

# HigherEdTALK<sup>™</sup>

## Tuition Intelligence for Smarter Recruitment

**Becky Morehouse**  
**Senior Vice President**

**Grant De Roo**  
**Director, Research and Strategy**



# Who We Are



**Becky Morehouse**

Senior Vice President



**Grant De Roo**

Director, Research and Strategy

# Stamats

- Family owned (3<sup>rd</sup> generation owners)
- Higher education consultants for 50+ years
- Pioneers in market research
- Conduct a variety of studies in higher education
  - Academic Program Demand
  - Tuition Pricing
  - Brand Perception



# Study Goals

---



- Glimpse of regional tuition expectations
- Importance of “published” vs. “net” cost
- How students define “value”
- Role of price throughout admissions process

# Study Details

---



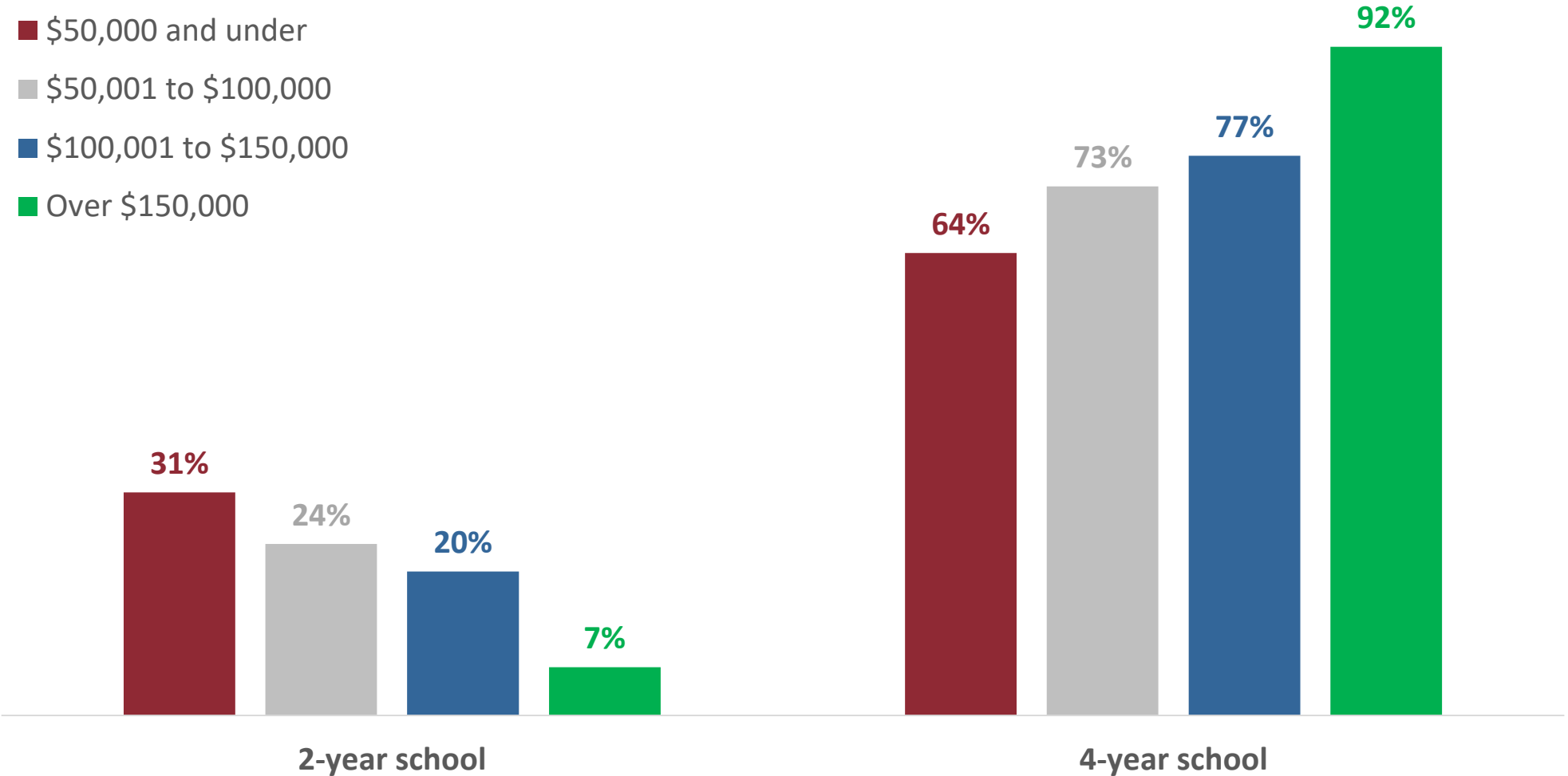
- **1,518 total participants**
  - High school juniors and seniors
- **eBook has categories broken down by:**
  - Gender
  - Race/Ethnicity
  - Region
  - Household income (self-reported)
  - Grade

# Income Influences School Type



Wealthier students are more likely to attend a four-year college or university.

