



FINANCIAL AID OPTIMIZATION

Optimizing Pricing and Aid Dollars for Graduate and Adult Students

Today's Presenters



Lex Ruby-Howe

Vice President

EAB Adult Learner Recruitment



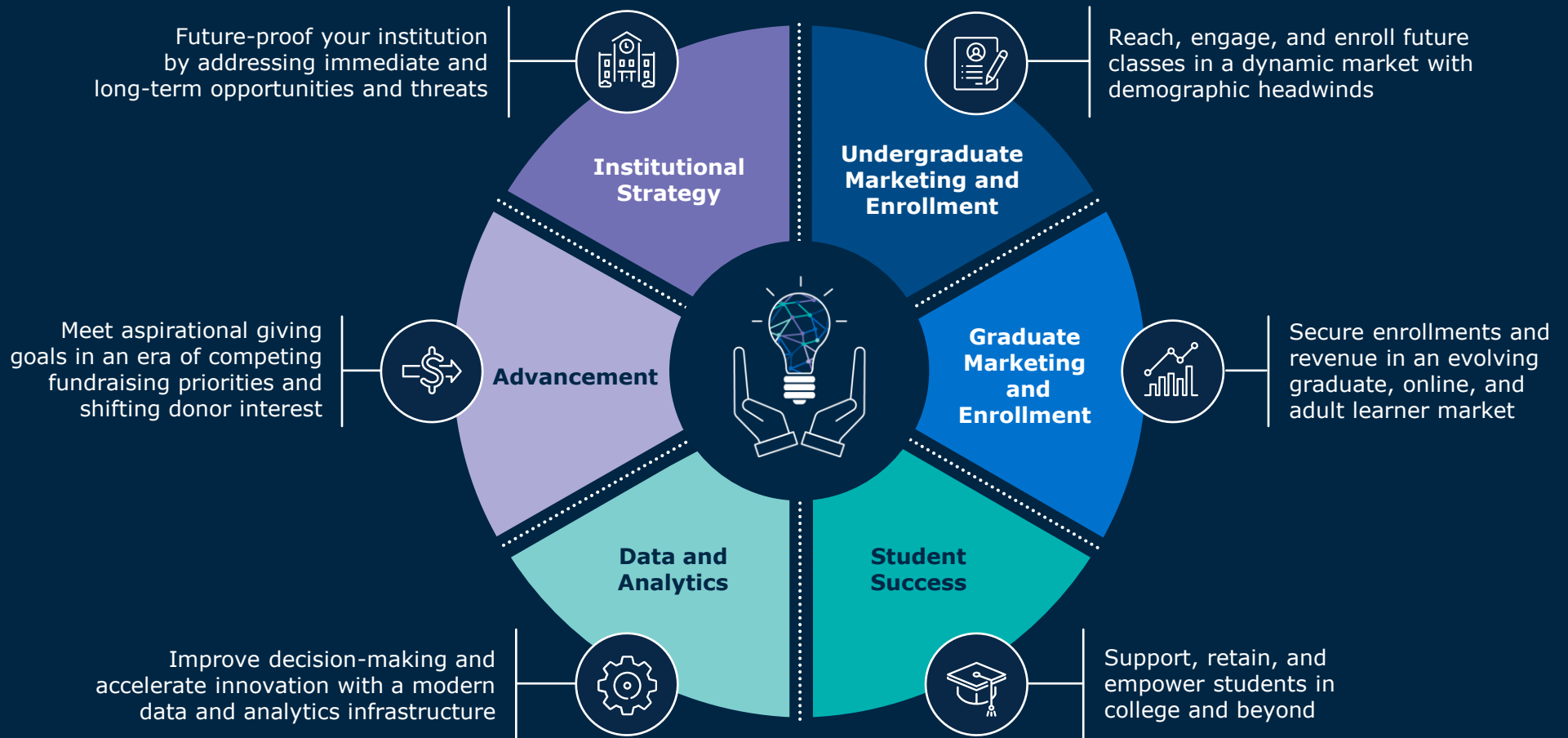
Brett Schraeder

Managing Director

EAB Financial Aid Optimization



Insight-powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

EAB Adult Learner Recruitment

Secure Your Future in a Changing Graduate, Online, and Adult Learner Market

Outperform the Market at Every Stage of the Funnel



Strategize

Identify and build market-ready programs for competitive advantage



Curate

Expand and diversify your pool of right-fit students



Cultivate

Customized campaigns to drive students to application



Convert

Improve yield and retention to maximize enrollment potential

Aid Optimization

What Makes Us Different

40+ Years of
**Higher Ed
Expertise**

**Unrivaled
Access** to New
Audiences

Seamless
**Marketing
Orchestration**

Visibility into
Full-Funnel
Performance

Proven Results in a Dynamic Landscape

200+

Partner institutions

6:1

Average ROI across
multiyear partnership

18%

Average graduate
enrollment growth

\$2M

Average NTR influenced
per partner

We Leverage Deep Expertise in Financial Aid Optimization

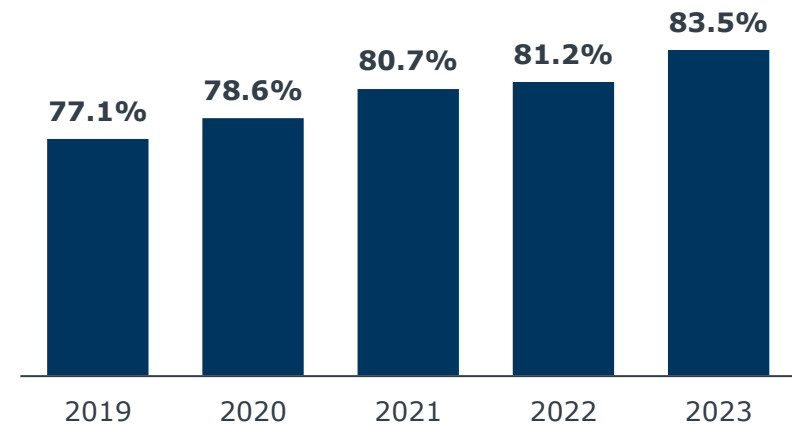
30 Years of Experience Offering Boutique Aid Services



Addressing a Growing Need in the Graduate Space

Percentage of Full-Time JD Students Receiving a Scholarship¹

Increasing share of students receiving a scholarship



A Trusted Partner in Graduate and Law Aid Optimization

30+

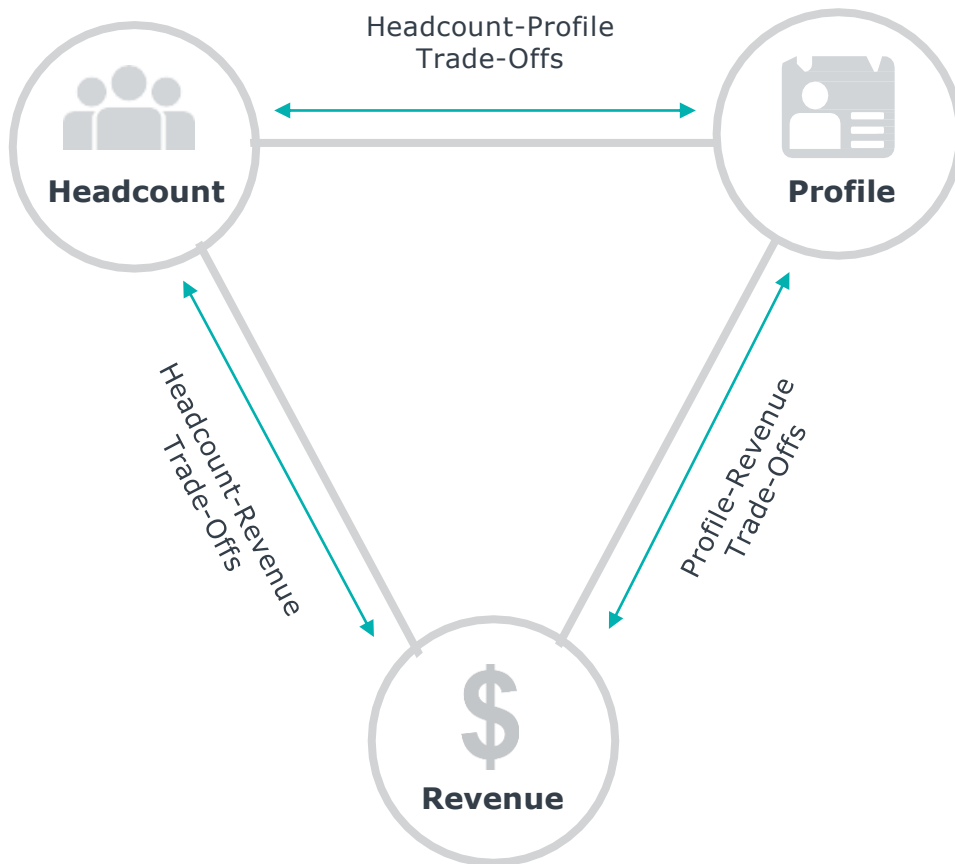
Institutions have partnered with us on graduate and law student aid optimization

