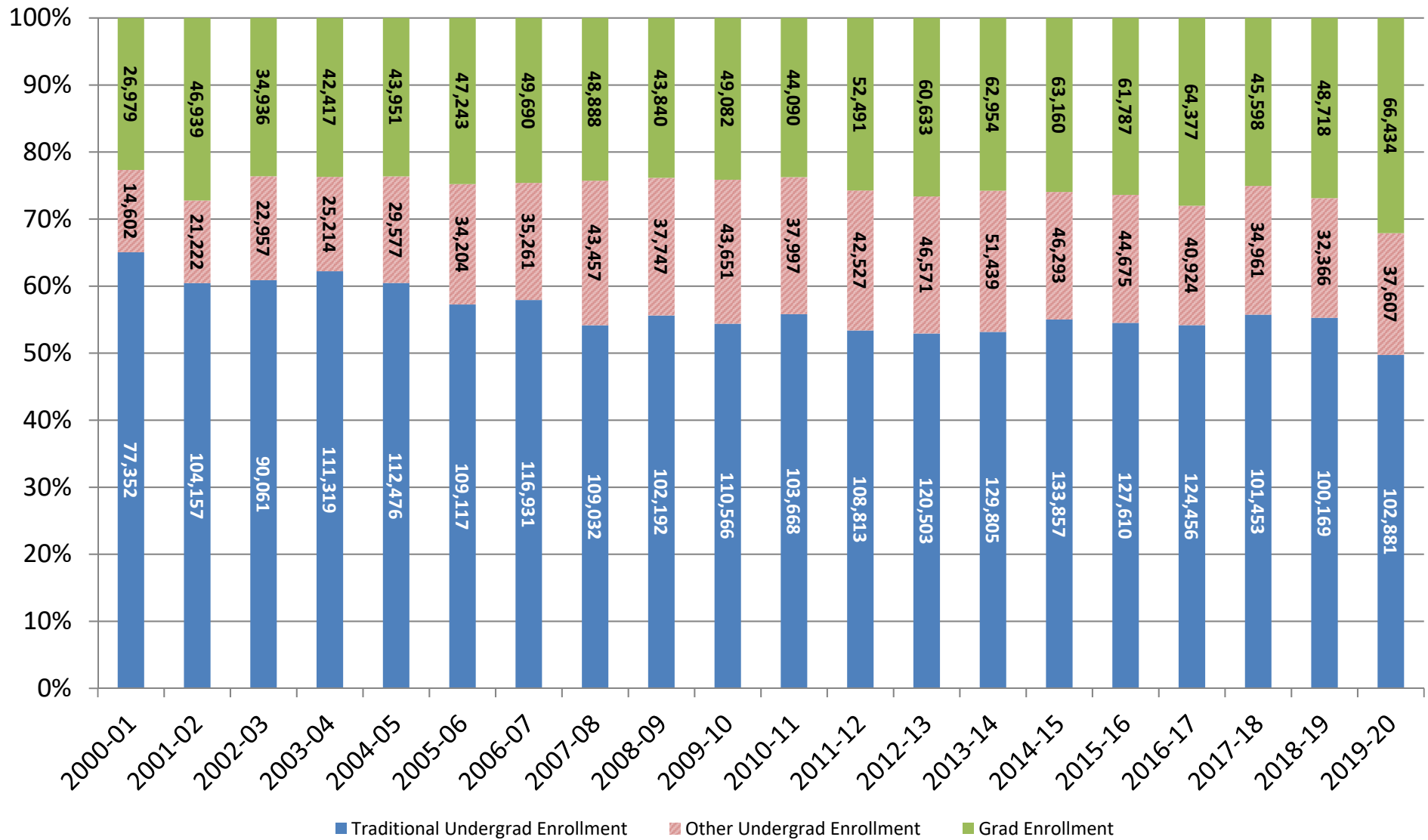
Institutional Financial Health

- Enrollment
- Discount Rates
- Family Ability to Pay
 - Need
 - Wealth
- Net Tuition Revenue
- Characteristics of “Healthy” Institutions

Traditional Undergraduate Enrollment



Total Enrollment - All Respondents





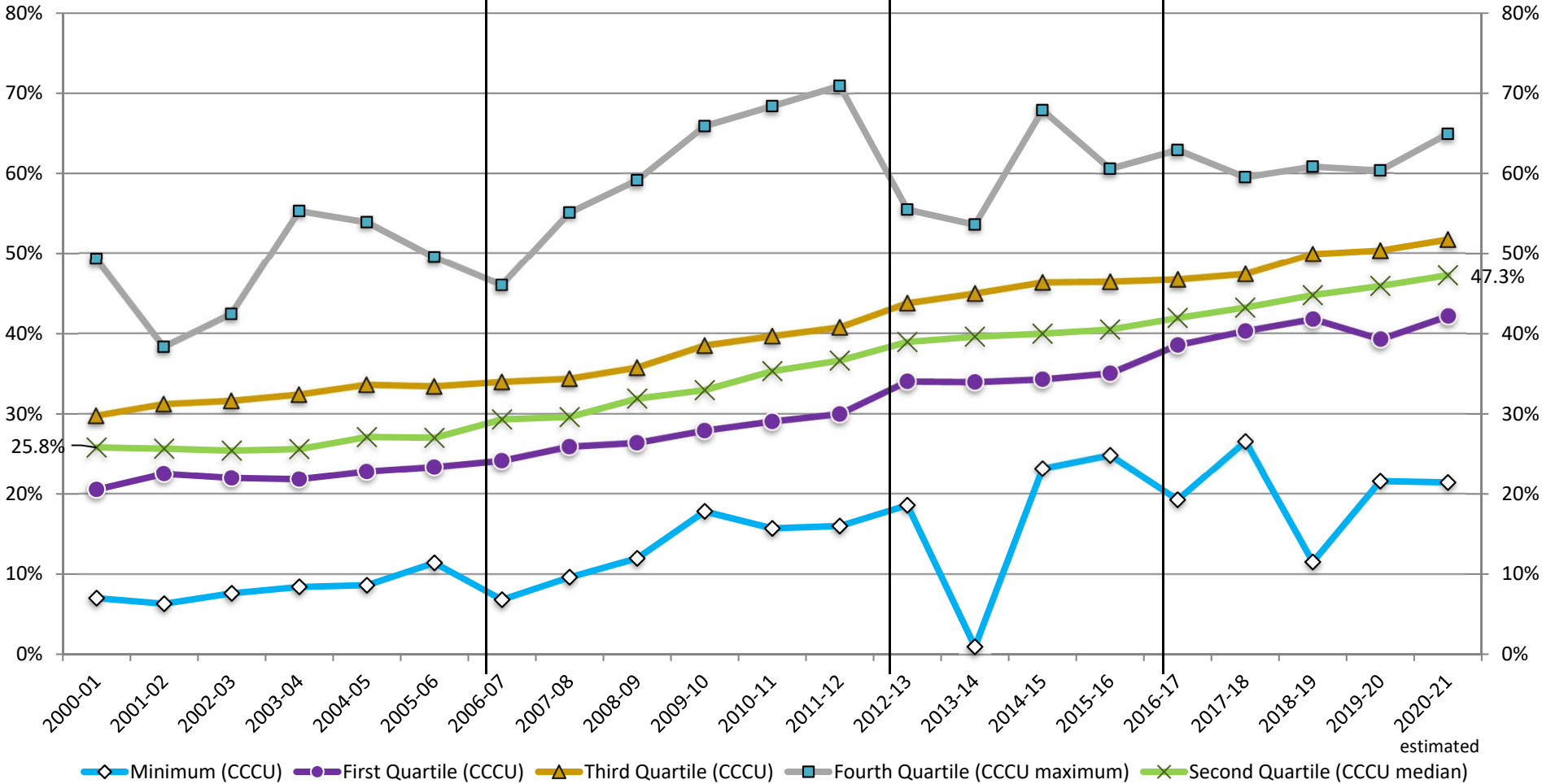
Discount Rate Calculation

- Unfunded
 - "Unrestricted Institutional gift aid" divided by "tuition and fee revenue"
- NACUBO
 - (Unrestricted institutional gift aid + endowed + restricted) divided by "tuition and fee revenue"
- Neither calculation includes employee tuition remissions

Unfunded Discount Rates in CCCU Schools

Traditional Undergraduate Programs

(2020-21 data is estimated)



“Target” Unfunded Discount Rate for 2020-21 *New Students* (see p. 130)

	New Student Target Rate	All Student Estimated Rate	Gap
Minimum	23.0%	21.4%	+1.6 Points
First Quartile	47.0%	42.1%	+4.9 Points
Median	51.2%	47.4%	+3.8 Points
Third Quartile	56.5%	51.7%	+4.8 Points
Maximum	65.0%	64.9%	+0.1 Points

2019-20 Non-Need Students

(see p. 173ff.)

