

SEATTLEU

Unfunded Aid Project

Prepared by:

Sofiya Koretskaya, Alexander Scoggins, Deeksha Vashishtha, Gautam Reddy and Sri Lakshmi Mallipudi.

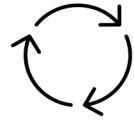
Primary objective



Situation

Graduate admissions department wants to:

- Evaluate the impact of unfunded aid on the admission-to-confirmation/deposit process.
- Identify successful programs in disseminating aid.



Complication

- Budget relies on enrollment, necessitating an assessment of the effectiveness of an unfunded aid strategy.
- The hypothesis suggests that applicants who receive unfunded aid offer with their admission letters are more likely to accept their offers



Question

- Does unfunded aid significantly impact the admission-to-confirmation/deposit process?
- Is there a specific aid level that influences applicants?
- Which programs are most successful in disseminating unfunded aid?

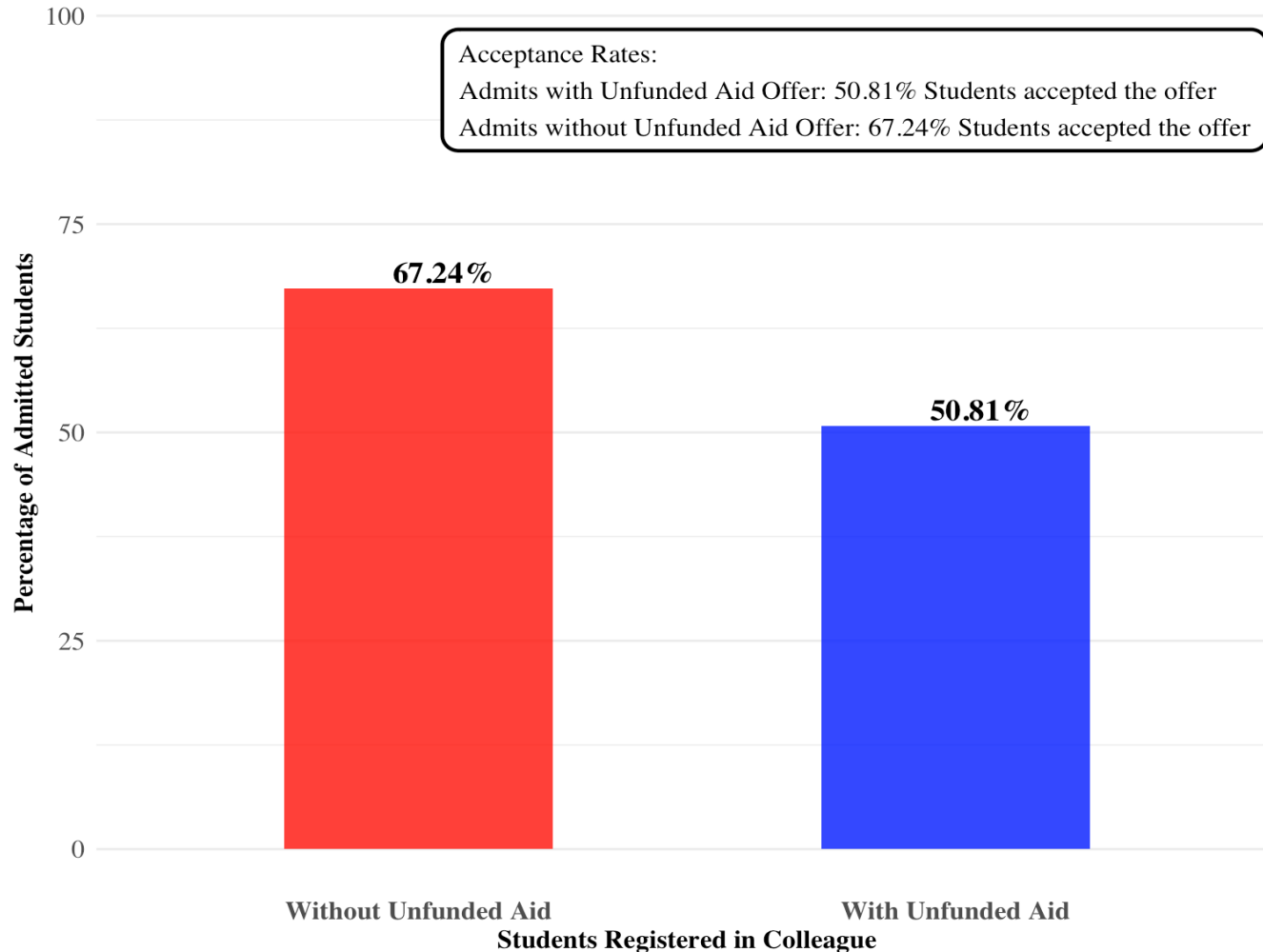


Action

- Analyze data to assess the influence of Unfunded aid on the admission to enrollment process.
- Examine Aid level distribution.
- Evaluate success and range of dissemination among programs.