1) Unweighted average of 168 schools reporting to the ABA. Schools without five years of reliable enrollment, tuition and fees, or scholarship data were excluded from this analysis.

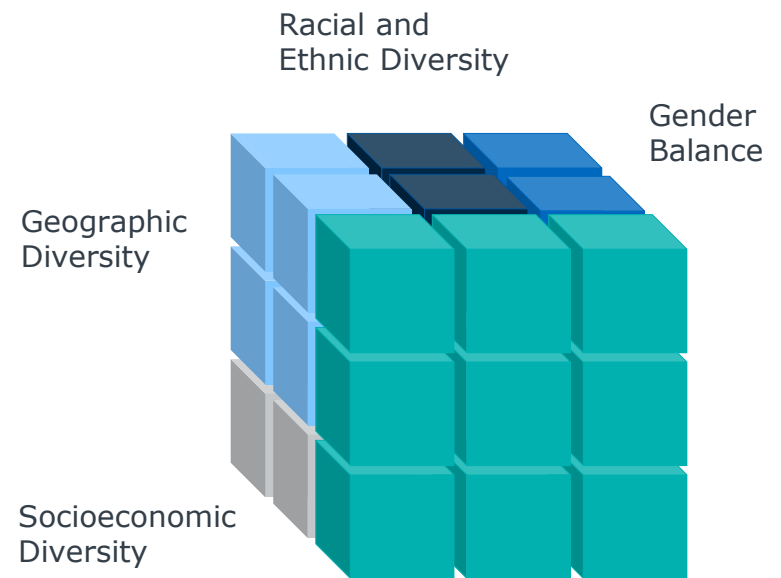
Your Institutional Challenge

Many Layers of Complexity to Consider When Awarding Aid

The “Iron Triangle” Reveals Enrollment’s Conflicting Goals



Institutional Goals Add Another Layer of Complexity



Our Support Is Customized to Your Goals:

- Enrollment Growth
- Net Tuition Revenue
- Class Shaping

Partner Success Stories

Helping Graduate and Law Schools Achieve Their Enrollment Goals



Professional Graduate School in the Northeast, 2021-2024

Enrollment Growth



2x

Enrollment in mission-critical programs through new scholarship offerings



Law School in the South, 2021-2024

Net Tuition Revenue



12x

ROI from net tuition revenue increase across multiyear partnership, 2021-2024



Law School in the West, EC 2024

Class Shaping



100%

Attainment of enrollment goals, inclusive of targets related to geographic diversity, racial/ethnic diversity, and academic profile growth



Our Services and Approach

Pricing and Aid Optimization in Brief

Financial Aid Optimization for Graduate Schools

Overview of Our Partnership



Customized Modeling

- ✓ Analyses and models are **individually tailored** to your institution
- ✓ Test **unlimited scenarios** with our **live simulation model**
- ✓ Fully **transparent** and **collaborative** process
- ✓ Customized to account for **different behavior** of cohorts



Self-Service Tools

- ✓ Access **in-depth dashboards** tracking key enrollment and student profile metrics
- ✓ Drill down on target areas with **dynamic filtering** based on geography, student profile, customized areas of interest, and more
- ✓ **Data updated regularly** to ensure your decision-making inputs are accurate



Expert Support

- ✓ Regular **check-ins and strategy review** with your team
- ✓ On-call access to **FAO Principal** with **extensive experience** in higher education enrollment roles
- ✓ **Expert consultation** available to support **executive presentations**, offer insights on **national/regional trends**, contextualize **institutional outcomes**, and more

Aid Optimization: Comprehensive Partnership Options

Financial Aid Optimization (FAO)



Descriptive Analysis



Policy Development



Optimization Analysis



Monitoring

Pricing and Aid Optimization (PAO)

*Everything included in FAO with
the addition of:*



Program Pricing Comparison



Aid Optimization in Detail

Unpacking the Components of an FAO Partnership

Aid Optimization



Analyze Price Sensitivity

- ✓ In-depth review of historical enrollment performance
- ✓ Econometric, statistical modeling of price sensitivity
- ✓ Customized assessment of factors impacting enrollment probability



Optimize Award Strategy

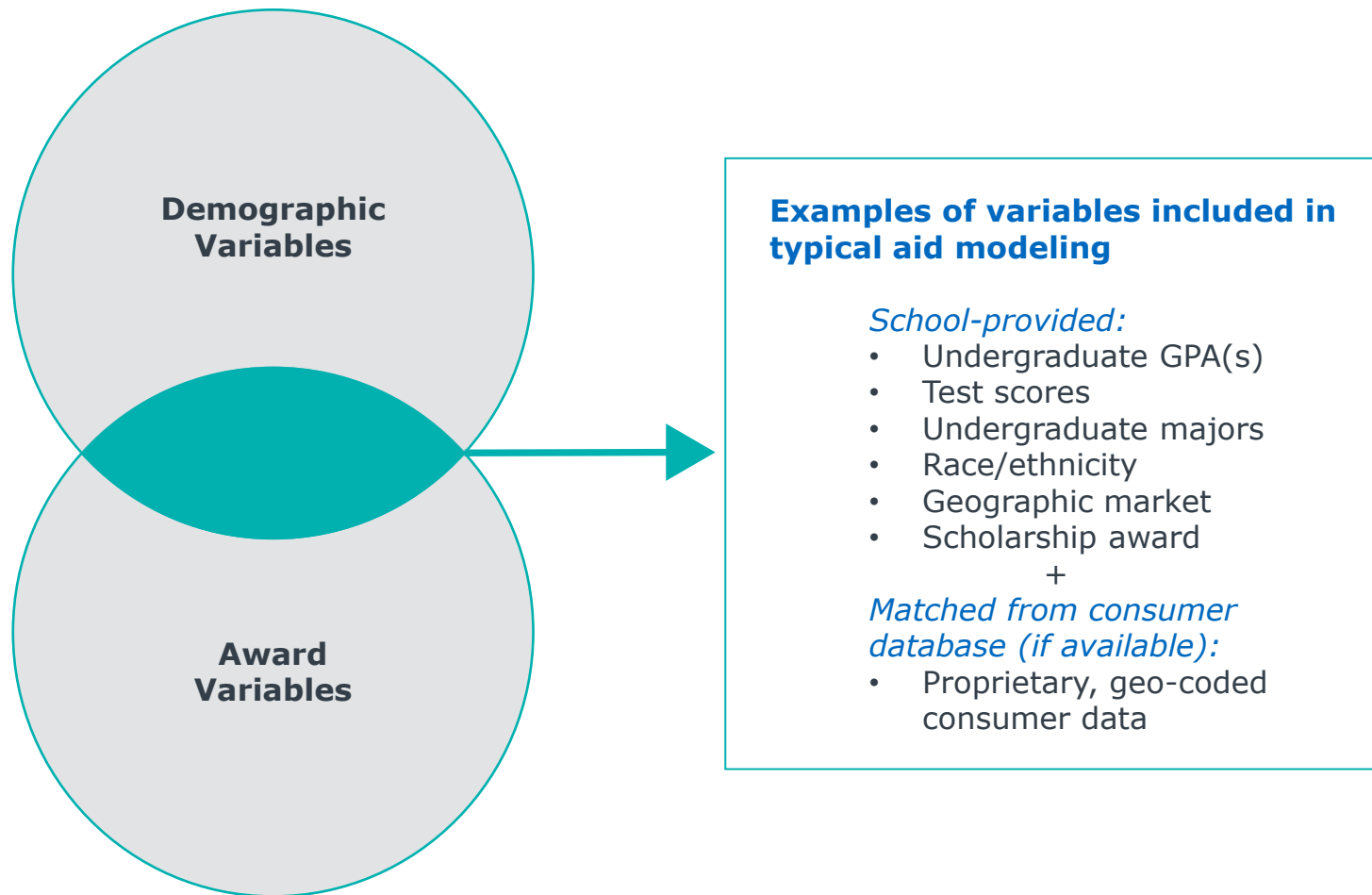
- ✓ Test unlimited live scenarios to inform policy decisions
- ✓ Systematize awarding using consistent, trackable criteria
- ✓ Design policy to align with institutional mission and goals