Percentage of non-need students receiving gift aid

- 17 of 52 (33%) schools gave non-need gift aid to over 97% of their non-need students
 - Minimum = 17.4%
 - 1st quartile = 69.9%
 - Median = 94.1%
 - 3rd quartile = 99.5%
 - Max = 100% (12 schools)

Average total gift aid per non-need aid recipient

- Minimum = \$4,508
- 1st quartile = \$12,136
- Median = **\$14,583**
- 3rd quartile = \$17,267
- 5 schools over \$20,000
- Max = \$23,940

Weighted average total gift aid per needy recipient \$19,251

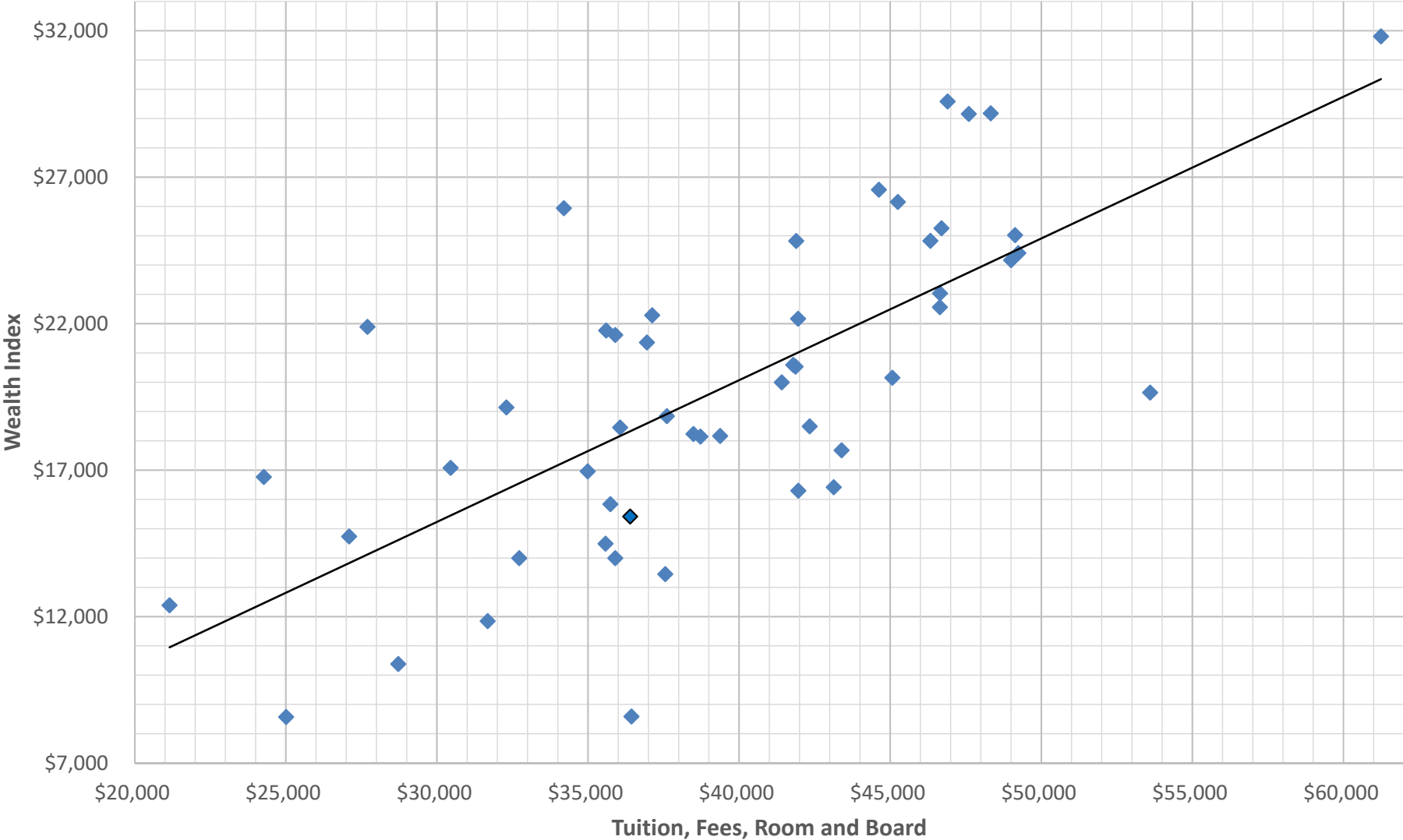


Price compared with Family Wealth

(see p. 159ff.)

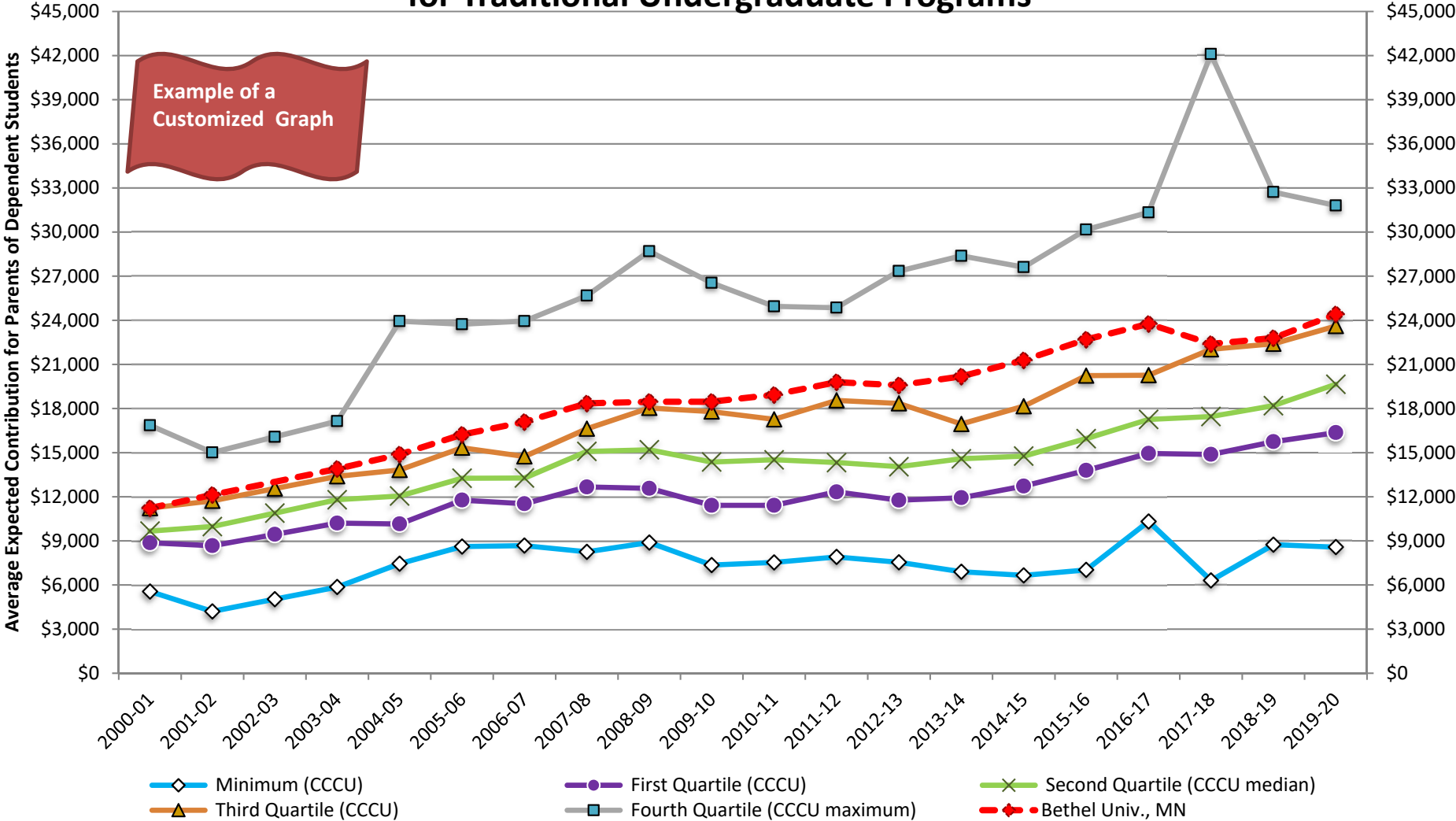
- The "wealth index" is an approximate measurement of expected parent contribution from non-independent student families (whether or not they show need).
- A positive variance means that, compared to other reporting schools, families are wealthier than the norm.