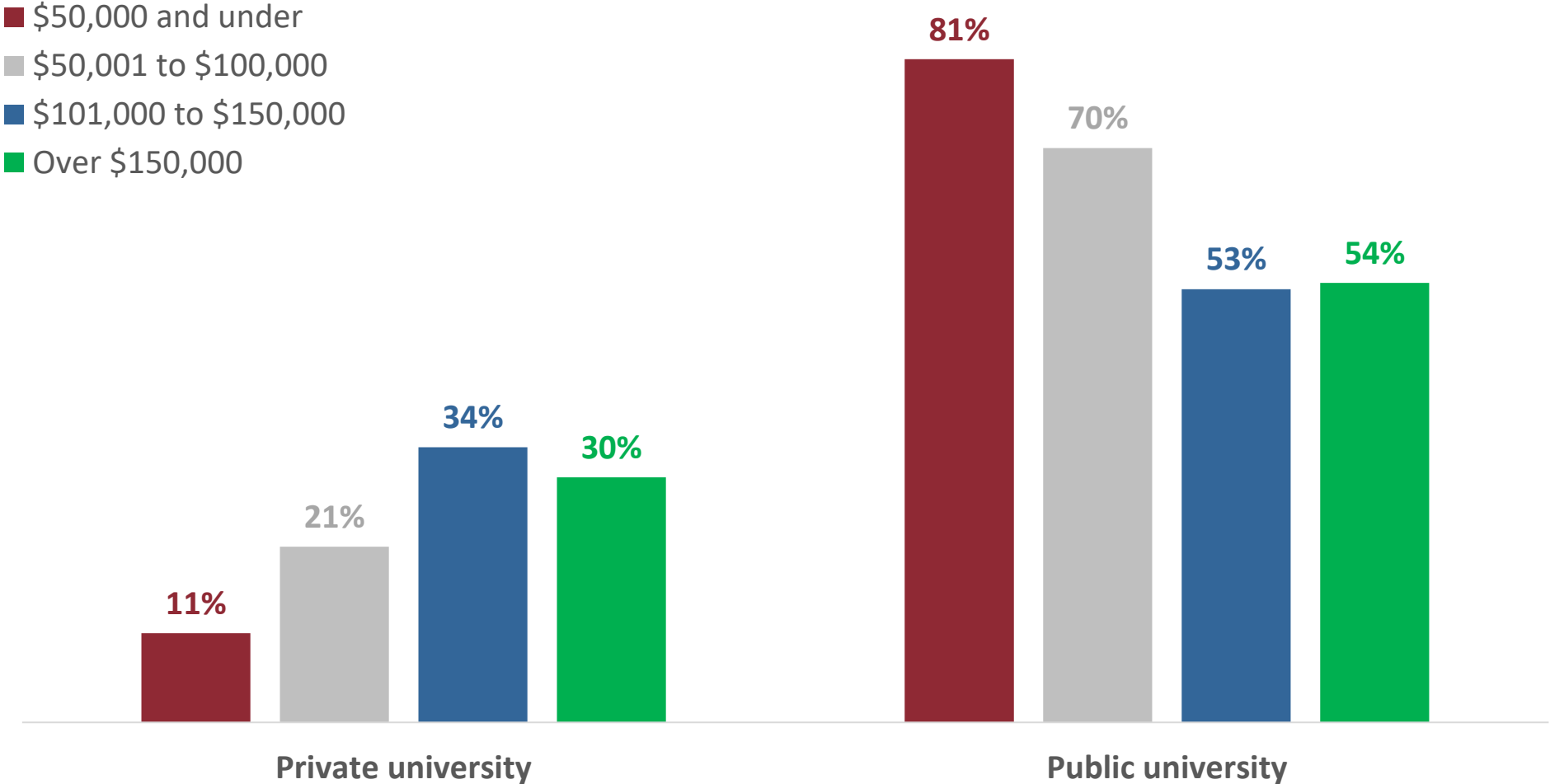
- \$50,000 and under
- \$50,001 to \$100,000
- \$100,001 to \$150,000
- Over \$150,000



# Income Influences School Type – 2



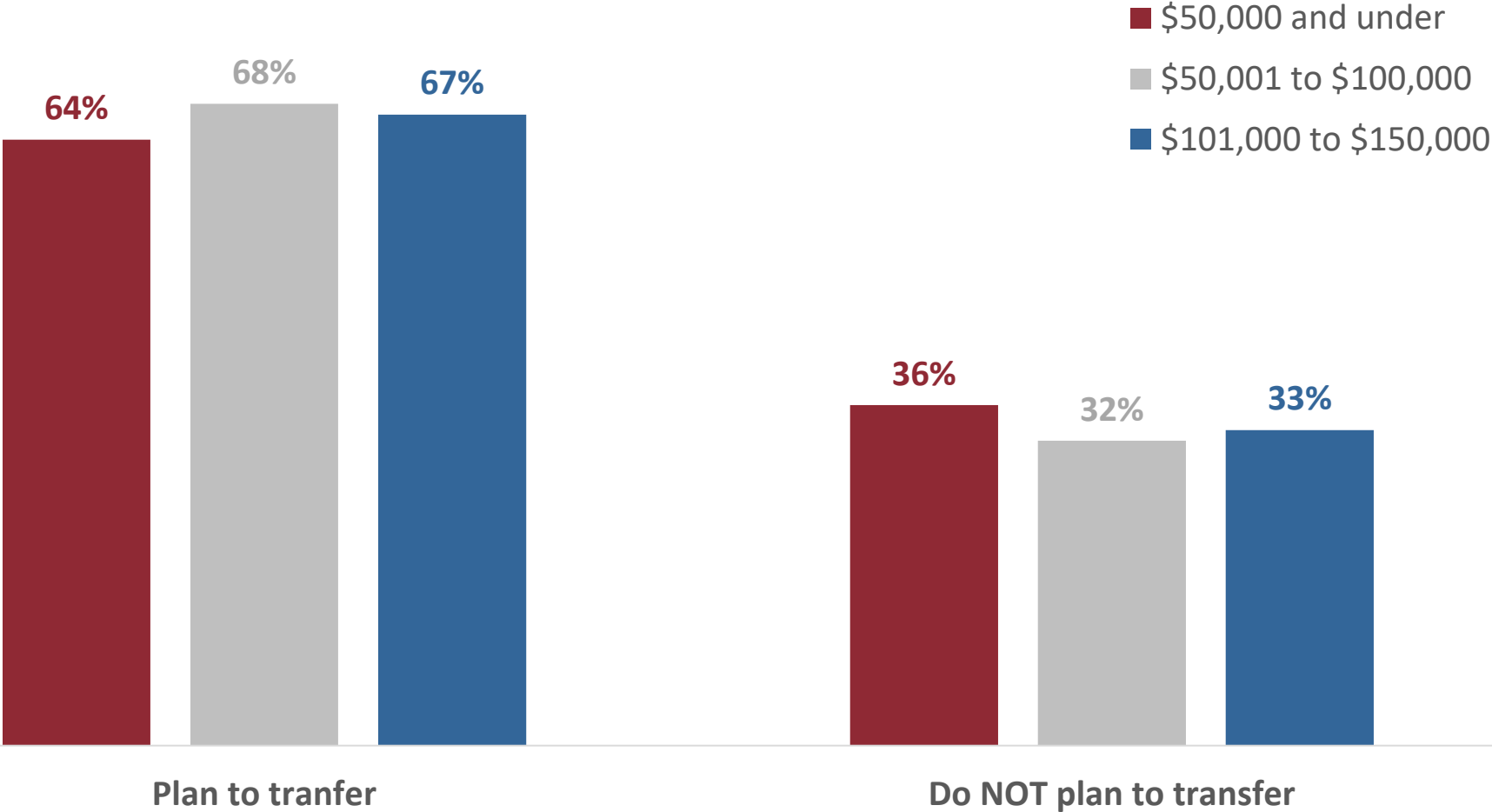
Wealthier students are more likely to consider a private college or university.