Monitor Progress to Goals

- ✓ Track enrollment and revenue in your customized dashboard
- ✓ Ensure midcycle progress is on track with goals
- ✓ Adjust award policy and/or admissions strategy if necessary

Constructing Your Database and Aid Model



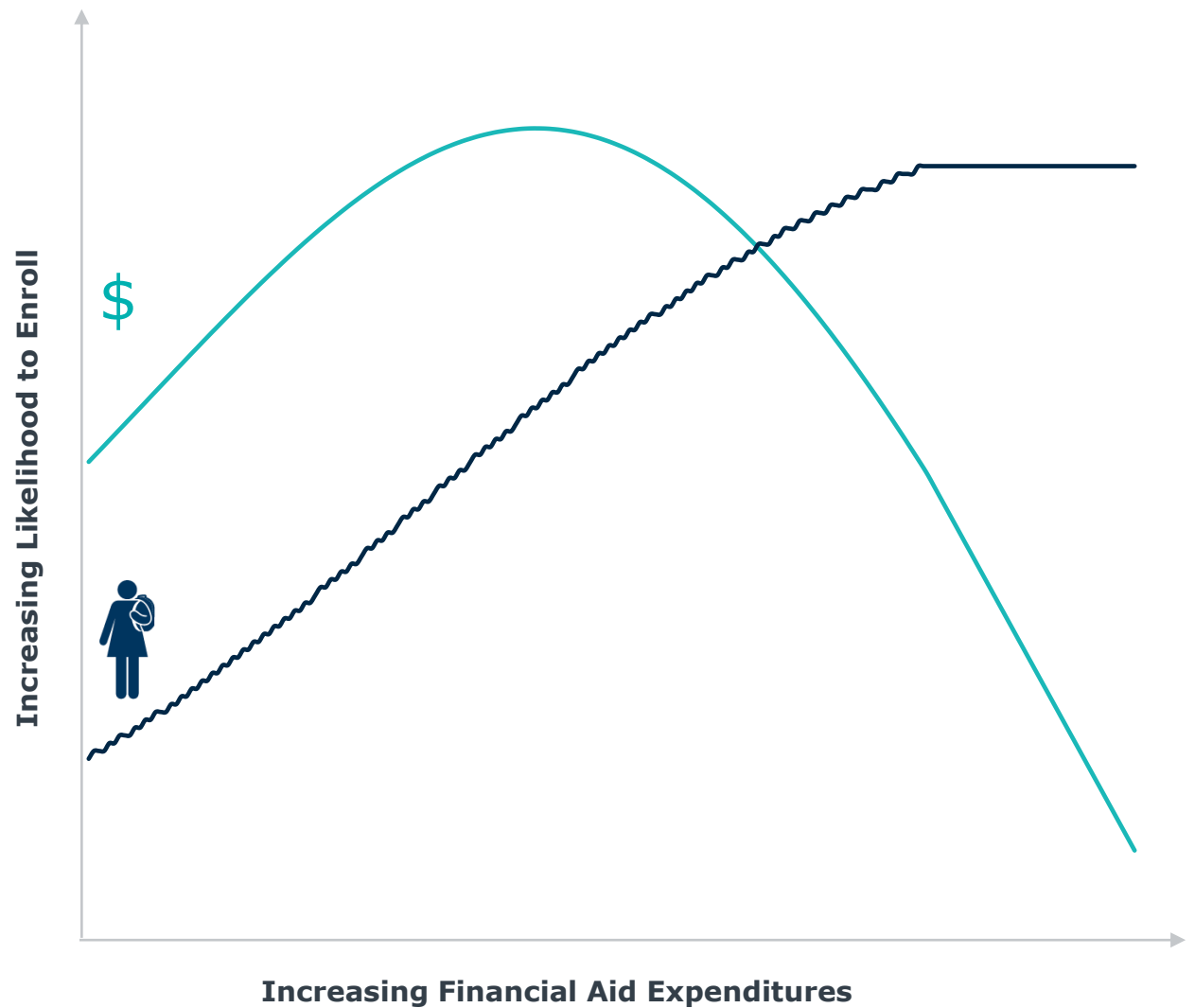
Net Revenue Optimization

EAB utilizes **logistical regression analysis** to determine the estimated probability of enrollment for each student.

We then test every possible award that each student could receive to estimate that student's probability of enrollment, shown along the dark blue line.

From the range of estimated probabilities, **we determine the point at which net tuition revenue is maximized** (the peak of the teal line).

This leads us to an understanding of where financial aid should be increased or reduced.



Aid Optimization



Analyze Price Sensitivity

- ✓ In-depth review of historical enrollment performance
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Optimize Award Strategy