Price Compared with Family Wealth: 2019-20

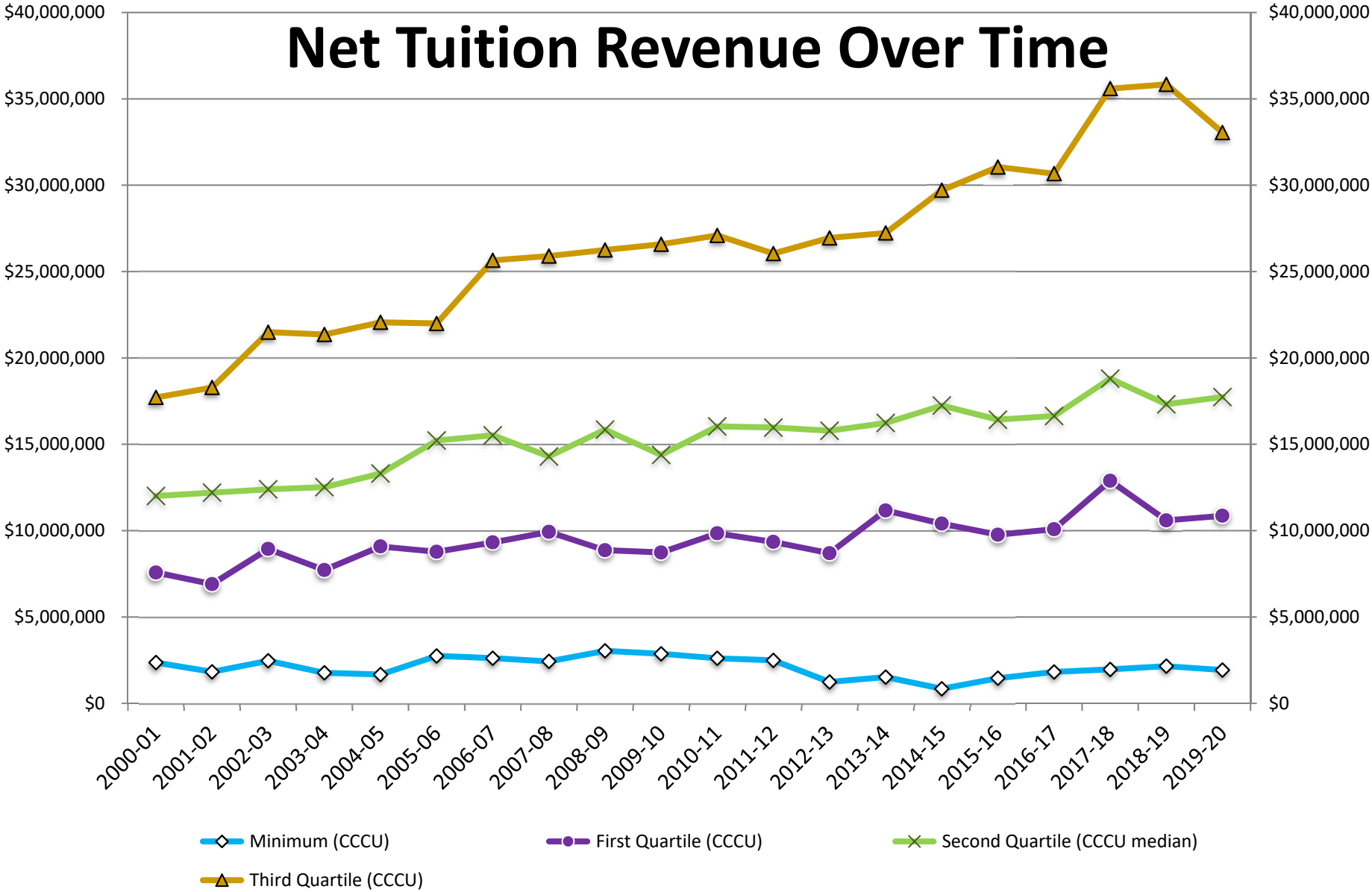


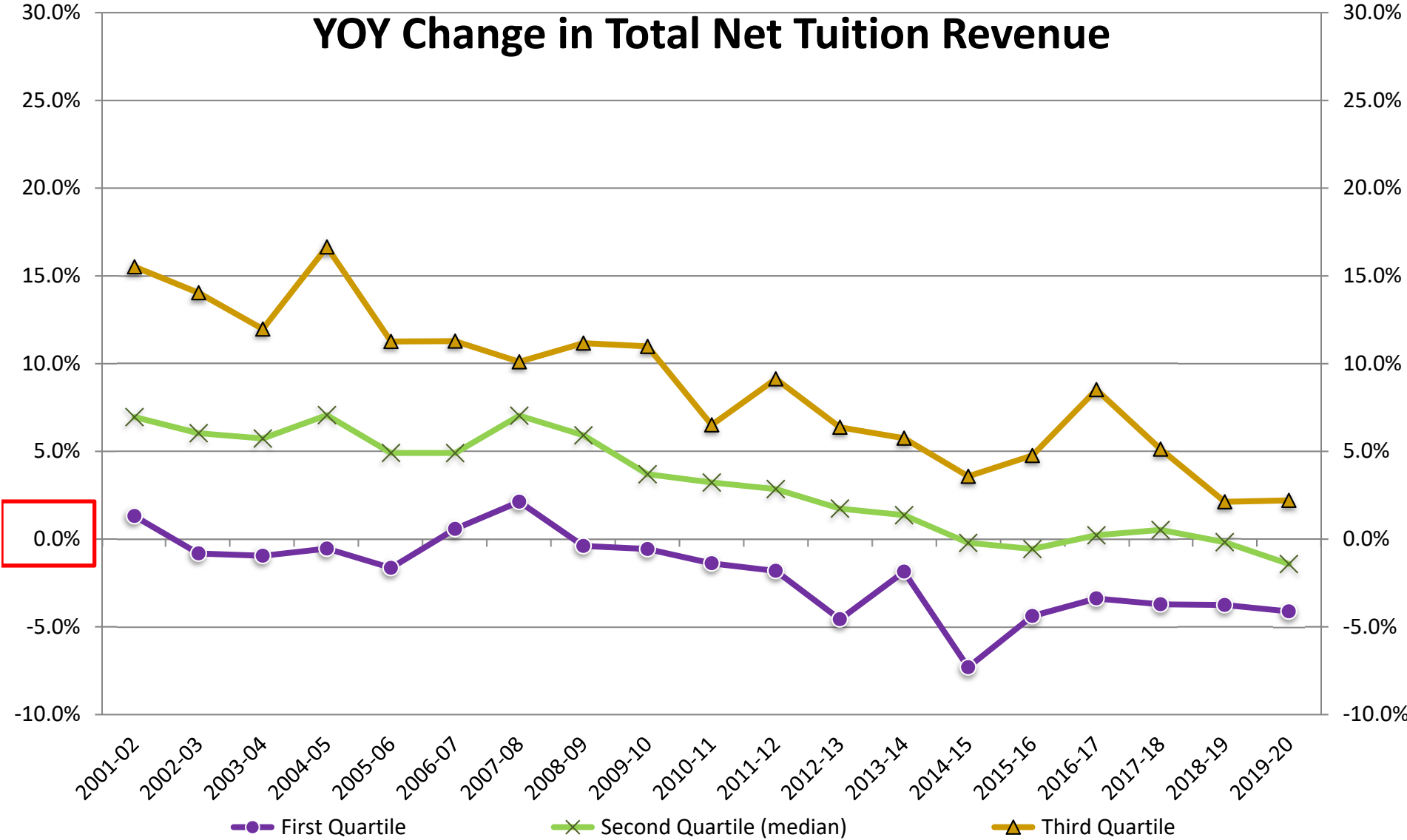
Family Ability to Pay (Wealth Index)