# Intent to Earn a Bachelor's Degree



The majority of students who plan to attend a 2-year college—regardless of income—intend to transfer to a 4-year school.

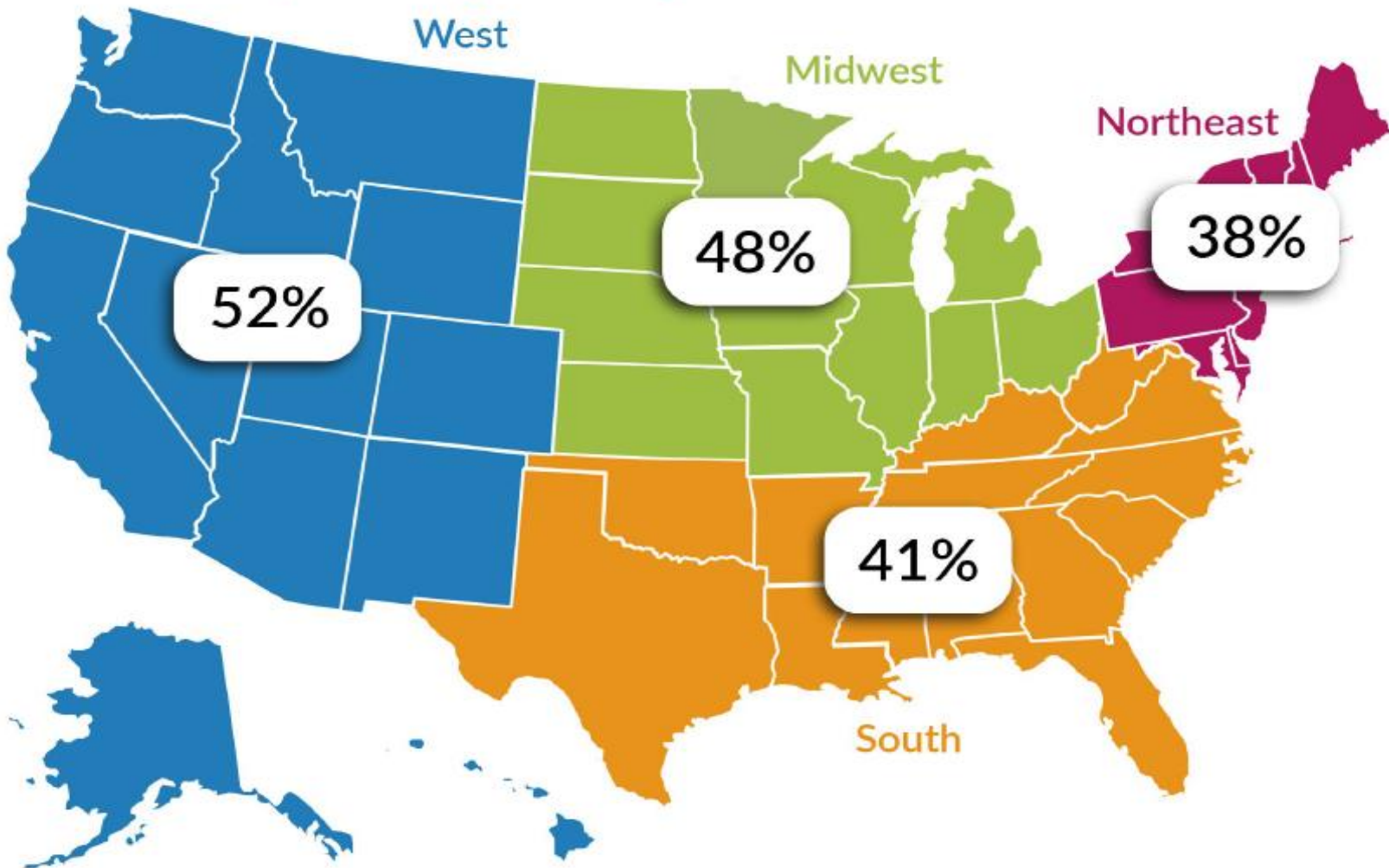




# Ability and Willingness to Travel for College



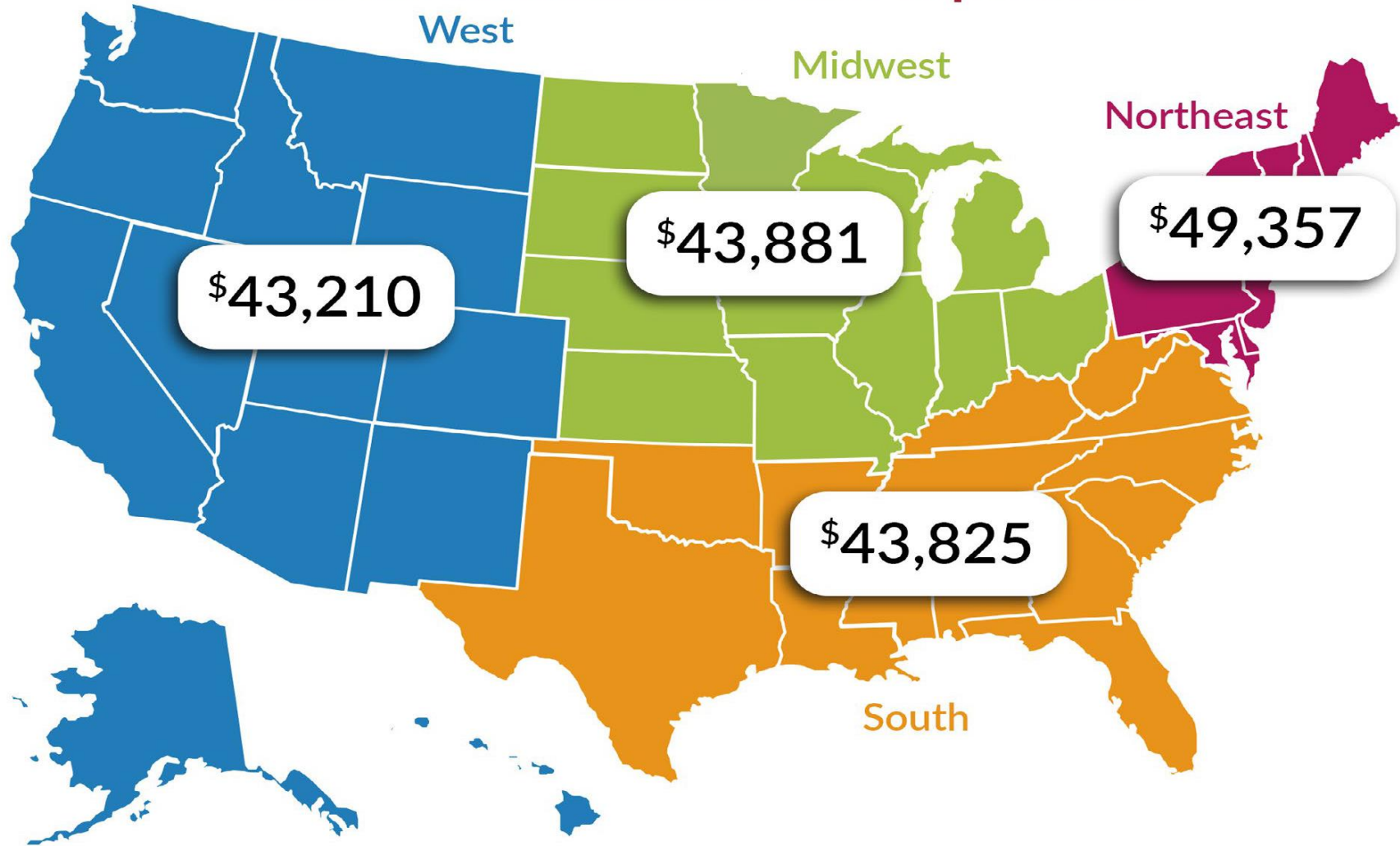
% who prefer to go to college within one hour from home



