The Future of
Financial Aid Forecasting:
How to Optimize Yield, Increase Revenue
and Stay Within Budget

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Today’s Presenters

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15 years of expertise:
Retention, Financial Aid,
Advancement and
Institutional Research

Formerly with
University of Minnesota

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11 years of expertise:
Enrollment Management,
Strategic Marketing,
Financial Aid

Formerly with
Mars Hill University

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Financial Aid Challenges

Some things never change

"To give away money is an easy matter ... and in any man's power. But to decide to whom to give it, and how large and when, for what purpose and how, is neither in every man's power nor an easy matter. Hence it is that such excellence is rare, praiseworthy and noble."

- Aristotle, Platonic Academy (367 BC – 347 BC)
Challenge #1
You don’t know how much it’s going to cost in total

“Message in a Bottle”

An offer letter goes out and you may have inaccurate estimates on how many or which ones will come back.

This makes long term budgeting difficult and allows for few interventions before the letters go out the door.

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Challenge #2
Awarding is inefficient

Grids, Matrices

When you award based on large “bins” of students, it is difficult to leverage your aid dollars strategically or efficiently.

<table>
<thead>
<tr>
<th>SAT/ACT</th>
<th>1600</th>
<th>1570</th>
<th>1540</th>
<th>1500</th>
<th>1470</th>
<th>1430</th>
<th>1400</th>
<th>1360</th>
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<td>28</td>
<td>27</td>
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<td>25</td>
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* *AFTER MARCH 2016  **BEFORE MARCH 2016

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PREDICTIONS IN THE REAL WORLD
# Prediction in the Real World

<table>
<thead>
<tr>
<th>DEPART</th>
<th>SUN 01 JAN</th>
<th>MON 02 JAN</th>
<th>TUE 03 JAN</th>
<th>WED 04 JAN</th>
<th>THU 05 JAN</th>
<th>FRI 06 JAN</th>
<th>SAT 07 JAN</th>
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</thead>
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<tr>
<td>TUE 27 DEC</td>
<td>$998\text{70 With Stops}$</td>
<td>$1,044\text{70 With Stops}$</td>
<td>$1,174\text{70 With Stops}$</td>
<td>$896\text{70 With Stops}$</td>
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<tr>
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<tr>
<td>THU 29 DEC</td>
<td>$798\text{70 With Stops}$</td>
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<td>$698\text{70 With Stops}$</td>
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Prediction in the Real World
Why Machine Learning Works

Machine learning is a method of data analysis that automates analytical model building. Using algorithms that iteratively learn from data, machine learning allows computers to find hidden insights without being explicitly programmed where to look.

Machine Learning Algorithms are more sophisticated and accurate. With more data, they deliver better outcomes.

For a financial aid office the impact is millions of $$ wisely spent
How Machine Learning Can and Will Help Financial Aid

Aid Adjustments Have Small Effect

Shows you the students for whom the smallest increases in aid will make the biggest increase in yield.

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SIX WAYS THAT MACHINE LEARNING CAN IMPROVE YOUR FINANCIAL AID FORECASTING
6 Primary Benefits

1. **Individual Level Predictions.**
   See who is likely to enroll and who is not

2. **Group Level Predictions.**
   See what your predicted budget is BEFORE offers go in the mail
3. Aid Leveraging.
Adjust offers to optimize yield or net tuition revenue
6 Primary Benefits

4. Iterate Regularly and Rapidly.
Test multiple scenarios and view predictions on admitted OR theoretically admitted students

5. You’re in control.
Using this tool helps achieve institutional goals WHILE having accurate predictions
6 Primary Benefits

6. **Raw Data.**
The data is yours.
View adjustments in simply flat files, or upload into your CRM.
QUESTIONS
NEXT STEPS
Interested In Seeing More

As a Thank You for joining us, and offering feedback to our team today,

SCHEDULE A 1:1 MEETING BY 6/15/17
Schedule a meeting by June 15 and enjoy a 45-minute free consultation with our financial aid experts to review the software in detail.

July 1st Discount
Institutions who execute a partnership with Capture by July 1, 2017 will lock in a 25% discount, a savings of $12,500

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Once data is received, our team of data scientists will prepare a financial aid model for discussion with your team in as little as FIVE WEEKS.

How It Works

Envision’s Financial Aid accuracy at work.

#1
Robust Data Set
• 3-5 Years Admitted Student Data WITH Yield Outcome
• Tuition + Fees
• Total Aid Awarded
• Institutional Aid Awarded

#2
TrafficLight Report
• In-depth analysis on the 6 dimensions of data quality
• Actionable steps to enhance model performance

#3
Model Presentation
• We’ll demo the model performance for you
• We’ll show you comparative desires with your previous years

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Questions?
Feedback.

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Thank you!

Brad & Amanda

Capture exists to collaborate with like-minded thinkers to create a sustainable recruitment model that mutually benefits both our partner institutions and the students they recruit. Join our family today.