for Traditional Undergraduate Programs



Net Tuition Revenue Over Time

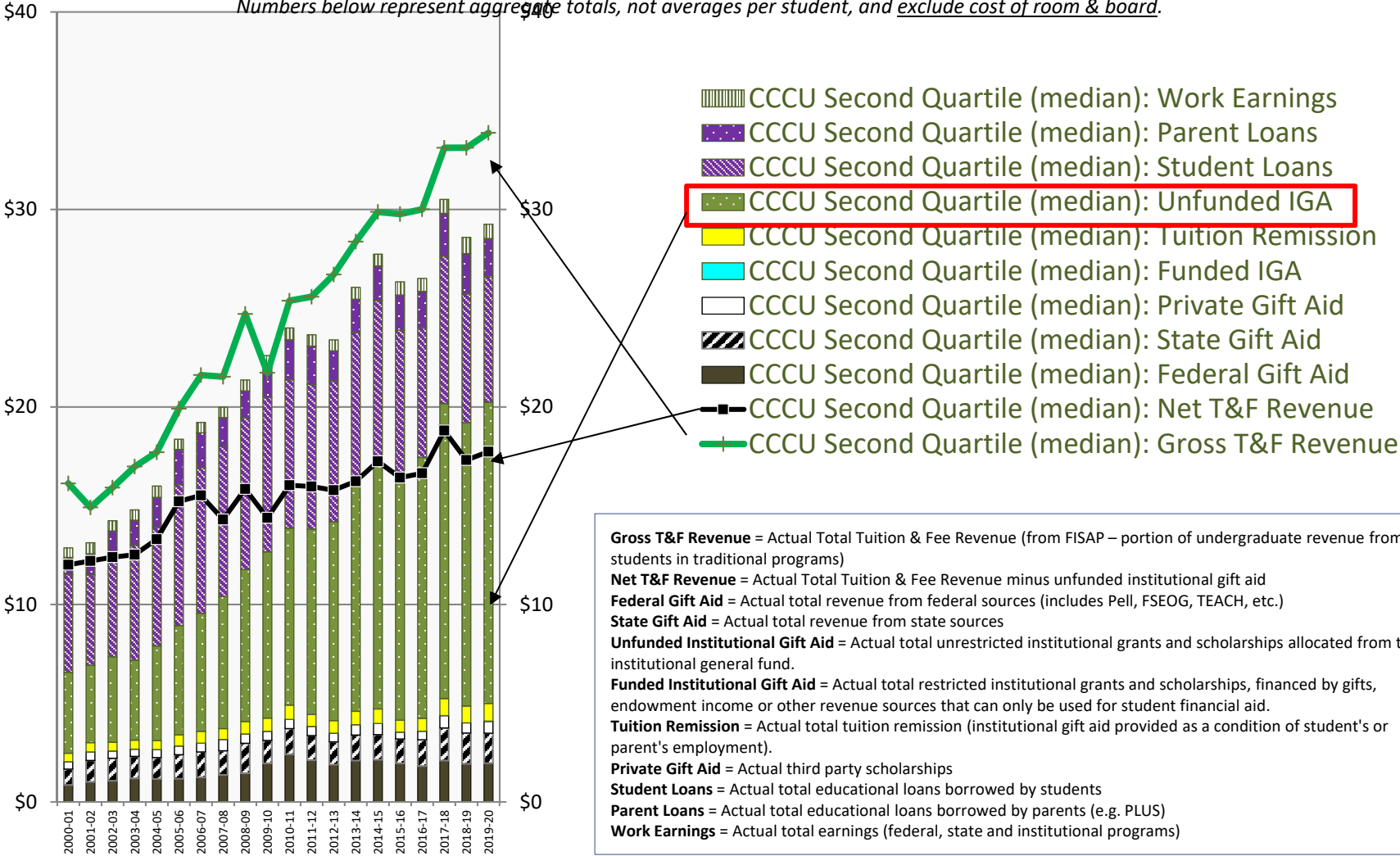




Sources of Institutional Tuition & Fee Revenue Over Time - CCCU Median

Undergraduate Students in Traditional Programs (In millions of dollars)

Numbers below represent aggregate totals, not averages per student, and exclude cost of room & board.



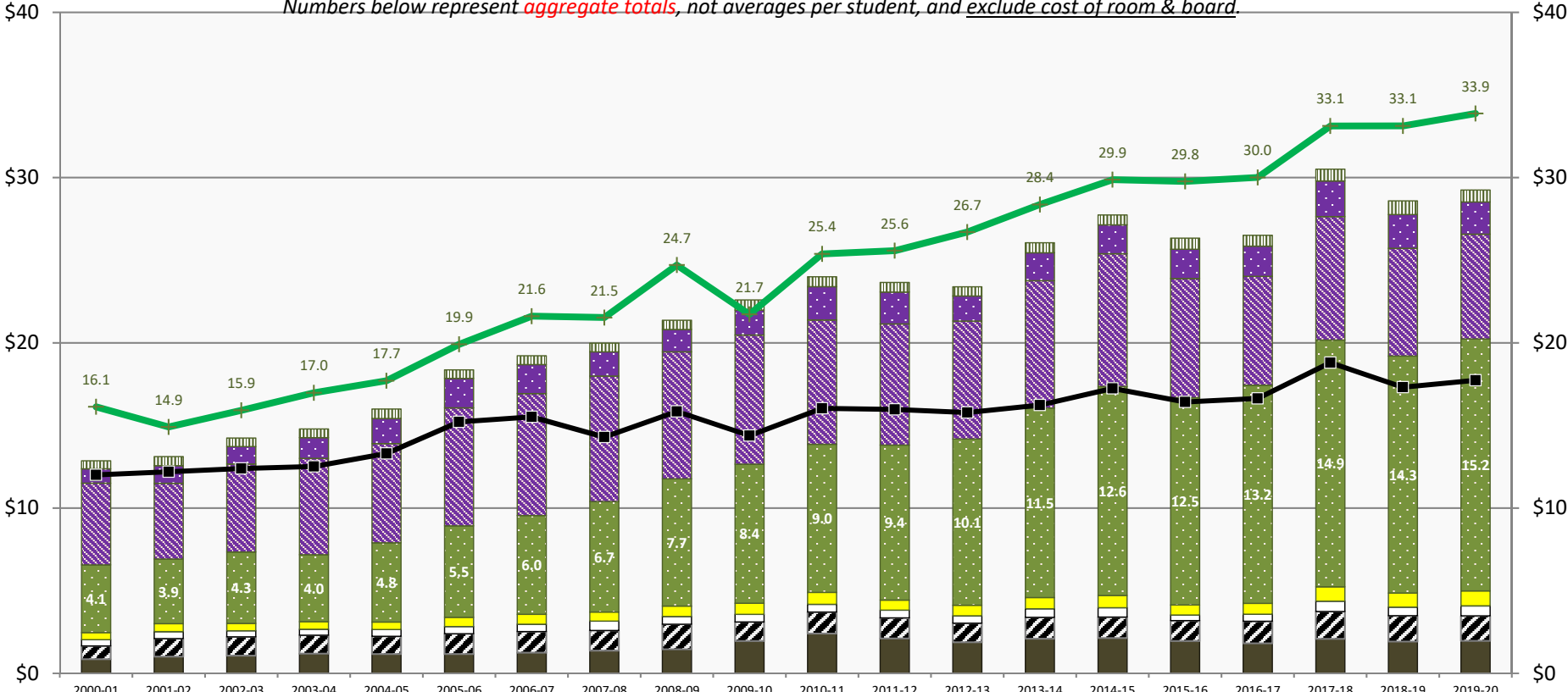
Look for schools...