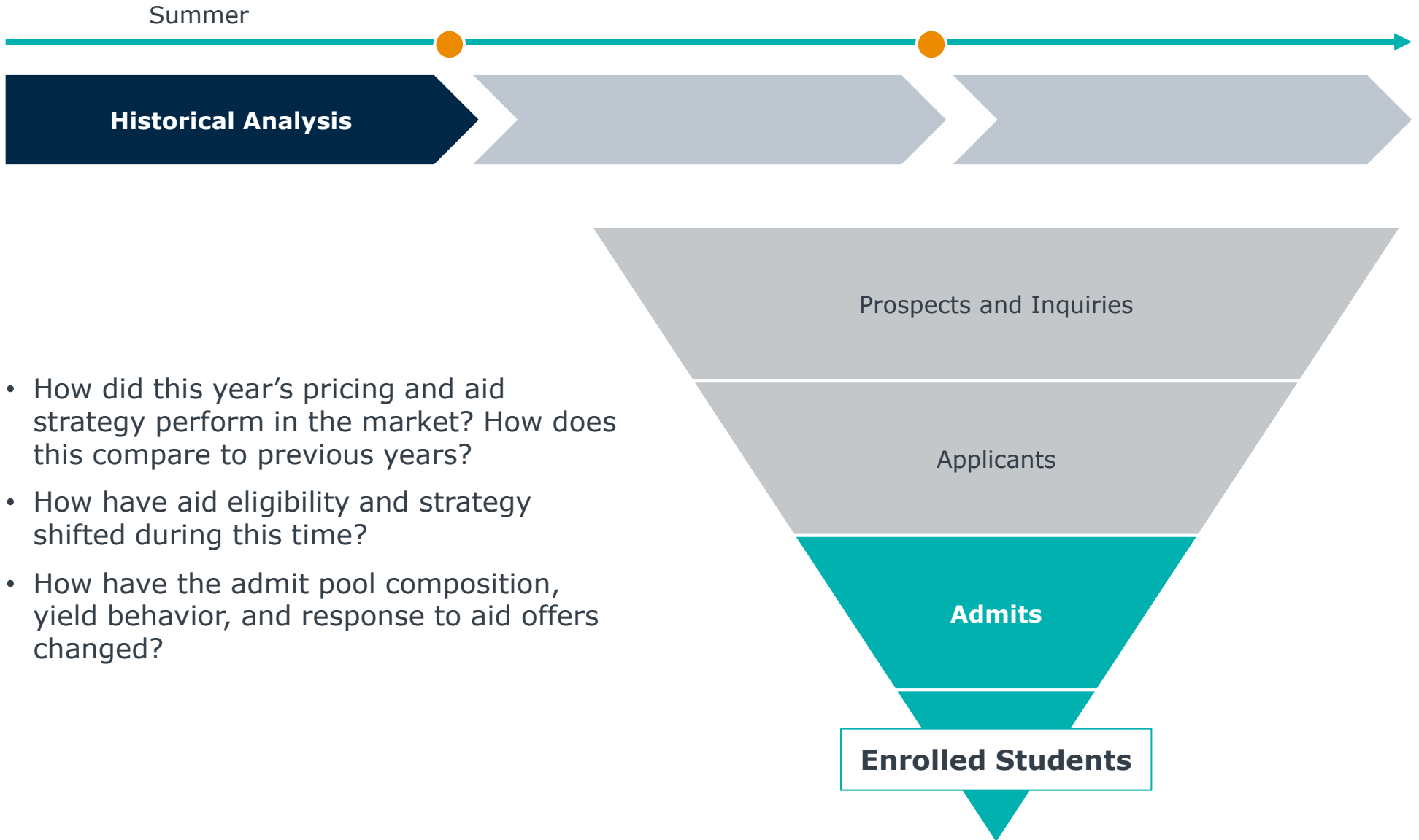
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Monitor Progress to Goals

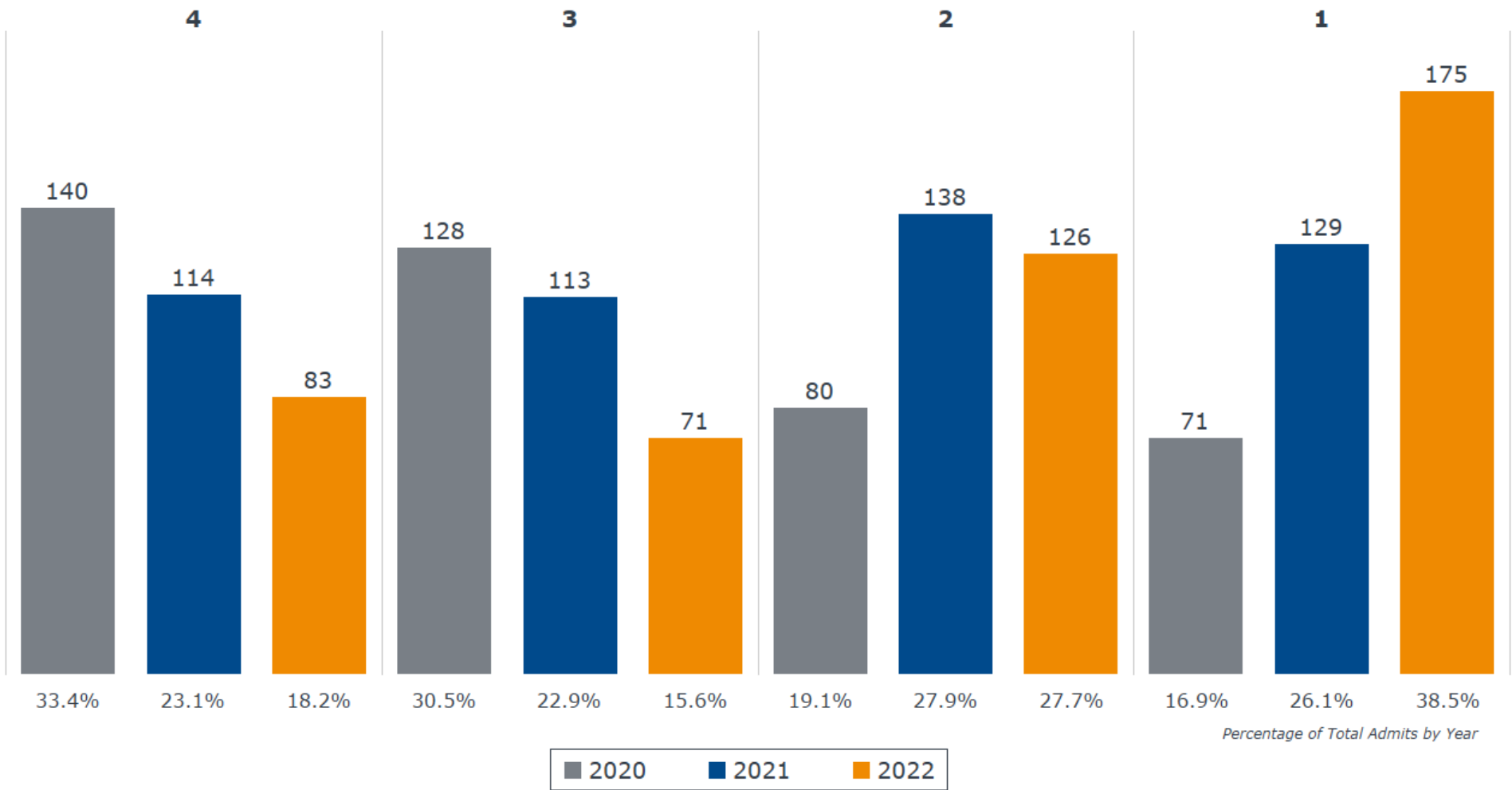
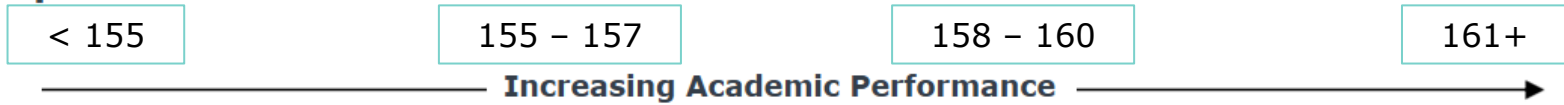
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The Cycle of Our Work Together