Does unfunded aid make a difference in whether an admitted students accept their offer of admission (confirm/deposit)?

Admitted Students Acceptance by Unfunded Aid

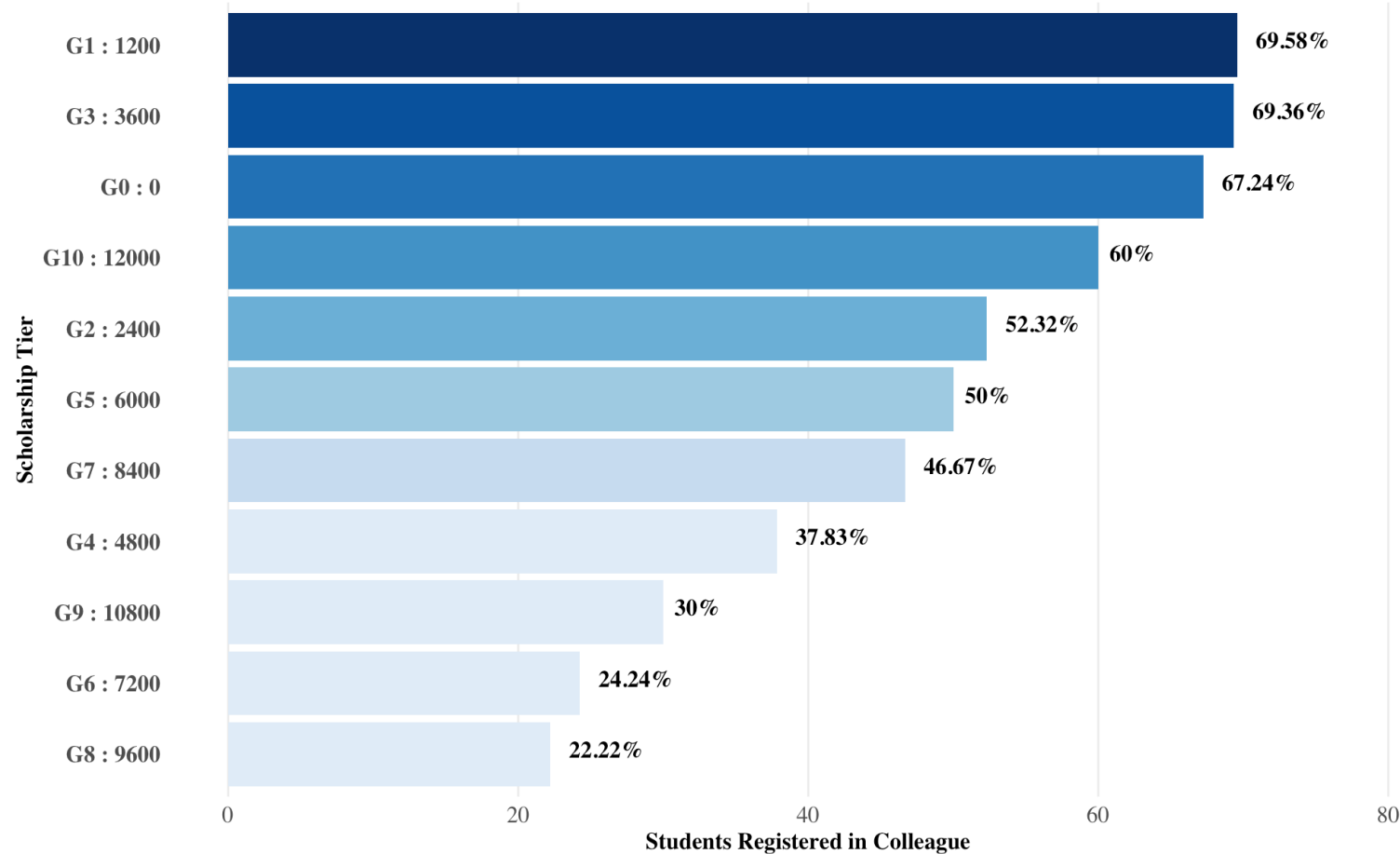


- Offering unfunded aid to admitted students leads to a registration rate of **over 50%**, which can be deemed as a successful initiative in driving enrollment.
- However, it is important to note that a higher percentage (67.24%) of admitted students who were ***not*** offered unfunded aid also registered in colleague.
- This indicates that while unfunded aid has an impact on enrollment, a significant number of students who were not offered such aid still choose to register.

* Data from the period when the practice of providing unfunded aid commenced

Of those who accepted their offer of admission (confirm/deposit), in what order (most to least) are levels of aid offered (G levels)?