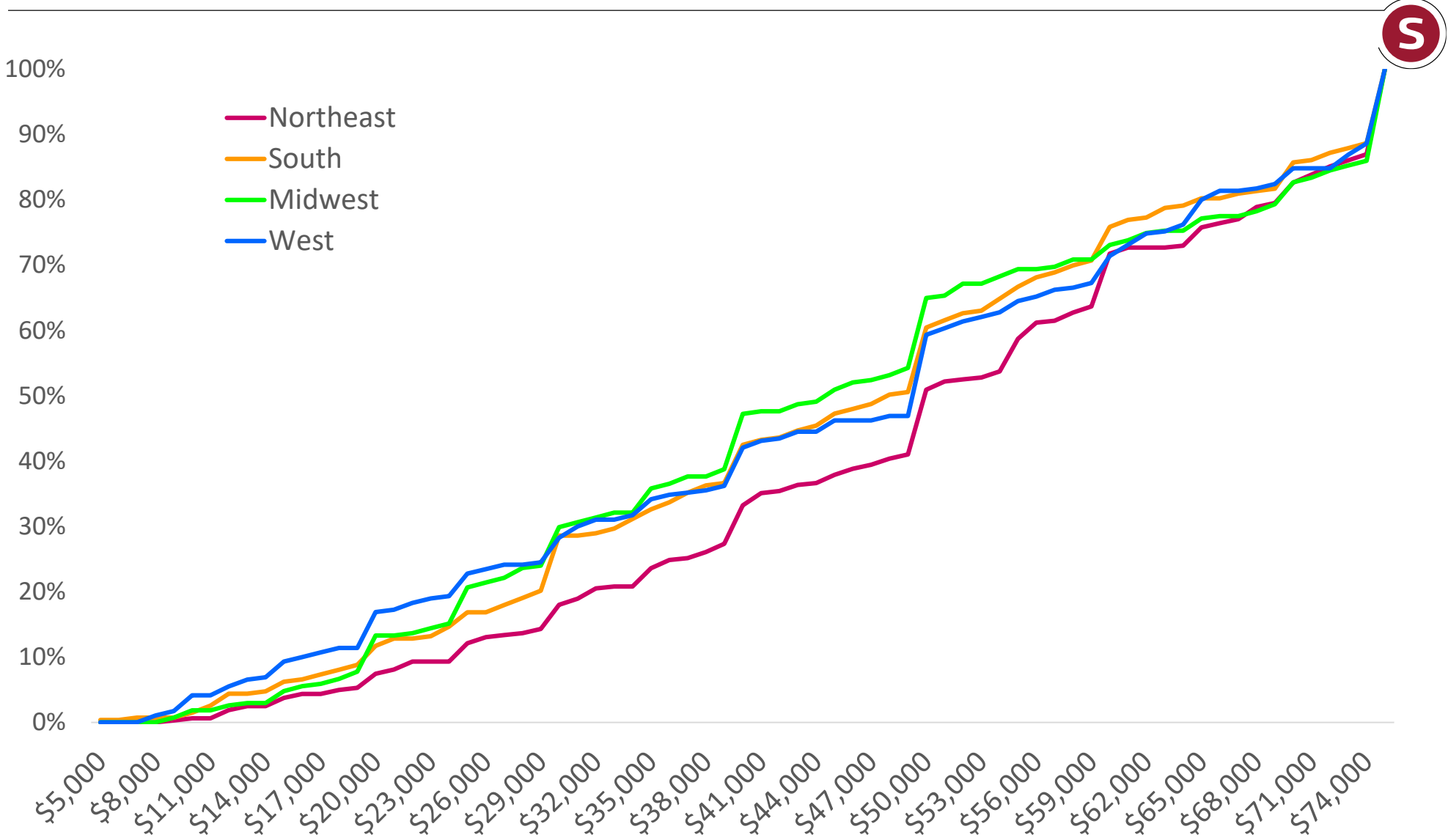
# Tuition Expectations Vary by Region



Cost of attendance is too expensive



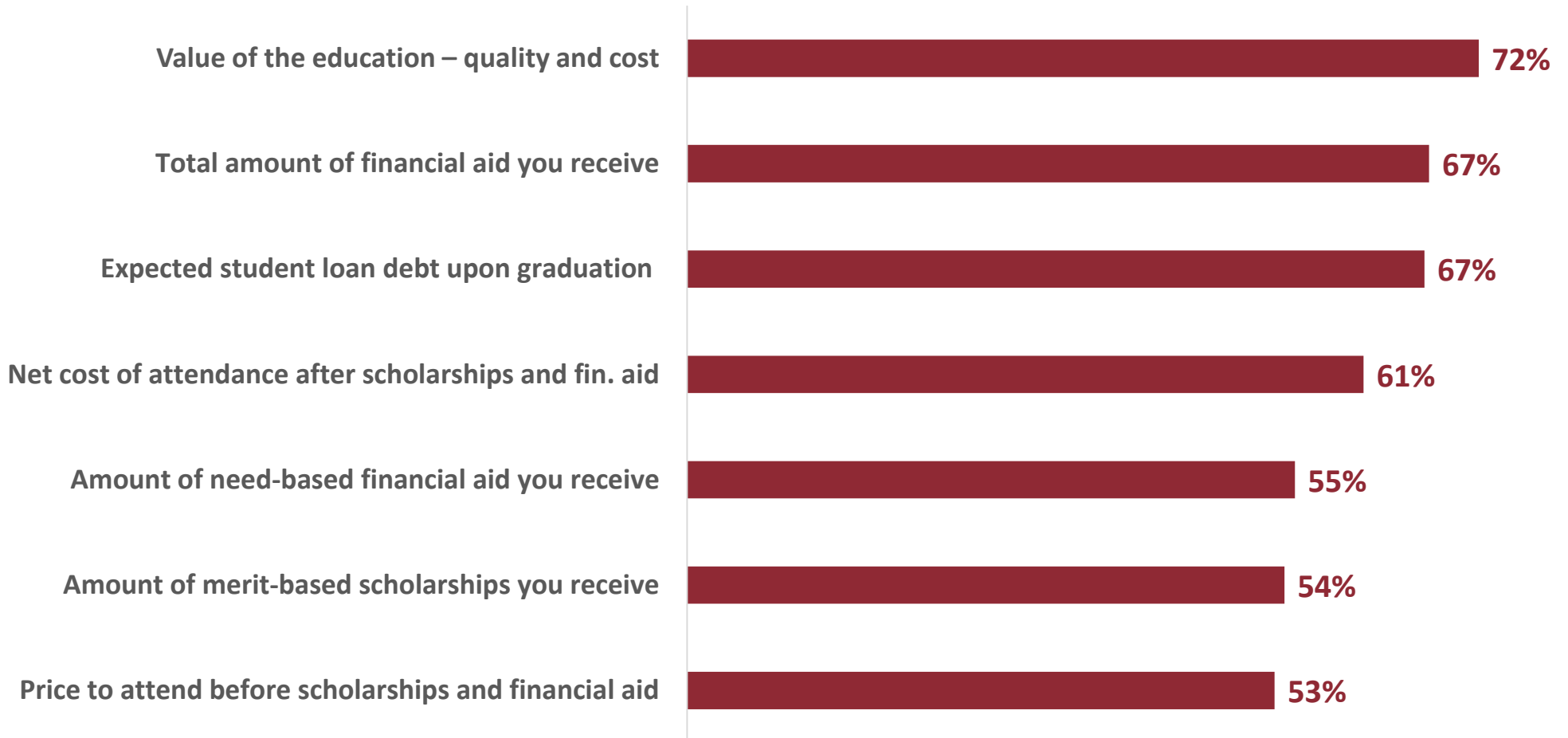
# Tuition Expectations Vary by Region



# Many Ways of Assessing Cost