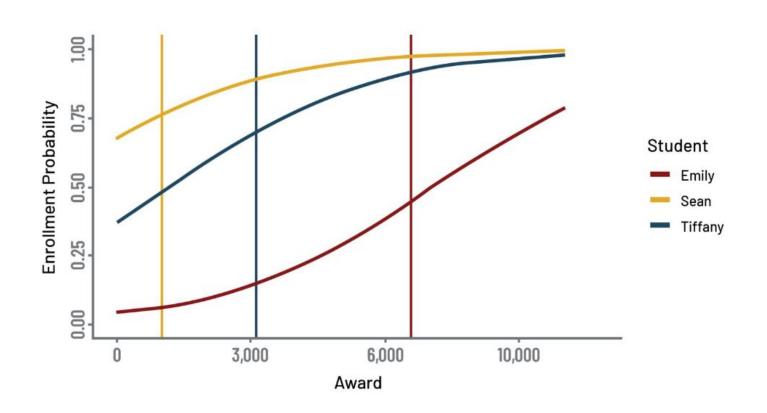
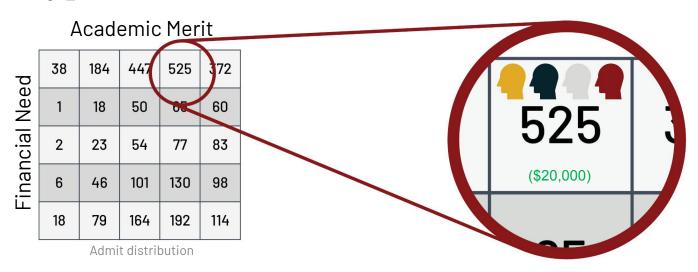
financial aid optimization



Enrollment Probability as a Function of Aid



Individualized Awarding Outperforms a Typical Grid



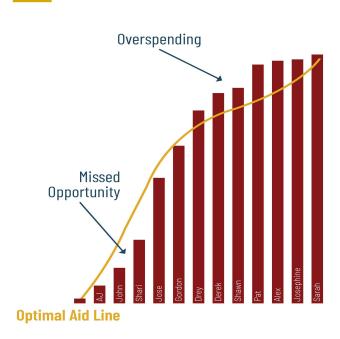
Remember: these are people AND they are very different!

- Distance from campus
- Intended Major
- Gender
- · Ethnicity
- First application source
- In-state/out-of-state

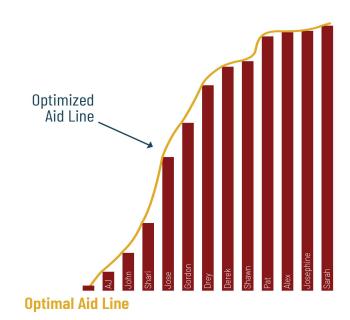
- Honors admit
- EPS Code
- Admissions rating
- Common App
- Legacy
- Etc.

Individualized Awarding

Traditional Approach



Individualized Aid Approach





1 CUSTOMIZED

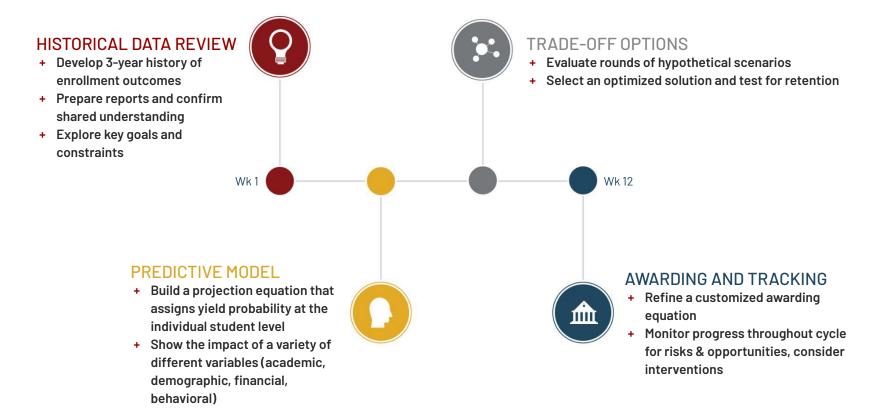
Custom predictive analytics and tools tailored to individual needs, driving optimal and ongoing enrollment performance INDIVIDUALIZED