Admitted Students Acceptance Rate by Aid Level

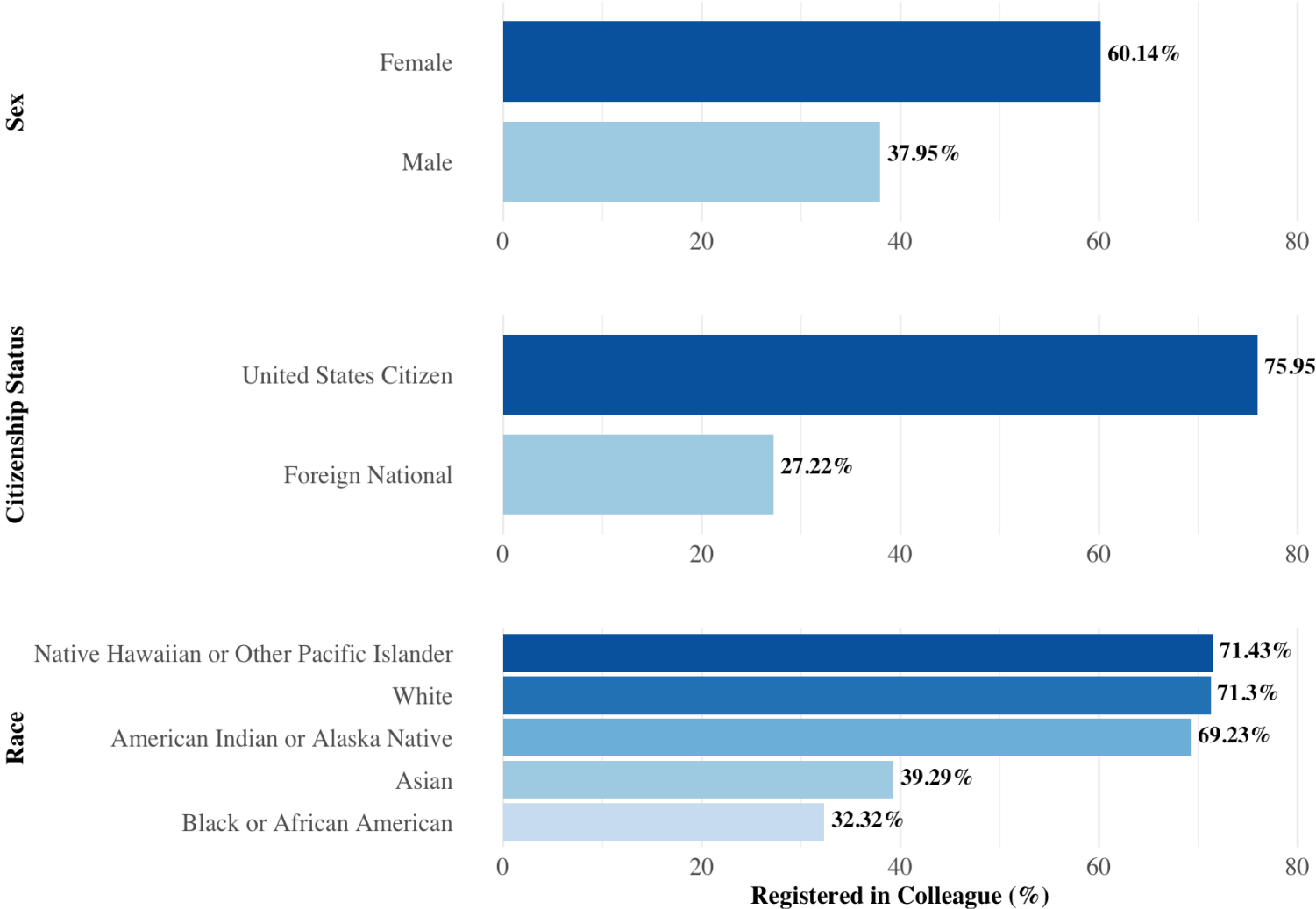


- Total Enrolled : 3279
- G1 aid level (\$ 1200) has a higher acceptance rate of 69.58% compared to other aid levels.
- However, when considering the overall admissions, admits without an aid offer had a higher acceptance rate (Slide 4).
- This suggests that the impact of unfunded aid on acceptance rates varies depending on the specific aid level and the overall context of admissions.

* Data from the period when the practice of providing unfunded aid commenced

Who (demographic data) is most likely to be influenced by the offer of unfunded aid?