and Value



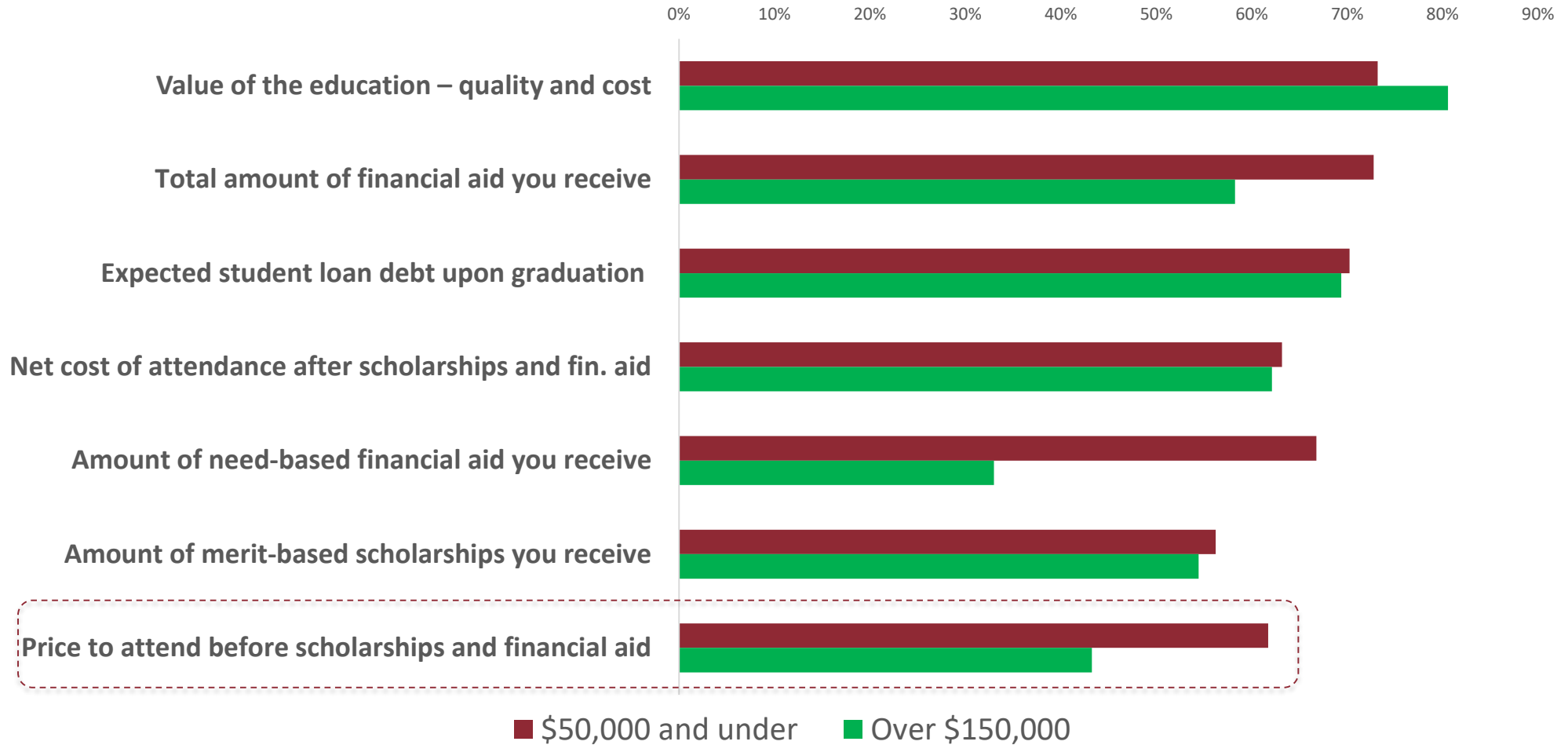
More than anything else, students consider value for the money—the balance between a school’s quality and its cost—when evaluating pricing: 72% rated this as “very important.”