Admits by LSAT Quartile

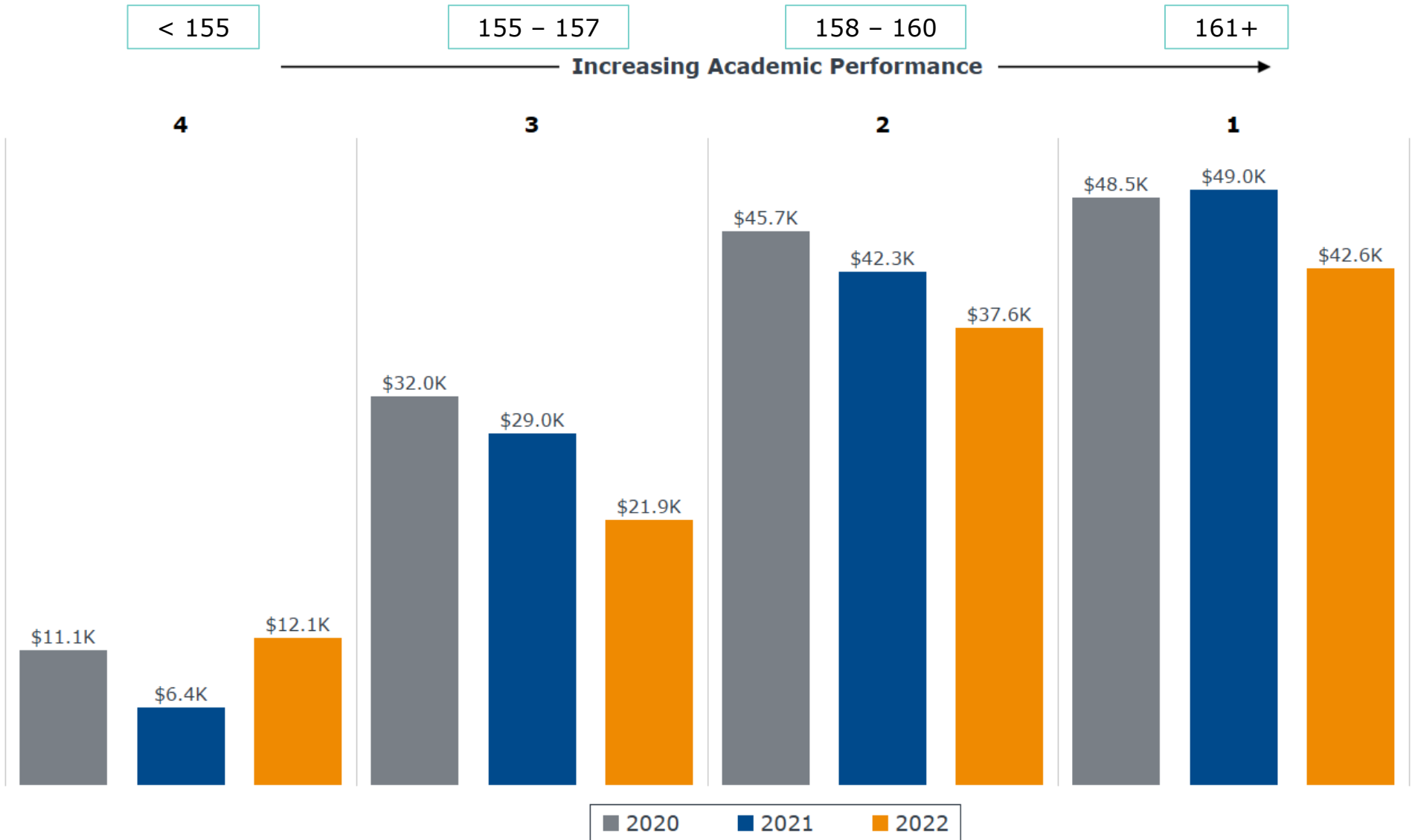
Model Population



Percentage of Total Admits by Year

Average Total Grant by LSAT Quartile for Admits

Model Population



Yield by LSAT Quartile

Model Population

< 155

155 – 157

158 – 160

161+

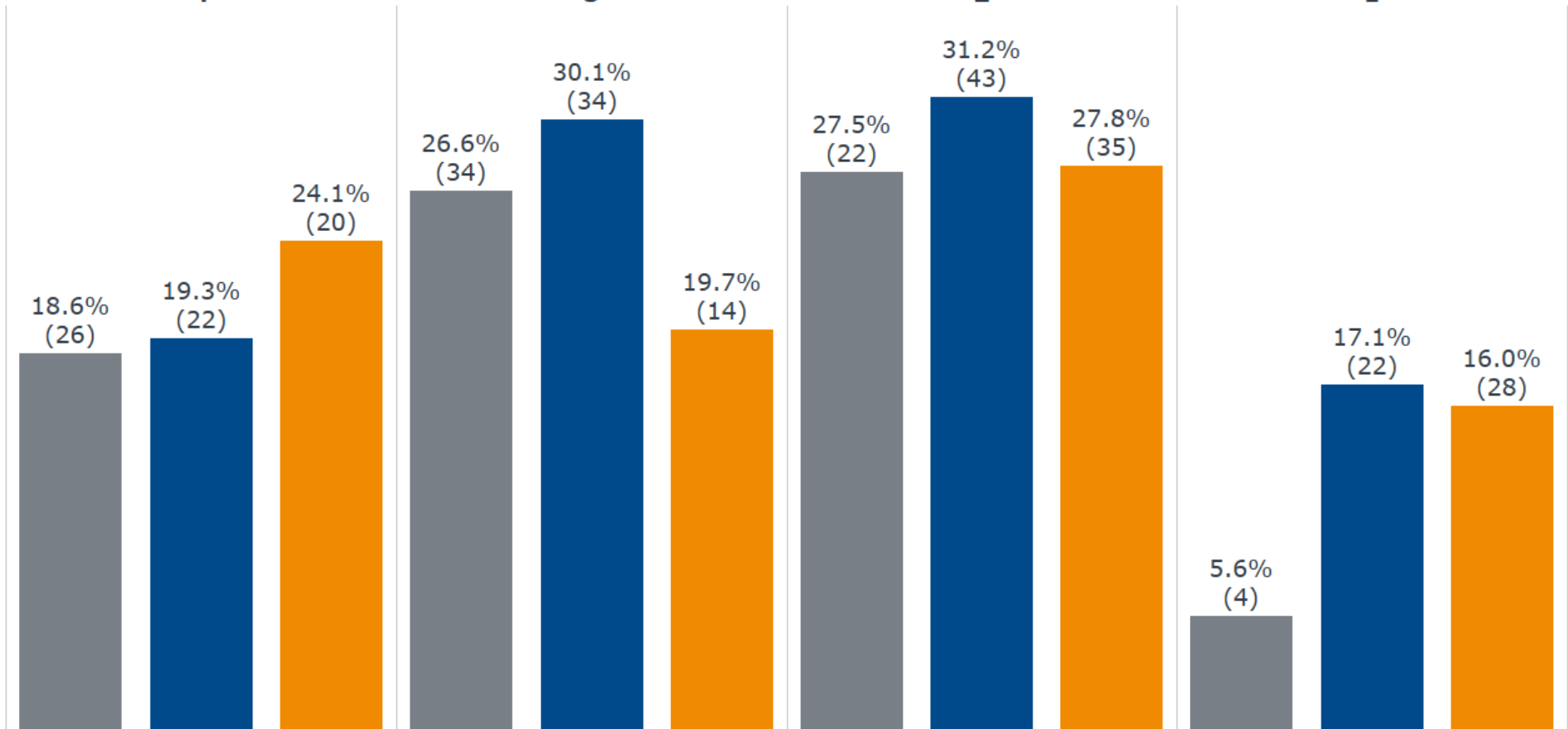
Increasing Academic Performance →

4

3

2

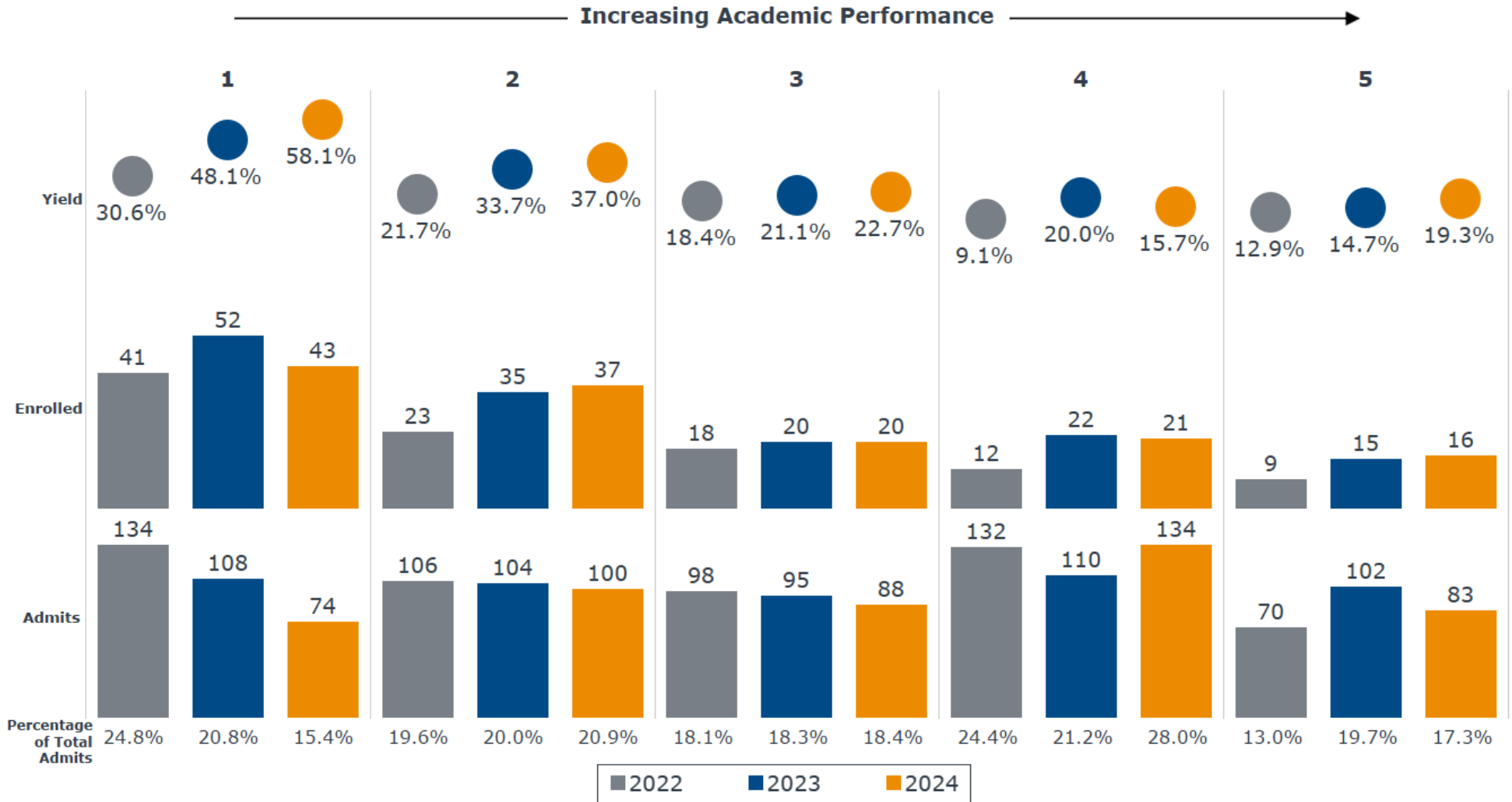