Unfunded Aid Student Acceptance Rate by Demographic Data

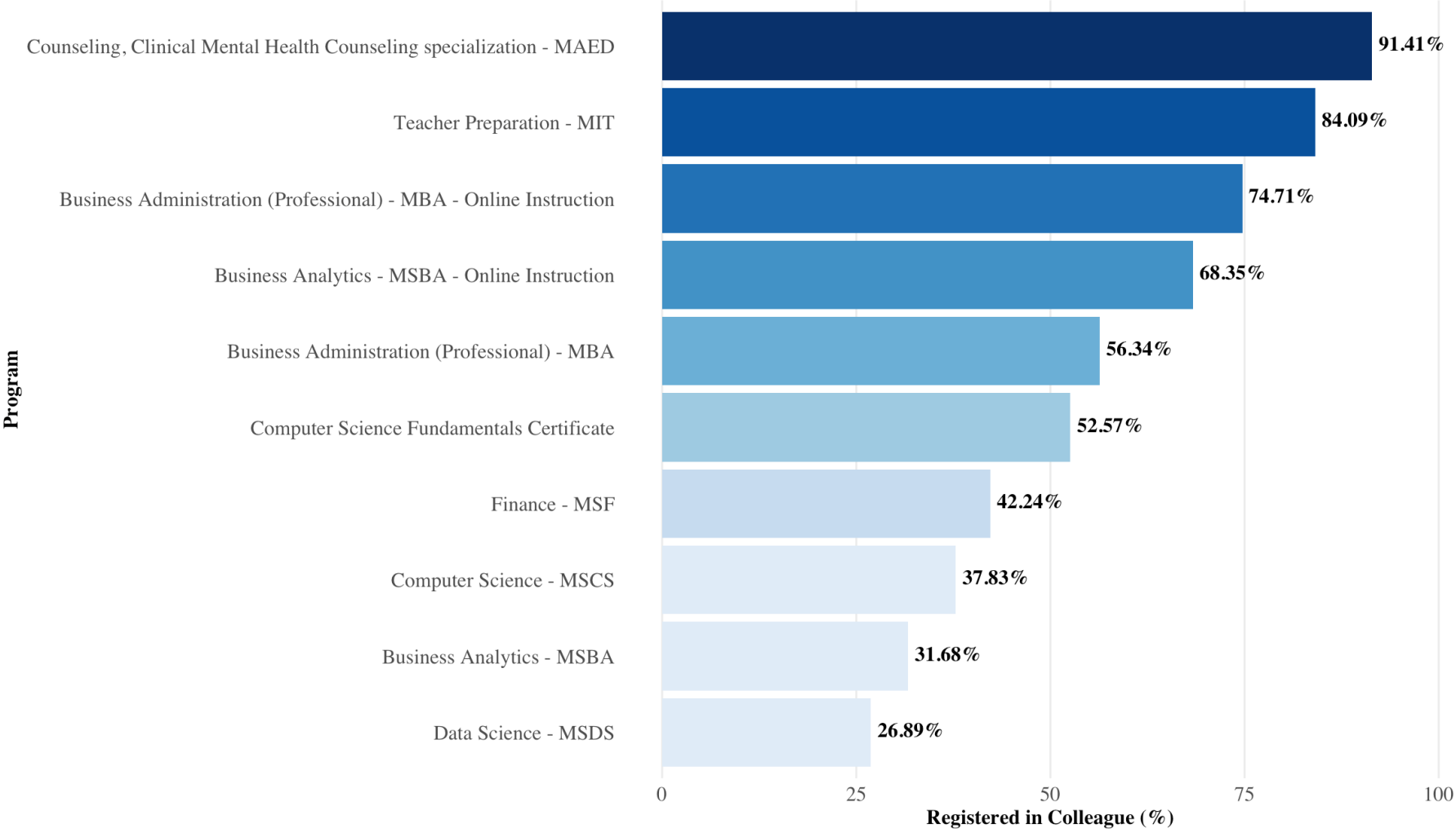


- Unfunded aid appears to have a stronger influence on certain demographic groups.
- Females, US citizens, and individuals identifying as White has higher acceptance rates compared to other demographic groups.
- This suggests that these specific groups are more responsive to the offer of unfunded aid when making decisions regarding their admission offers.

* Data from the period when the practice of providing unfunded aid commenced

By Program - who is the “best” at disseminating unfunded aid (meaning of those who have the most applicants accept their offer (confirm/deposit) how do they typically divide the levels of aid (G levels)?

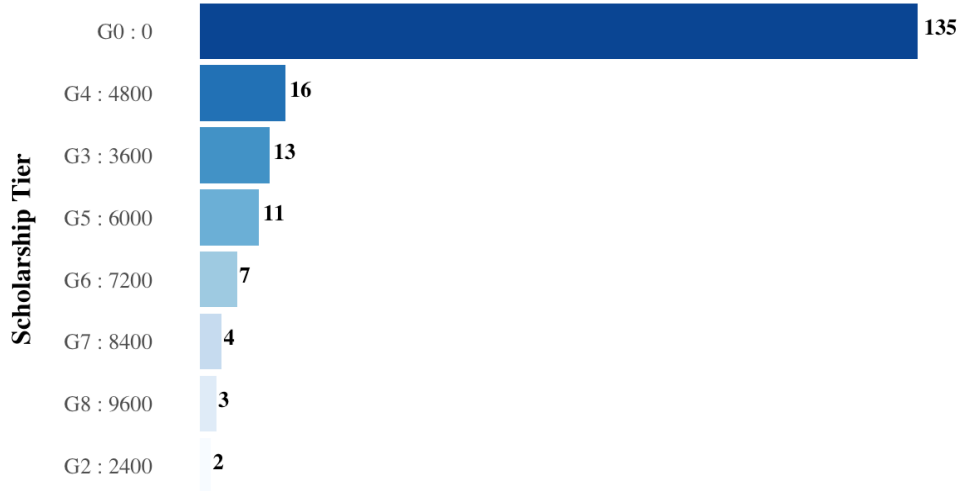
Acceptance Rates of Top 10 Programs with Highest Admit counts