Best practice predictive tools and models that drive enrollment at the individual student level **OPTIMIZING**

Ongoing consulting and scenario-based evaluations, powerful dashboards, and real time tracking you can rely on to meet your goals OUTPERFORMING

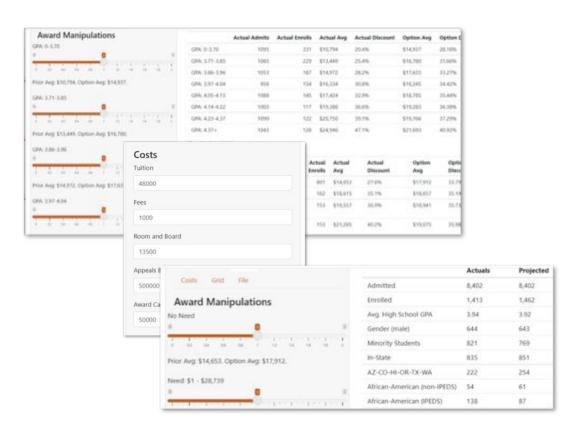
Adaptive modeling process designed to learn and outperform now and in the long-term

Financial Aid Modeling | Project Overview

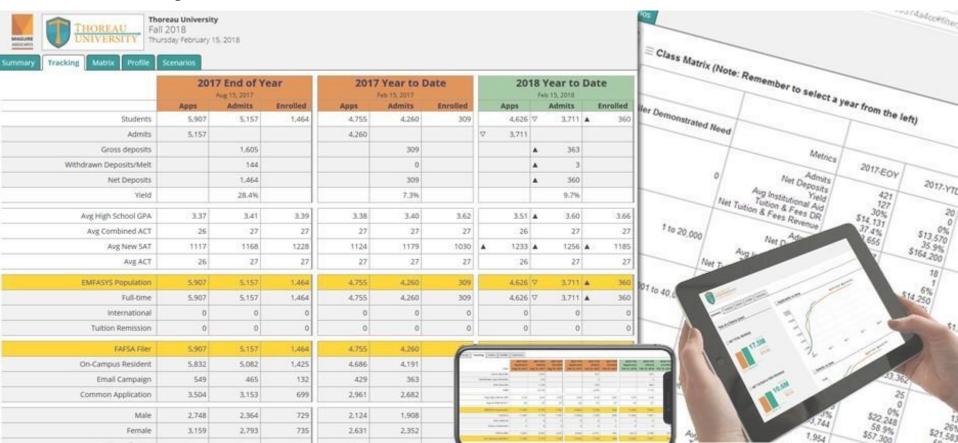


Live Aid Strategy Simulation Tool

- + Immediate assessment of multiple different grant and scholarship strategies.
- Tuition, fee, room, and board costs can be varied to assess the impact of different costs of attendance on enrollment outcomes and cohort composition.
- Improves both speed and transparency in our strategy design.
- + Proprietary software.

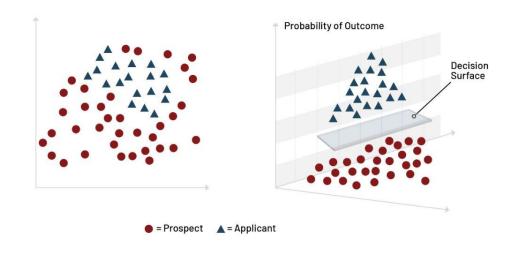


Track all your data in a customized dashboard.



Recruitment Modeling

- We will build a multivariate statistical model that identifies the variables that predict application conversion.
- We will tag individual inquiries with their likelihood of converting to applicants, split into subgroups of interests.
- We will combine logistic regression with other machine-learning algorithms to achieve the most accurate model.
- + **Your results** will be strengthened with our integration of external geodemographic data.



Student Success Modeling

- + **We integrate** first-year retention modeling into your financial aid optimization
- We collect first-year retention data during the discovery period of your financial aid optimization project
- As we build aid allocation and optimization strategies we'll highlight the retention impacts of those strategies
- By including retention modeling in your financial aid optimization strategy we ensure student success is included as an enrollment goal alongside yield, initial enrollment, and net revenue.

Designing Strategies for Success Beyond Year One