# Many Ways of Assessing Cost and Value – 2



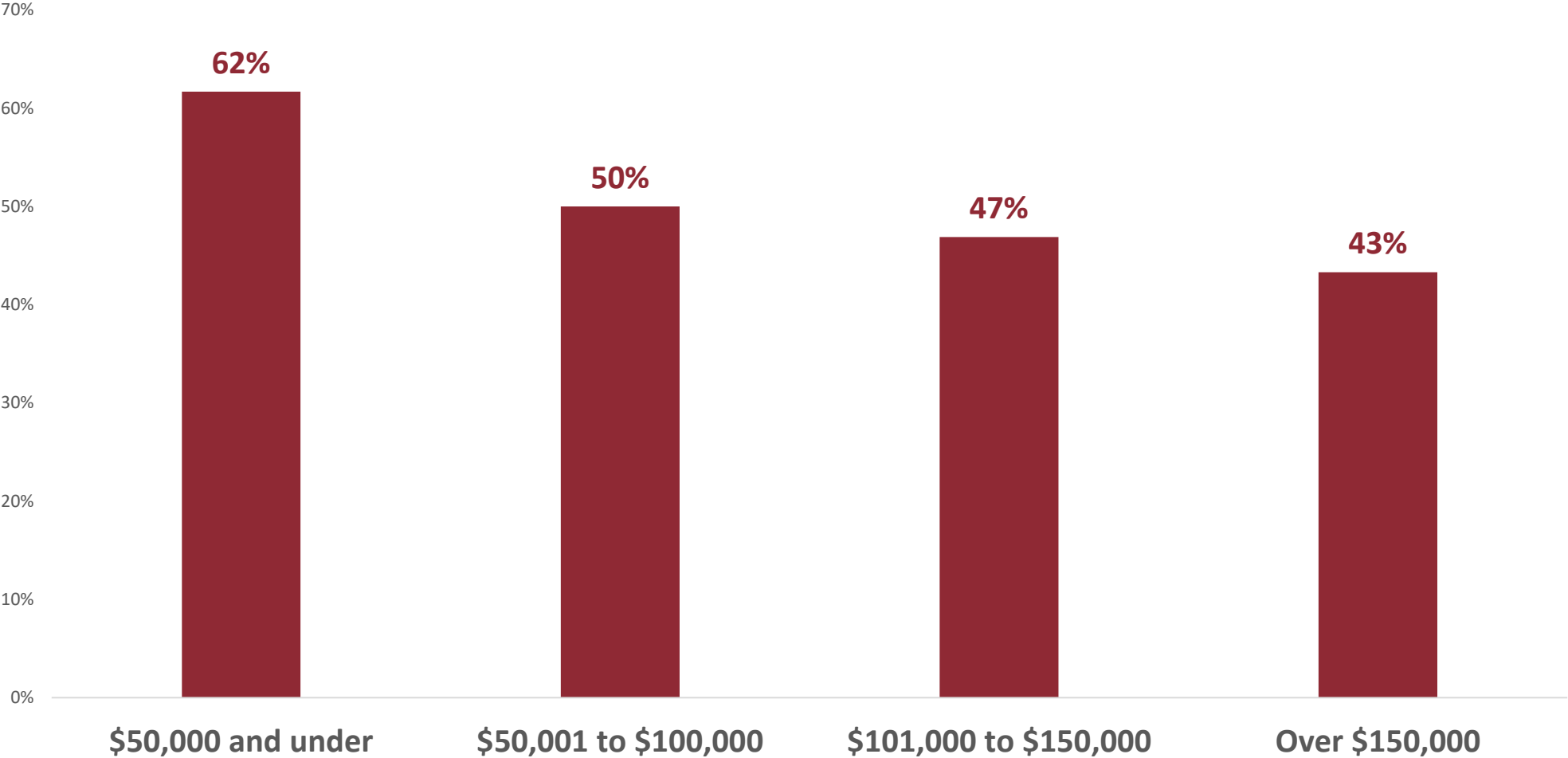
Lower-income students consider almost all of these to be more important than wealthier students.