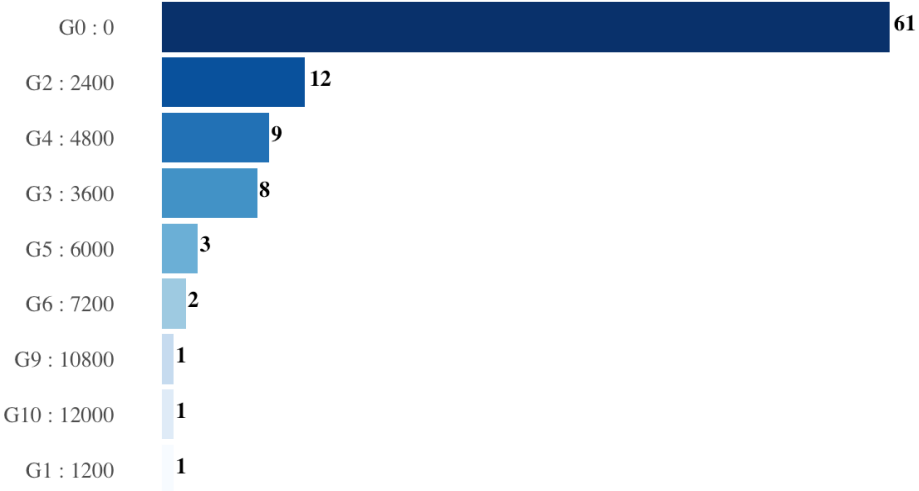
* Data from the period when the practice of providing unfunded aid commenced

Distribution of Aid Levels (G levels) by Top 10 Programs

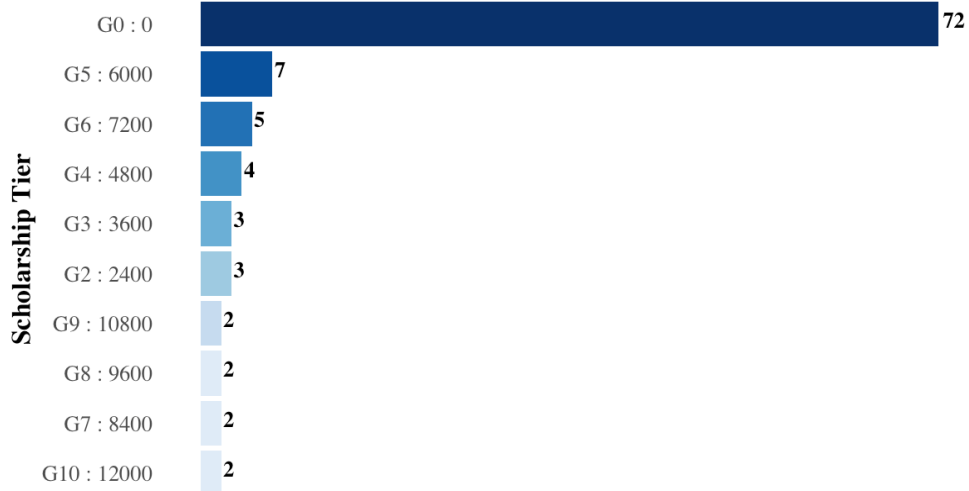
Business Administration (Professional) - MBA