- Family ability to pay = or exceeds net cost
- Family ability to pay falls far short of net cost
- Recent trends Net Revenue upward
- Recent trends Net Revenue downward

Sources of Institutional Tuition & Fee Revenue Over Time - CCCU Median

Undergraduate Students in Traditional Programs (In millions of dollars)

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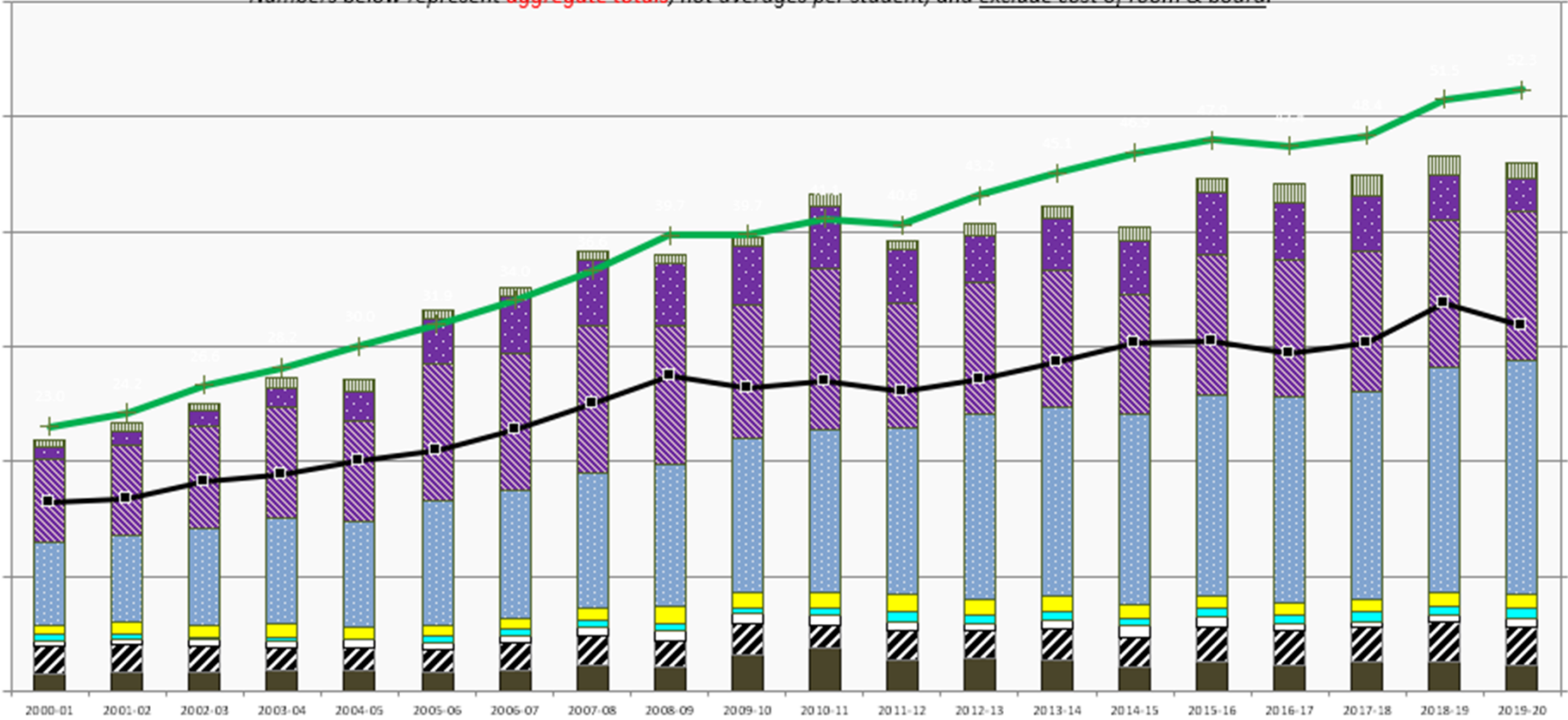
- CCCU Second Quartile (median): Work Earnings
- CCCU Second Quartile (median): Parent Loans
- CCCU Second Quartile (median): Student Loans
- CCCU Second Quartile (median): Unfunded IGA
- CCCU Second Quartile (median): Funded IGA
- CCCU Second Quartile (median): Private Gift Aid
- CCCU Second Quartile (median): State Gift Aid
- CCCU Second Quartile (median): Federal Gift Aid
- CCCU Second Quartile (median): Net T&F Revenue



Sources of Institutional Tuition & Fee Revenue Over Time - School 2

Undergraduate Students in Traditional Programs (In millions of dollars)

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State Gift Aid = Actual total revenue from state sources

Unfunded Institutional Gift Aid = Actual total unrestricted institutional grants and scholarships allocated from the institutional general fund.

Funded Institutional Gift Aid = Actual total restricted institutional grants and scholarships, financed by gifts, endowment income or other revenue sources that can only be used for student financial aid.

Tuition Remission = Actual total tuition remission (institutional gift aid provided as a condition of student's or parent's employment).

Private Gift Aid = Actual third party scholarships

Student Loans = Actual total educational loans borrowed by students

Parent Loans = Actual total educational loans borrowed by parents (e.g. PLUS)