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■ 2020 ■ 2021 ■ 2022
 % = Yield (#) = Enrolled

Admits, Enrolled, and Yield by Academic Rank

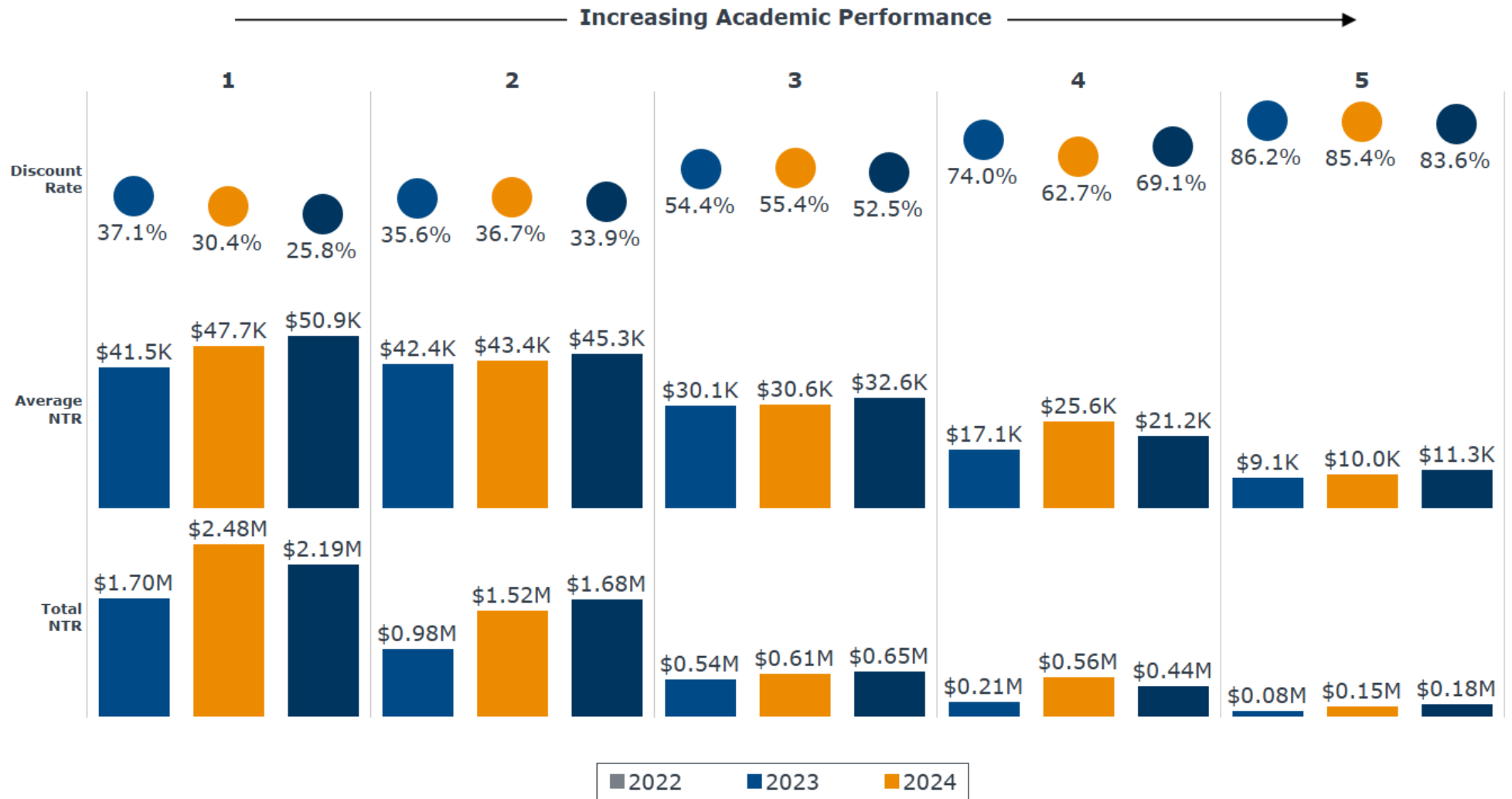
Model Population



Preliminary Analysis - Data as of 7/8/2024

Net Tuition Revenue and Discount by Academic Rank

Model Population



1) Preliminary Analysis – Data as of 7/8/2024.