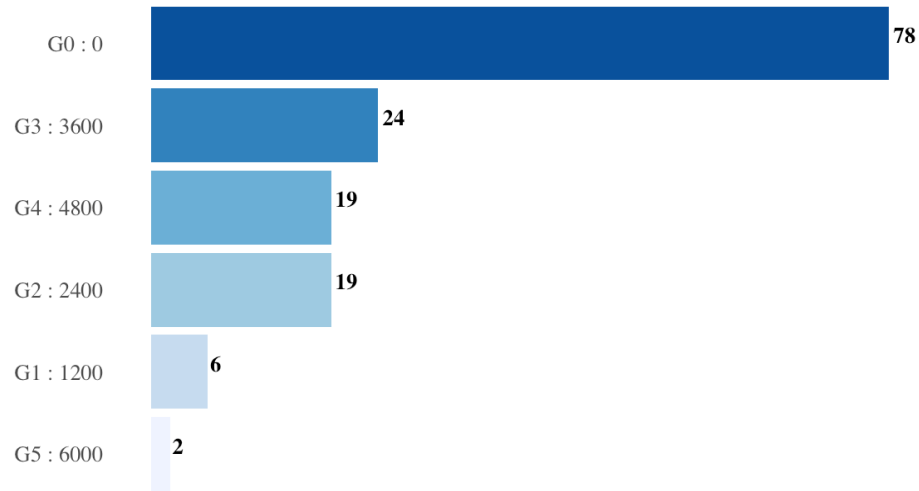
Finance - MSF



Business Analytics - MSBA



Teacher Preparation - MIT

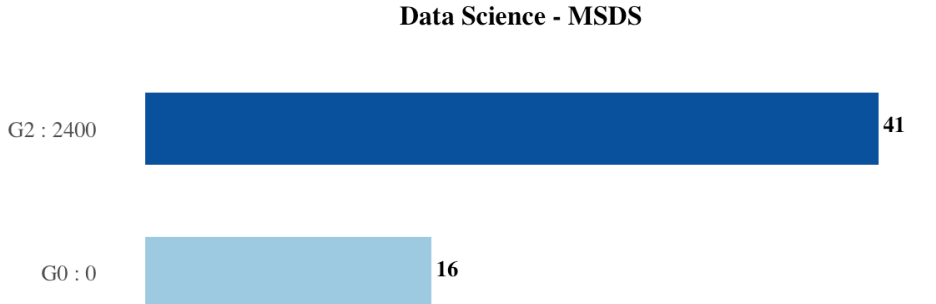
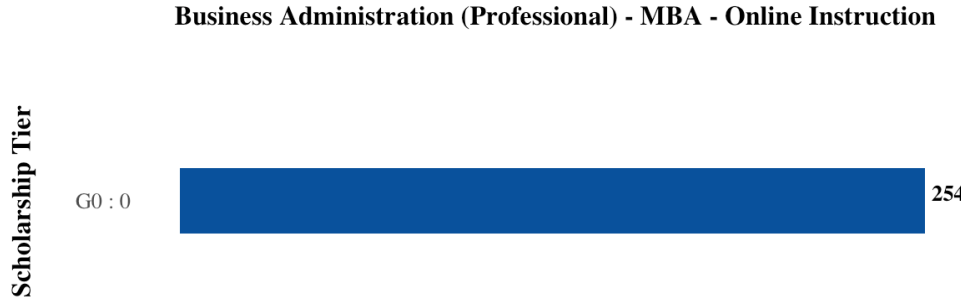
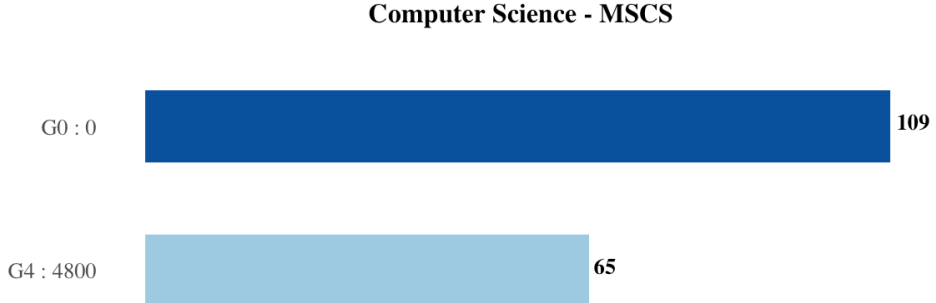
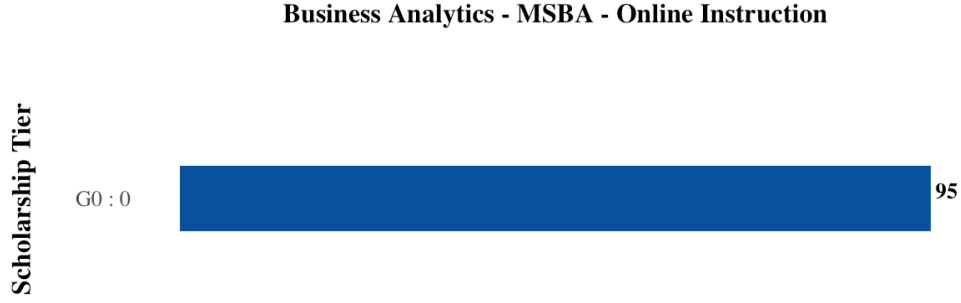
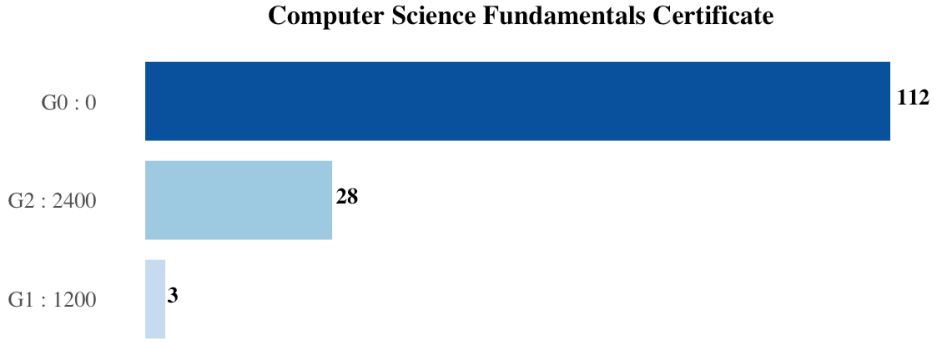
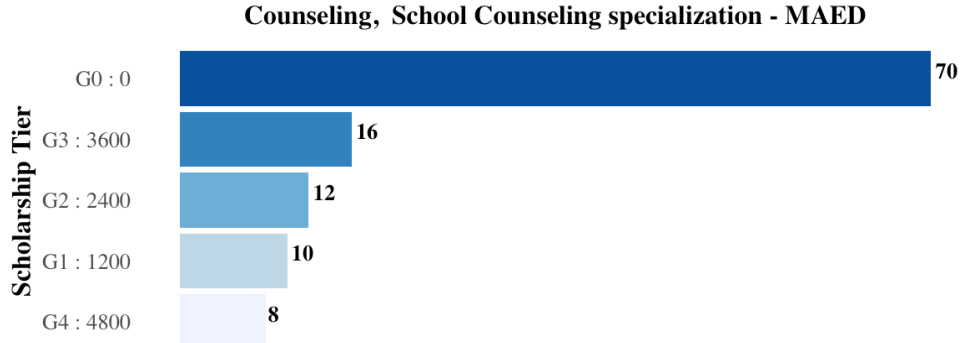