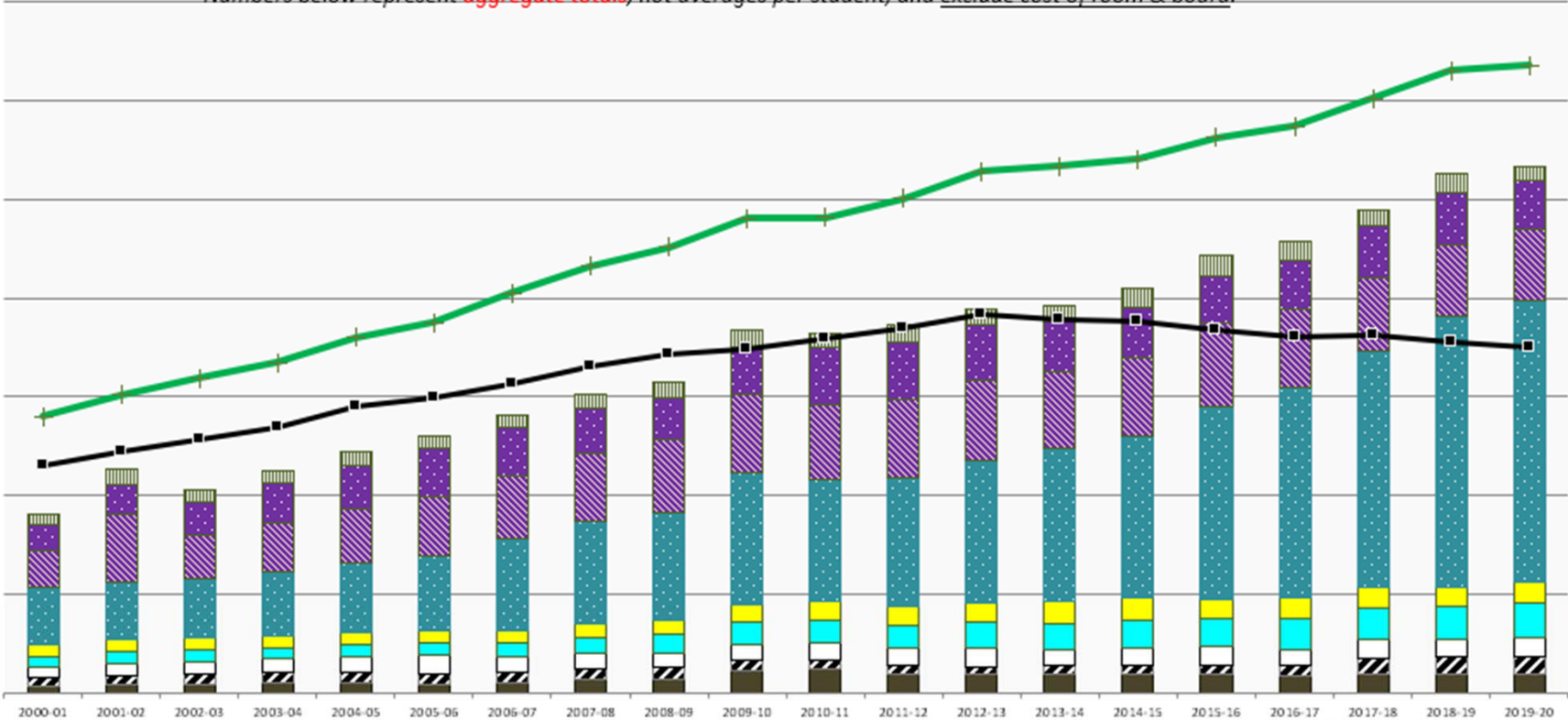
Work Earnings = Actual total earnings (federal, state and institutional programs)

- : Gross T&F Revenue
- : Net T&F Revenue
- : Work Earnings
- : Parent Loans
- : Student Loans
- : Unfunded IGA
- : Tuition Remission
- : Funded IGA
- : Private Gift Aid
- : State Gift Aid
- : Federal Gift Aid
- : Net T&F Revenue
- : Gross T&F Revenue



Sources of Institutional Tuition & Fee Revenue Over Time - School 5 Undergraduate Students in Traditional Programs (In millions of dollars)

Numbers below represent *aggregate totals*, not averages per student, and *exclude cost of room & board*.

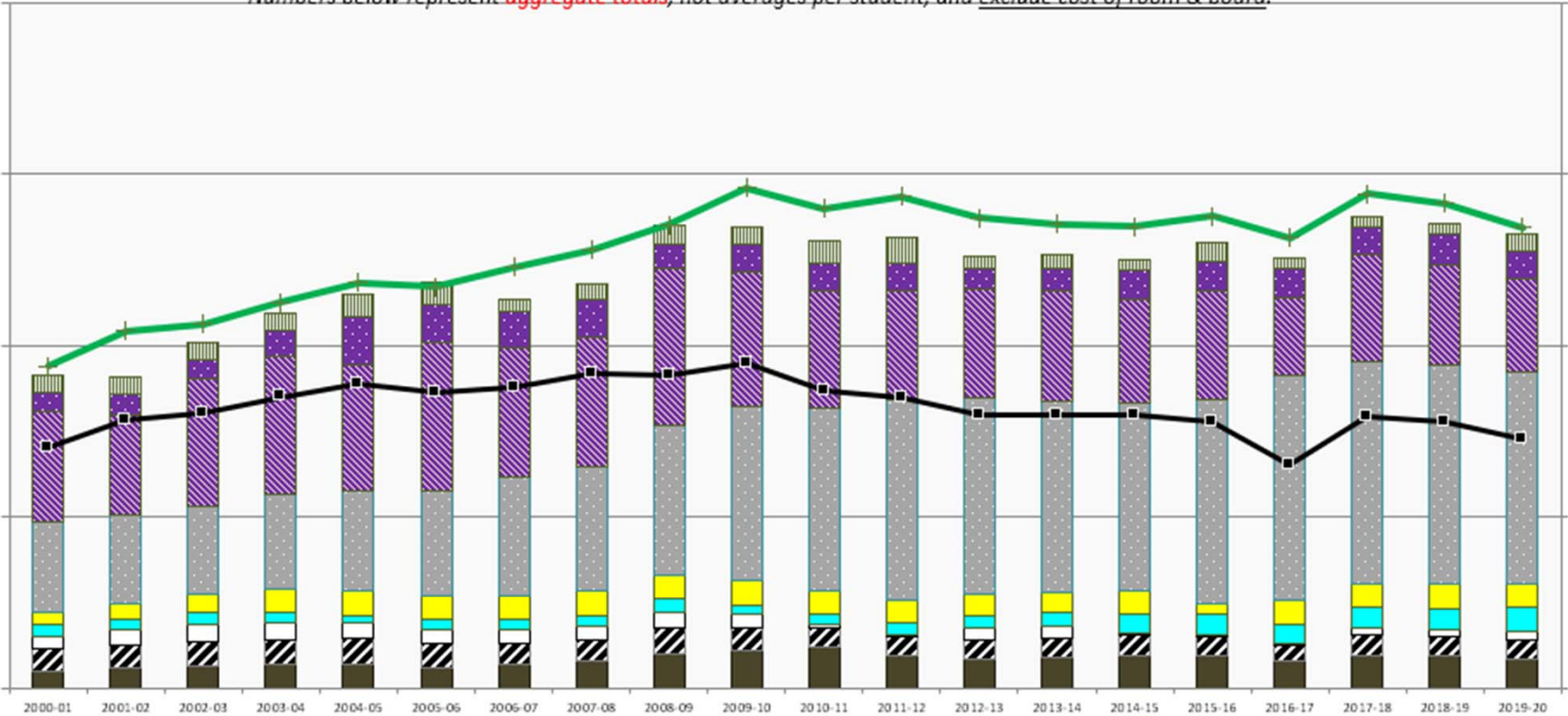


Gross T&F Revenue = Actual Total Tuition & Fee Revenue (from FISAP – portion of undergraduate revenue from students in traditional programs)
Net T&F Revenue = Actual Total Tuition & Fee Revenue minus unfunded institutional gift aid
Federal Gift Aid = Actual total revenue from federal sources (includes Pell, FSEOG, TEACH, etc.)
State Gift Aid = Actual total revenue from state sources
Unfunded Institutional Gift Aid = Actual total unrestricted institutional grants and scholarships allocated from the institutional general fund.
Funded Institutional Gift Aid = Actual total restricted institutional grants and scholarships, financed by gifts, endowment income or other revenue sources that can only be used for student financial aid.
Tuition Remission = Actual total tuition remission (institutional gift aid provided as a condition of student's or parent's employment).
Private Gift Aid = Actual third party scholarships
Student Loans = Actual total educational loans borrowed by students
Parent Loans = Actual total educational loans borrowed by parents (e.g. PLUS)
Work Earnings = Actual total earnings (federal, state and institutional programs)

- : Gross T&F Revenue
- : Net T&F Revenue
- : Work Earnings
- : Parent Loans
- : Student Loans
- : Unfunded IGA
- : Tuition Remission
- : Funded IGA
- : Private Gift Aid
- : State Gift Aid
- : Federal Gift Aid
- : Net T&F Revenue
- : Gross T&F Revenue

Sources of Institutional Tuition & Fee Revenue Over Time - School 7 Undergraduate Students in Traditional Programs (In millions of dollars)

Numbers below represent *aggregate totals*, not averages per student, and *exclude cost of room & board*.



