

CASE STUDY

Model Aid Policy in Real-time to Guide Strategy

Aster University¹, Large, Public in the Southeast

Challenge: Aster University struggled to find an aid policy to match their goals and mission. Due to a \$2 million loss in revenue from high need students, they realized if they wanted to keep growing, they would need to better understand how to provide scholarships, support need-based students, and increase their retention rate. Aster was in search of a partnership that would help them recruit students with a limited budget.

Solution: In 2015, Aster signed on to EAB's Financial Aid Optimization solution to help reconstruct their aid policy. EAB brought dozens of options to the table along with one core recommendation. Aster University implemented that core strategy to identify an opportunity for an additional scholarship for need-based students and monitor tuition discounts for other non-need-based students.

Impact: After adjusting aid policy in primary markets, Aster saw a 33% increase in net tuition revenue in the first year of partnership.

Impact Highlights

Year One of Partnership



33%

Increase in net tuition revenue



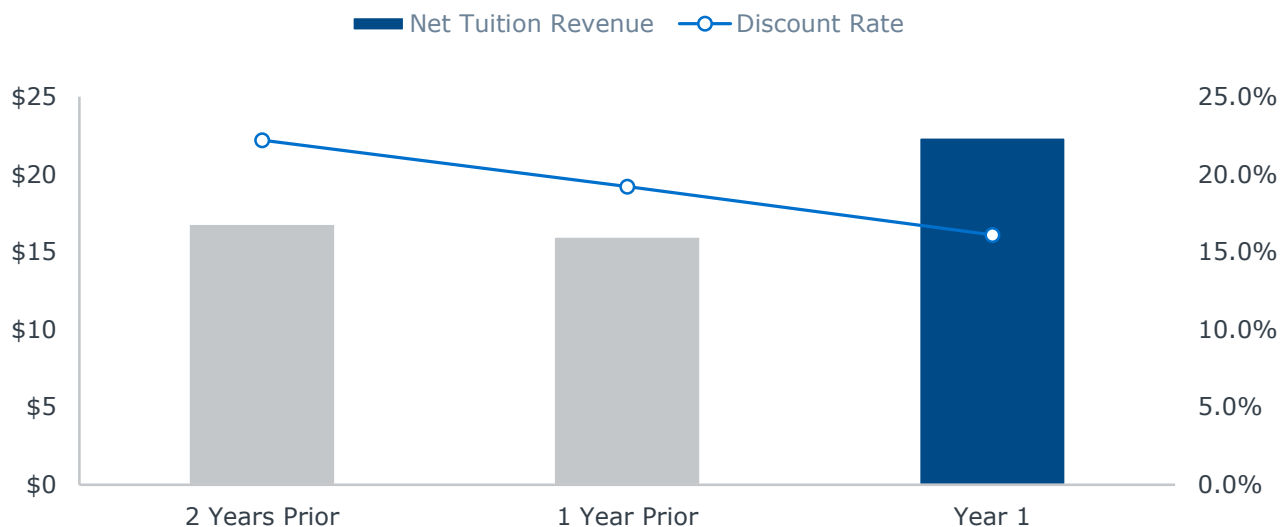
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Decrease in discount rate

Financial Aid Optimization Delivers Immediate Results

Full-Time Freshman Net Tuition Revenue and Discount

Overall Impact, Year One of Partnership



1) A pseudonym