Students Registered in Colleague

Students Registered in Colleague

➤ After analyzing the data, it is observed that the MBA, MSBA, MSF, and MIT programs have been particularly successful in disseminating unfunded aid with acceptance rate over 30%.

Distribution of Aid levels (G levels) by Top 10 Programs



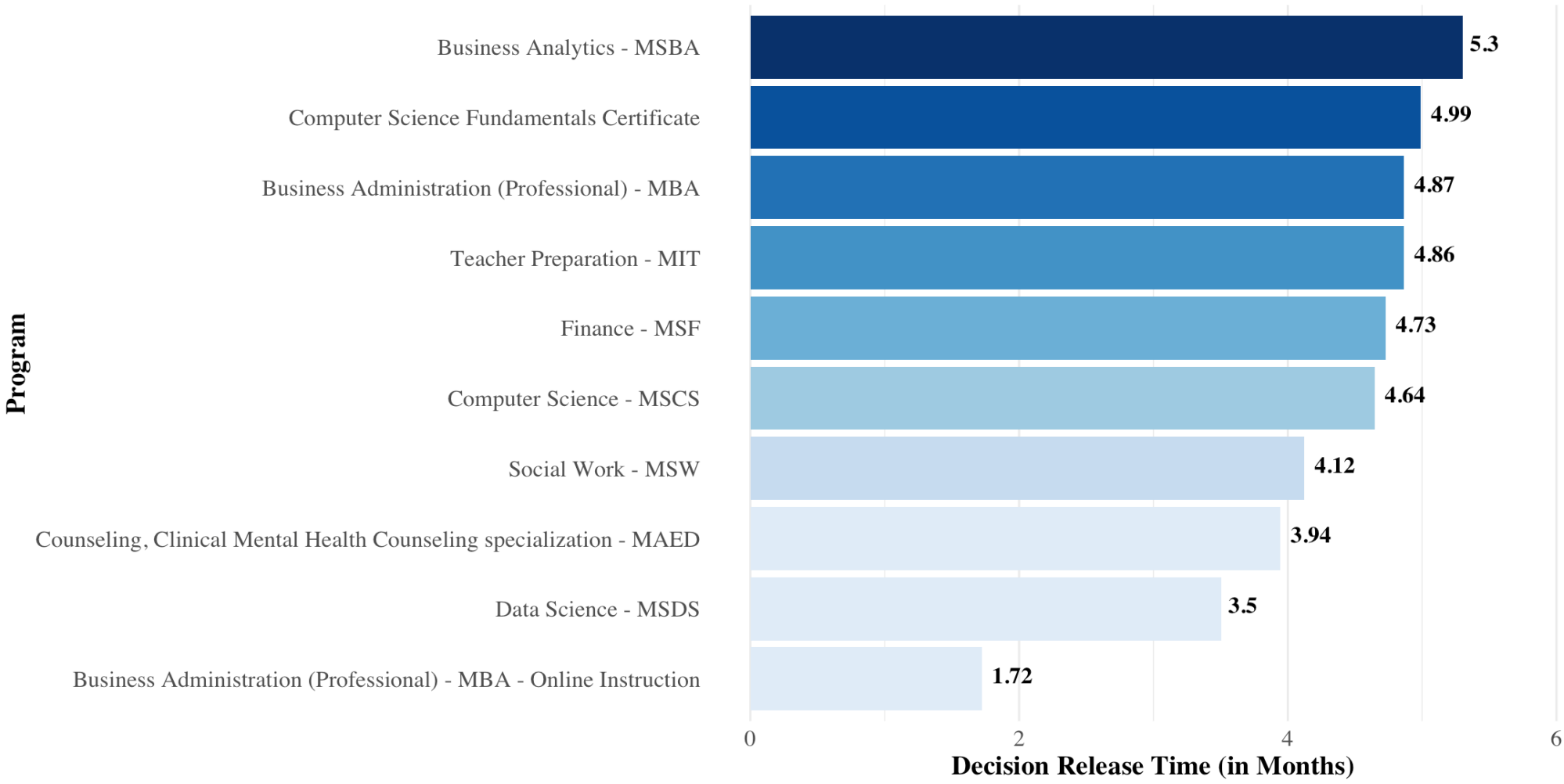
Students Registered in Colleague

Students Registered in Colleague

By Program - how much time, on average does it take from the time an application is submitted until a decision is released?

Average Decision Release Time by Program

Top 10 Programs with Highest Applications



* Data from both the pre and post-unfunded aid practice periods.

Logit Regression Model

Dependent Variable: Registered in Colleague (Matriculation)

Reference Variable	Variables	Estimate	Signif.	Std Error	Odds Ratio	Interpretation
	Intercept	1.90	***	0.12	6.66	
	Scholarship (in \$)	0.00	***	0.00	1.00	An increase in scholarship does not impact student's chances of registering in the colleague.
	Duration to release decision (in months)	-0.33	***	0.01	0.72	Every additional month's delay in decision release decreases the chance of students registering in colleague by 28% .
	Academic Year - Unfunded Aid Practice	0.25	**	0.10	1.29	Students who applied for the Academic years with unfunded aid had 29% higher chances of registering in colleague than pre-unfunded aid practice.
Citizenship Status: United States Citizen	Foreign National	-1.43	***	0.09	0.24	Foreign Nationals had 76% lower chances of registering in colleague than United States Citizens.
Race: Whites	Black or African American	-0.54	***	0.11	0.58	Black or African Americans had 42% lower chances of registering in colleague than Whites.
	American Indian or Alaska Native	-0.15		0.26	0.86	American Indians or Alaska Natives had 14% lower chances of registering in colleague than Whites.
	Asian	0.02		0.09	1.02	Asians had 2% higher chances of registering in colleague than Whites.
	Native Hawaiian or Other Pacific Islander	0.12		0.43	1.12	Native Hawaiian or Other Pacific Islanders had 12% higher chances of registering in colleague than Whites.