Gross T&F Revenue = Actual Total Tuition & Fee Revenue (from FISAP – portion of undergraduate revenue from students in traditional programs)
Net T&F Revenue = Actual Total Tuition & Fee Revenue minus unfunded institutional gift aid
Federal Gift Aid = Actual total revenue from federal sources (includes Pell, FSEOG, TEACH, etc.)
State Gift Aid = Actual total revenue from state sources
Unfunded Institutional Gift Aid = Actual total unrestricted institutional grants and scholarships allocated from the institutional general fund.
Funded Institutional Gift Aid = Actual total restricted institutional grants and scholarships, financed by gifts, endowment income or other revenue sources that can only be used for student financial aid.
Tuition Remission = Actual total tuition remission (institutional gift aid provided as a condition of student's or parent's employment).
Private Gift Aid = Actual third party scholarships
Student Loans = Actual total educational loans borrowed by students
Parent Loans = Actual total educational loans borrowed by parents (e.g. PLUS)
Work Earnings = Actual total earnings (federal, state and institutional programs)

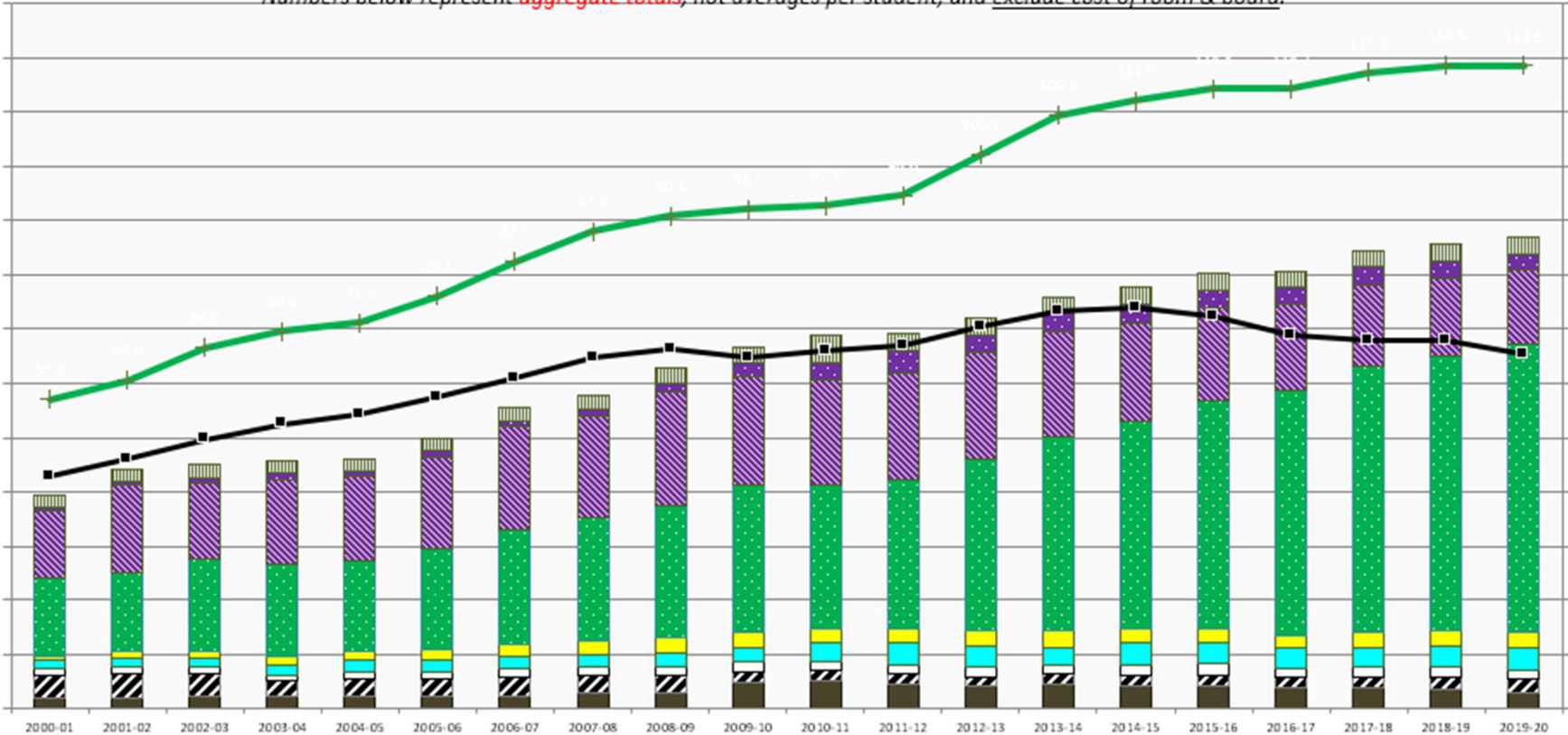
- Work Earnings
- Parent Loans
- Student Loans
- Unfunded IGA
- Tuition Remission
- Funded IGA
- Private Gift Aid
- State Gift Aid
- Federal Gift Aid
- Net T&F Revenue
- Gross T&F Revenue



Sources of Institutional Tuition & Fee Revenue Over Time - School 8

Undergraduate Students in Traditional Programs (In millions of dollars)

Numbers below represent *aggregate totals*, not averages per student, and *exclude cost of room & board*.



Gross T&F Revenue = Actual Total Tuition & Fee Revenue (from FISAP – portion of undergraduate revenue from students in traditional programs)
Net T&F Revenue = Actual Total Tuition & Fee Revenue minus unfunded institutional gift aid
Federal Gift Aid = Actual total revenue from federal sources (includes Pell, FSEOG, TEACH, etc.)
State Gift Aid = Actual total revenue from state sources
Unfunded Institutional Gift Aid = Actual total unrestricted institutional grants and scholarships allocated from the institutional general fund.
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Tuition Remission = Actual total tuition remission (institutional gift aid provided as a condition of student's or parent's employment).
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Work Earnings = Actual total earnings (federal, state and institutional programs)