Aid Optimization



Analyze Price Sensitivity

- ✓ In-depth review of historical enrollment performance
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Optimize Award Strategy

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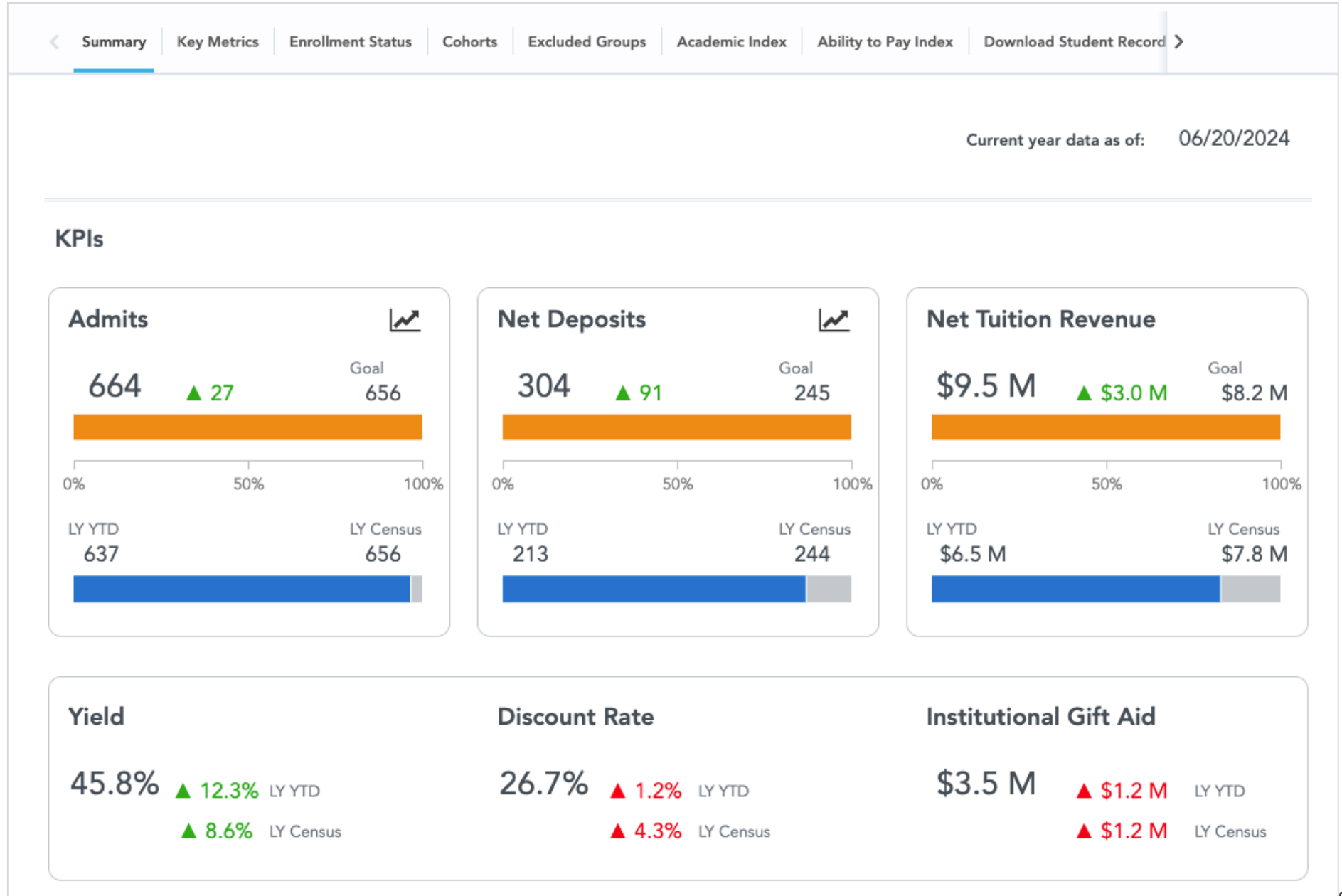


Monitor Progress to Goals

- ✓ Track enrollment and revenue in your customized dashboard
- ✓ Ensure midcycle progress is on track with goals
- ✓ Adjust award policy and/or admissions strategy if necessary

Financial Aid Analytics Online Dashboard

Self-Service Visibility and Reporting plus Full-Service Consultative Analysis



Financial Aid Analytics Online Dashboard

Customizable Filter Options

Institutional

ENROLLMENT STATUS*

All

TUITION BAND

All

DECISION TYPE

All

CAMPUS VISIT

All

SCHOOL/COLLEGE

All

Demographic

GENDER

All

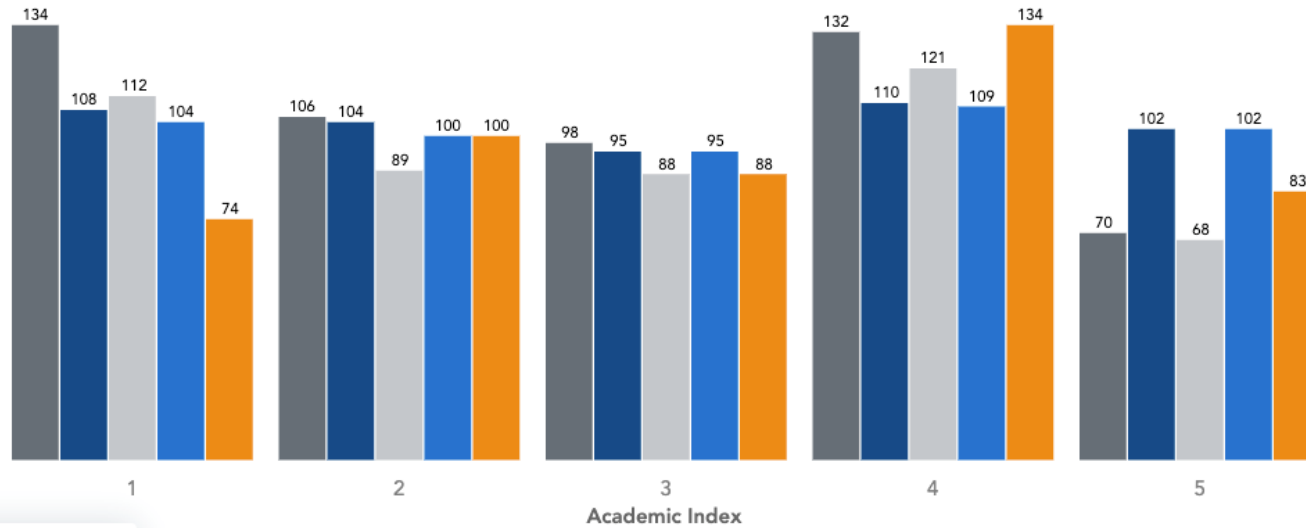
RACE

All

ETHNICITY

Counts by Academic Index
with an Enrollment Status of all*

CY Total: 479



Show All

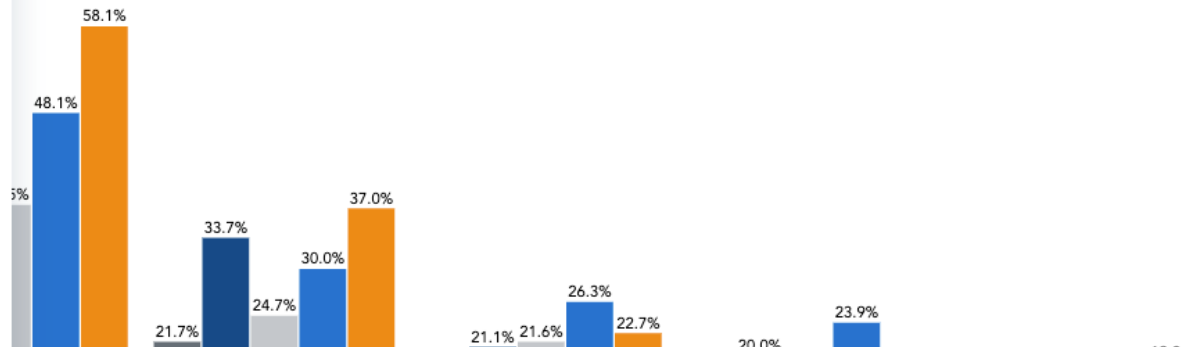
Search...