# Published Price More Important to Some



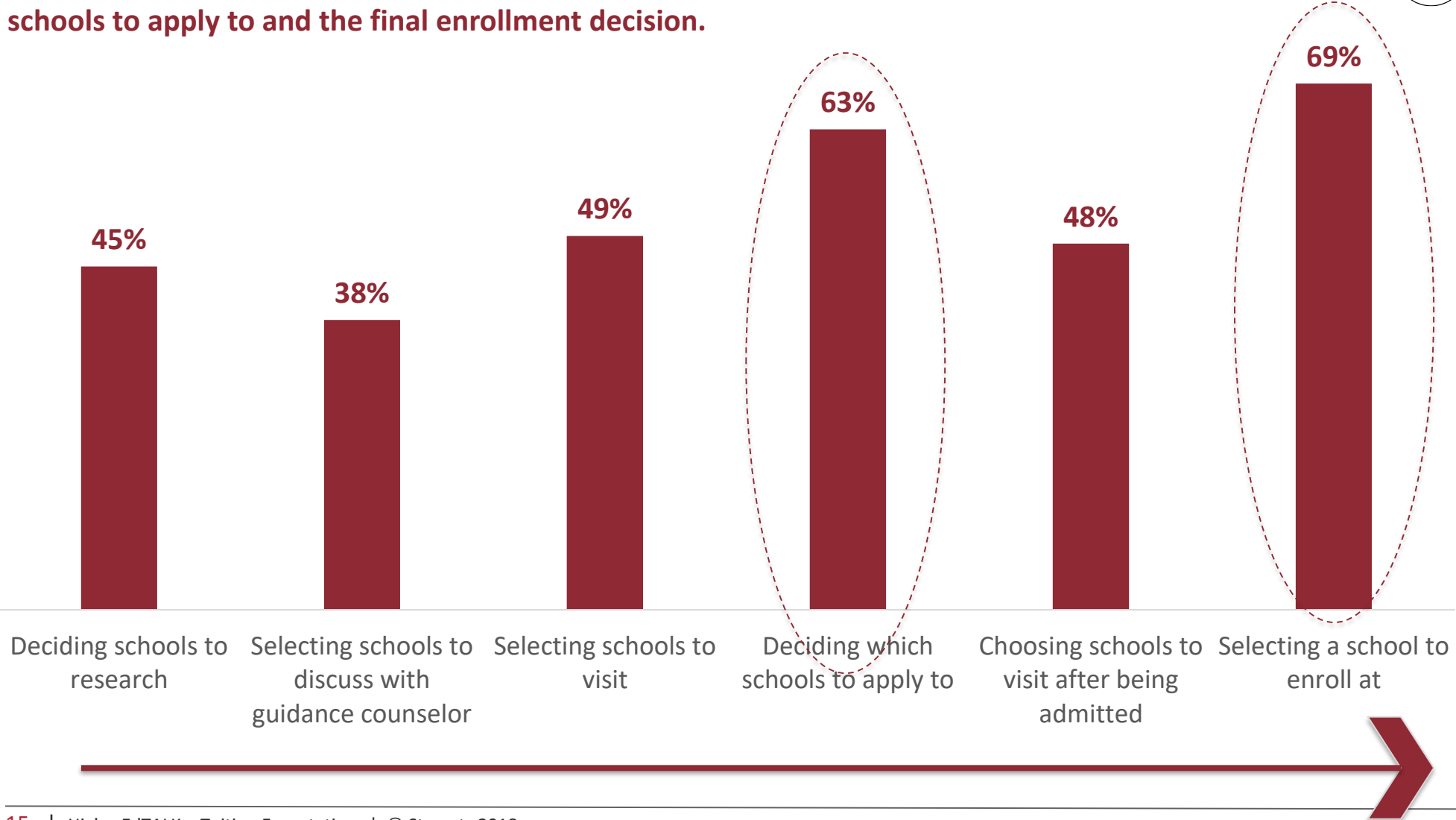
Published price is disproportionately important to lower-income students with more than 60% rating it as “very important” when they evaluate a school’s cost.



# Cost Factors More/Less at Different Funnel Points



Importance of cost varies at each stage of the funnel, playing the largest roles in selecting schools to apply to and the final enrollment decision.



# Cost Factors More/Less at Different Funnel Points – 2



Difference is most prominent when it comes to the schools that students decide to apply to: 72% of lower-income students say cost is very important whereas only 49% of wealthy students say the same.

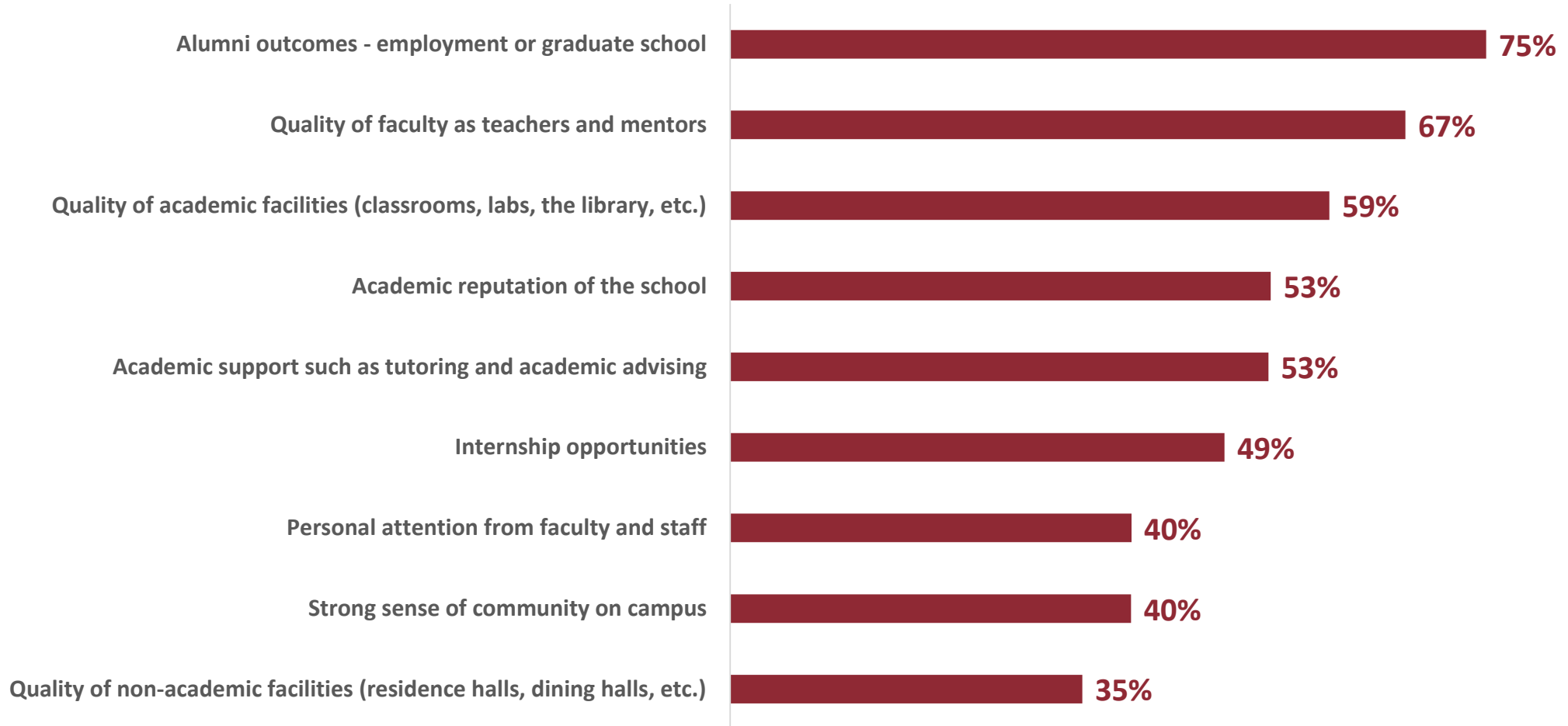
Funnel Stage	\$50,000 and under	\$50,001 to \$100,000	\$101,000 to \$150,000	Over \$150,000
Deciding schools to research	52%	43%	43%	34%
Selecting schools to discuss with counselor	46%	35%	34%	35%
Selecting schools to visit	52%	48%	49%	51%
Deciding which schools to apply to	72%	60%	56%	49%
Choosing schools to visit after being admitted	53%	44%	48%	49%
Selecting a school to enroll at	72%	65%	71%	66%