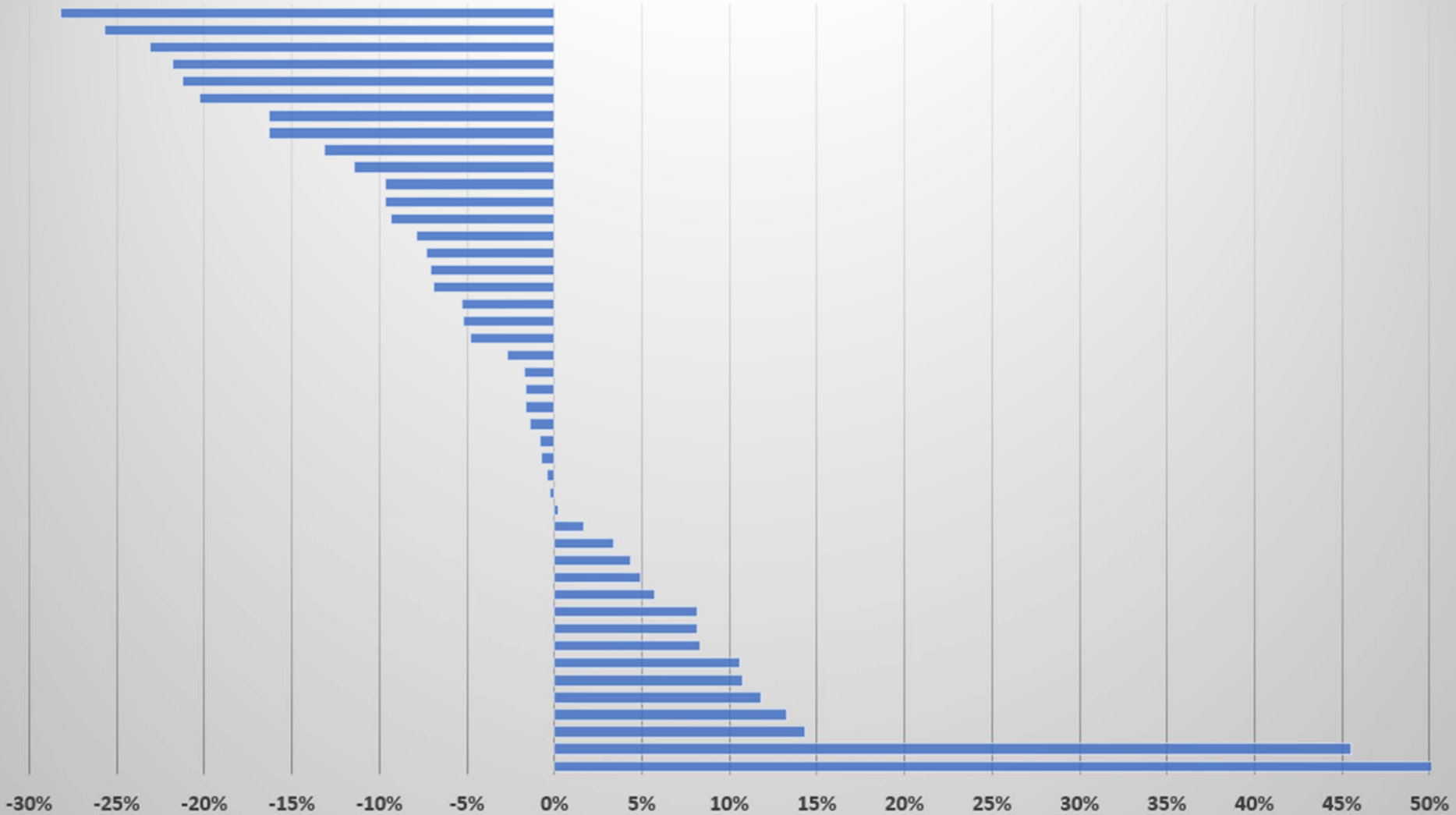
- Work Earnings
- Parent Loans
- Student Loans
- Unfunded IGA
- Tuition Remission
- Funded IGA
- Private Gift Aid
- State Gift Aid
- Federal Gift Aid
- Net T&F Revenue
- Gross T&F Revenue

Takeaways

(Institutional Financial Health)

1. From FY03-FY20 Traditional undergrad enrollment flat or declining at most CCCU schools
2. Families ability to pay was flat from FY08-FY15 while median tuition increased by 30% over this time
3. From FY15 through FY20, more than half of CCCU traditional undergraduate programs experienced...
 - Increase in ability of enrolled students to pay for college (median increase 33%)
 - YOY decline in net tuition revenue
 - Enrollment declines (median decline 6%)
 - Decrease in Pell-eligible students (median decline 19%)
 - Increase in average Unfunded Institutional Gift Aid per enrolled student (median increase 24%, which is 3 points higher than median increase in Tuition & Fees)
4. Institutions' massive investment in unfunded institutional gift aid has not resulted in increased net tuition revenue at most CCCU schools

Percent change in Total Net Tuition Revenue from 2016-17 to 2019-20
For 46 responding schools reporting in both years



Change in Key Indicators of Institutional Financial Health at CCCU Institutions from FY17 to FY20:

Grouped by Increase/Decrease in Net Tuition Revenue (NTR) from Traditional Undergraduate Programs

Change in Average... from FY17 to FY20	NTR Increased (A)	NTR Decreased (B)	Variance (A-B)
# Schools that submitted survey data in FY17 and FY20	17 School (37%)	29 Schools (63%)	
Total Net Tuition & Fee Revenue (T&F Revenue – Unfunded IGA)	+7.3%	-3.2%	10.5 points
Unfunded Discount Rate	-1.4 points	+5.2 points	6.4 points
Enrollment (FISAP definition)	+6.8%	-7.8%	14.6 points
Tuition & Fees (sticker price)	10.6%	9.2%	1.3 points
Net Price paid per Student (TRRB – total gift aid)	+12.0%	+3.0%	9.1 points
Families' ability to pay	+28.9%	+8.4%	20.6 points
% Students receiving Pell	-1.8%	-0.4%	-1.4 points

CCCU Schools with More Aggregate Net Tuition Revenue from Traditional Undergraduate Programs in 2019-20 than in 2016-17

Below is the average change in key indicators of financial health at the 17 CCCU schools that reported more Net Tuition Revenue (NTR) from traditional undergraduate programs in 2016-17 than in 2019-20.

- 22.0% Average increase in aggregate NTR (\$3.04M)
- 1.4 point average decrease in unfunded discount rate
- 6.8% average increase in traditional undergraduate enrollment (FISAP definition)
- 12.0% increase in average net price paid per student (\$2,409)
- 10.6% increase in tuition & fees (\$2,829)
- 28.9% increase in families' ability to pay (\$3,895)
- 1.8% decrease in average # of Pell Recipients
- *Financial aid reported to Enrollment Management – 31% (6 of 19 schools)*
- *Financial aid reported to Business Affairs - 50% (5 of 10 schools)*

CCCU Schools with Less Aggregate Net Tuition Revenue from Traditional Undergraduate Programs in 2019-20 than in 2016-17

Below is the average change in key indicators of financial health at the 29 CCCU schools that reported less Net Tuition Revenue (NTR) from traditional undergraduate programs in 2016-17 than in 2019-20.

- 9.7% average decrease in aggregate NTR (\$2.87M)
- 5.2 point average increase in unfunded discount rate
- 7.8% average decrease in traditional undergraduate enrollment (FISAP definition, 208 students)
- 3.0% increase in average net price paid per student (\$457)
- 9.2% increase in tuition & fees (\$2,611)
- 8.4% increase in families' ability to pay (\$1,285)
- 0.4% decrease in average # of Pell Recipients
- *Financial aid reported to Enrollment Management – 68% (13 of 19 schools)*
- *Financial aid reported to Business Affairs - 50% (5 of 10 schools)*

Aggregate NTR Summary

- Schools whose aggregate net tuition revenue increased from FY17 to FY20 were more likely to...
 - constrain growth in unfunded discount rate, and
 - pass along a greater percent of tuition increases to students and families...
- than schools whose aggregate net tuition revenue declined over the same period.

Customized Presentation & Consultation Options

- Survey data available to participants – no cost
 - Email s-holm@bethel.edu and request the Excel file
 - Excel file with all responses to 22nd Annual Survey
 - No longitudinal data
- Customized presentation available
 - PowerPoint includes longitudinal slides for your school and up to 4 additional peer institutions
 - Cost is \$99 if you email jeff-olson@bethel.edu by 6:00pm on Wednesday, January 29. Must include your peer institutions in the email. (Normal price is \$400. Reduced fee due to COVID.)
- Consultation also available for a fee (starting at \$300)
 - If interested in virtual or in-person consultation, email Dan or Jeff

Question & Answer

(via Zoom Chat feature)



Additional Questions?

- Contact Dan Nelson or Jeff Olson if you have specific questions
 - dc-nelson@bethel.edu
 - jeff-olson@bethel.edu
- Email the CCCU financial aid administrators e-list to foster a broader conversation
- Bethel Study Presentations available at www.bethel.edu/institutional-data-research/bethel-study