Select all · Clear

- LSAT 75th (170+)
- LSAT 50th (169)
- LSAT 25th (164-168)
- LSAT Bottom Q (<164)
- UGPA 75th (3.92+)
- UGPA 50th (3.83-3.91)
- UGPA 25th (3.67-3.82)
- UGPA Bottom Q (<3.67)

Academic Index

CY Total: 28.6%



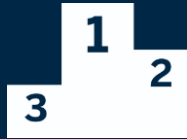


Other Features

Law School Scholarship Benchmarking and
Program Pricing Comparison

Program Pricing Comparison

Inform Your Program's Financial Aid and Marketing Strategy with Pricing Intel on Your Top 15 Competitors



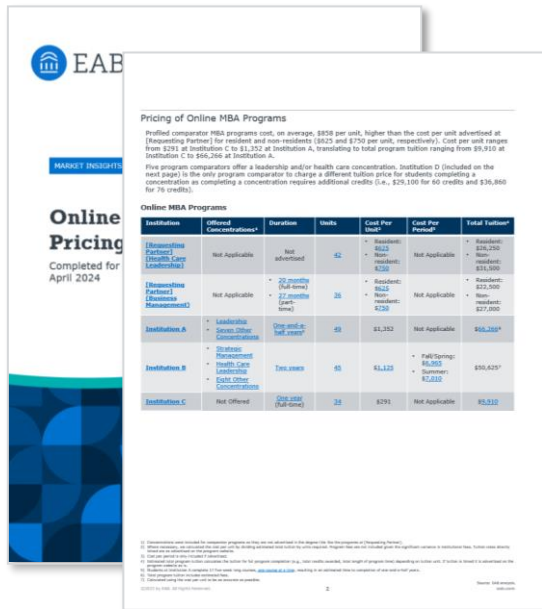
Understand Your Competitive Position



Inform Your Discounting and Aid Strategy



Apply Insights to Refine Program Messaging



How we work with you:

- 1. Scoping:** You identify your target program and its 15 top competitors
- 2. Analysis:** Our team of experts researches your competitors' tuition pricing
- 3. Results:** We share competitive intel insights to help you understand your position in the market

30+

Researchers supporting from EAB's Professional and Adult Education Advisory Services

4,000+

Total **tuition analyses** produced over the past decade



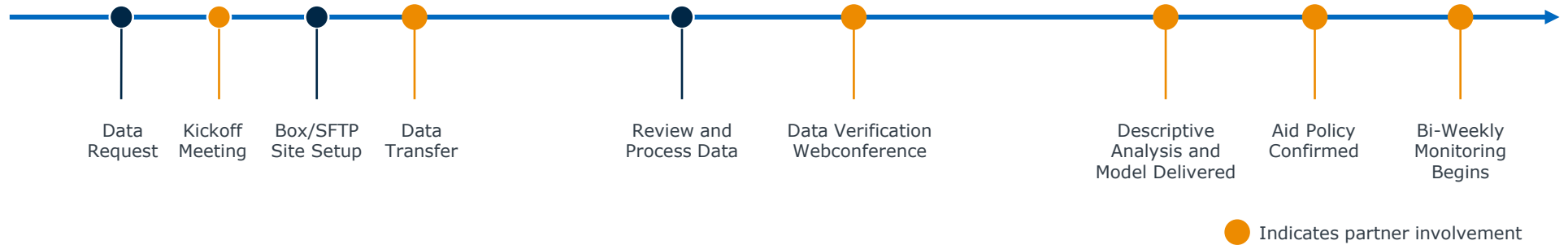
Partnership Logistics

Onboarding and Data Requirements

The Process of Our Work Together



Key Milestones



2024-2025 Deliverables:

- 2022–2024 Yield and Scholarship Analysis – Full-Time Incoming Cohort(s)
- Fall 2025 Scholarship Simulation Modeling
- Fall 2025 Scholarship Policy Documentation
- Analytics Dashboard Launch and Enrollment Monitoring Calls

Typical Annual Workflow

Late Spring

Goals and Data Collection

Goal setting, institutional data pull, and collaborative data reviews

Summer

Analysis and Modeling

EAB analysis, model creation, and additional data checks

Winter and Spring

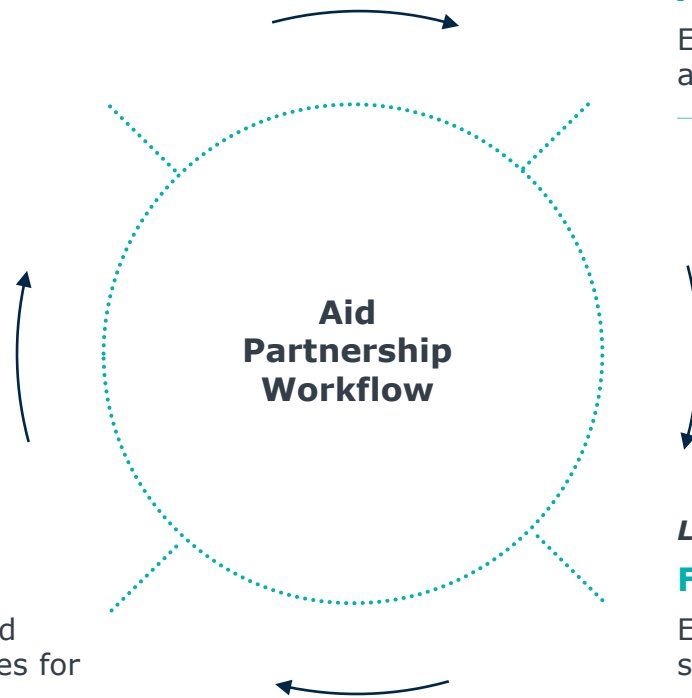
Monitoring Results

Monitoring dashboards to understand class build, strategy and opportunities for intervention

Late Summer/Fall

Findings and Strategy

EAB share-out of analysis and collaborative strategy development



Data Integration Services



3- to 4-Person Analytics Team



Weekly Data Refreshes



Weekly/Bi-weekly with Aid Expert

Today's Slides

Read Our Related Blog

Explore Our Adult Learner Survey Findings

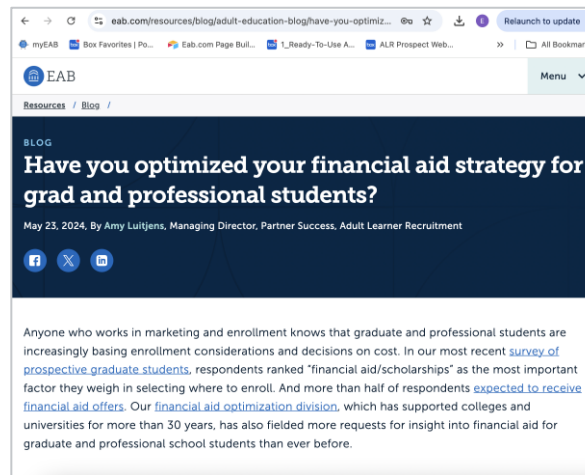
1

Receive a copy of today's **presentation slides**



2

Read our **blog post** on graduate financial aid optimization



3

Gain **access to findings** from a survey of nearly 3800+ graduate and adult learners



4

Get the latest insights from EAB
Subscribe to the EAB Briefing to receive EAB's latest and most relevant content each morning

Thank You!



Lex Ruby-Howe

Vice President

EAB Adult Learner Recruitment



Brett Schraeder

Managing Director

EAB Financial Aid Optimization

Consider Our Team a Resource

Please don't hesitate to reach out with any questions.



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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.