# Ways of Assessing Value (ROI)



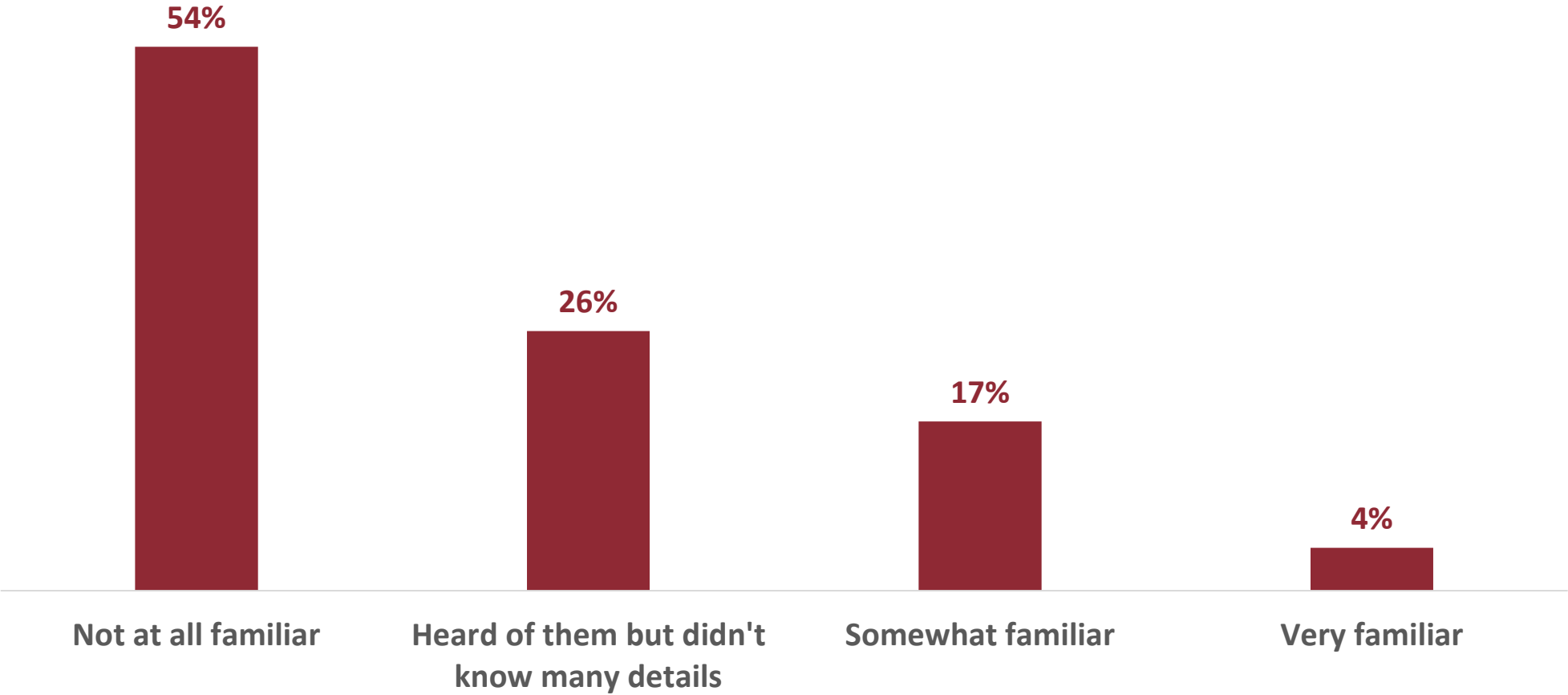
When defining “value,” alumni outcomes are most important, essentially answering the question, “what is this investment going to do for me?” 75% rated this “very important.”



# Low Awareness of Tuition Resets



A key challenge of a tuition reset (or any other dramatic change in pricing) is making the market aware of it. However, there was slightly higher-than-average familiarity in the Northeast.





Questions?

For any follow-up questions, please email us:

Becky Morehouse ([becky.morehouse@stamats.com](mailto:becky.morehouse@stamats.com))

Grant De Roo ([grant.deroo@stamats.com](mailto:grant.deroo@stamats.com))



**Thank You!**