Sex: Females	Male	-0.41	***	0.07	0.66	Male students had 34% lower chances of registering in colleague than females.
College: Albers School of Business	College of Arts and Sciences	0.17		0.10	1.18	Students who applied for the programs from the College of Arts and Sciences had 18% higher chances of registering in colleague than the Albers School of Business.
	College of Education	0.46	***	0.10	1.58	Students who applied for the programs from the College of Education had 58% higher chances of registering in colleague than the Albers School of Business.
	College of Science and Engineering	-0.10		0.09	0.91	Students who applied for the programs from the College of Science and Engineering had 9% lower chances of registering in colleague than the Albers School of Business.

1

2

3

4

5

6

Signif. codes: '***' - 0.1%, '**' - 1%, '*' - 5%, '.' - 10%

Key takeaways

- Business and Engineering programs require approx. 2x offer-size of Unfunded aid compared to College of Education or Arts and Science programs to drive yield.
- Male students in Business and Engineering programs require approx. 2x offer-size of Unfunded aid compared to Female students to drive yield.
- Both Male and Female students in the College of Education or Arts and Science require a similar offer-size of Unfunded aid to drive yield.
- The data suggest that Females, US Citizens, and individuals identifying as White are more likely to be influenced by unfunded aid compared to other demographic groups.
- Offering unfunded aid contributes to registrations, but a significant portion of students who were not offered aid still choose to register, suggesting the influence of additional factors in the decision-making process.

Questions?



Thank you for your attention!



**SEATTLE
UNIVERSITY**

SLH

Sullivan Hall

School of Law

Key takeaways

	Optimal Female Scholarship	Female Yield	Optimal Male Scholarship	Male Yield
College of Education	2400	0.8	2400	0.7
College of Arts and Sciences	2400	0.7	2400	0.5
Albers School of Business	3600	0.6	6000	0.3
College of Science and Engineering	4800	0.36	4800	0.24