



Introduction

Thank you for participating in the 2021 NACUBO Tuition Discounting Survey!

NACUBO has collected data on institutional grant awards for first-time, first-year undergraduates and all undergraduates and tuition and fee rates from four-year independent colleges and universities for nearly 30 years. This long trend line allows for the comprehensive analysis that has come to be associated with the Tuition Discounting Study (TDS), one of the most esteemed studies on discount rates in the nation. Our study's success has been built on hundreds of private nonprofit colleges and universities institutions like yours contributing data and insights on discounting practices on campus. We appreciate your time and effort and thank you in advance for your participation.

Data collection will **close on December 3, 2021**.

Your data will be kept confidential and will be reported in aggregate. Responses to open ended questions will be kept confidential. No identifiable information will be shared; however, we may use some of your statement(s) as a quote in the report.

COVID-19

The global pandemic has created unique challenges for nearly all higher education institutions. This year's TDS has several questions that are designed to measure the effects of COVID-19 on private nonprofit college and university tuition pricing strategies, enrollments, and institutional grant aid.

Diversity, Equity, and Inclusion

In addition, in light of the increasing focus on diversity, equity, and inclusion (DEI) in higher education, this year's TDS also includes questions on trends in enrollment by race/ethnicity, and opportunity to provide commentary on DEI-related issues on your campus. We ask that any commentary on DEI be provided by your school's senior-level administrators or any officials with on-campus responsibility for diversity-related initiatives.

Plan

It isn't uncommon to have several members at your institutions collaborate to complete the survey. You may use a PDF of the [survey instrument](#) for your staffs' planning purposes. This will help prevent you from unintentionally locking yourself out of your survey through an accidental submission.

More Details

All institutions that participate in the 2021 TDS will receive: (1) access to the TDS preliminary results, which will be released in March 2022; (2) a complimentary copy of the [final report](#) in May 2022. Participating NACUBO member institutions will also receive free access to peer analysis data through the new NACUBO Tableau benchmarking tool. Click on the links for more details about the [Tuition Discounting Study](#).

Questions

If you have any further questions or problems with your survey please contact NACUBO Research (research.nacubo@nacubo.org).

Thank you for your time and your continuing support of the NACUBO Tuition Discounting Study!

Institutional Financial Aid - First-time First-year Undergraduates

First-time, first-year undergraduate students

For this section, you are asked to provide data on entering first-time, first-year undergraduates, final data for academic year 2020-21 and preliminary (estimated) data for academic year 2021-22.

[HELP text/FAQs](#)

	Final Data for Academic Year 2020-21	Preliminary Data for Academic Year 2021-22
<p>1. Total number of entering <u>first-time, first-year degree or certificate seeking undergraduates</u>: *Please use the same census date that you used for the IPEDS survey (approximately October 1)</p>	<input type="text"/>	<input type="text"/>
<p>2. Total number of <u>first-time, first-year undergraduates</u> who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission) Note: This response must be less than or equal to what you indicated above in Question 1.</p>	<input type="text"/>	<input type="text"/>
<p>3. Total dollar amount of institutional scholarships, fellowships, and grants awarded to <u>first-time, first-year undergraduates</u> (include athletic scholarships, do NOT include tuition remission): *Provide the actual dollar amount awarded in Academic Year 2020-21 and the estimated amount awarded in 2021-22.</p>	<input type="text"/>	<input type="text"/>

Institutional Financial Aid - All Undergraduates

All Undergraduates

For this section, you are asked to provide data on **all undergraduates** for final data for academic year 2020-21 and estimated data for 2021-22.

[HELP text/FAQs](#)

	Final Data for Academic Year 2020-21	Preliminary Data for Academic Year 2021-22
	<input type="text"/>	<input type="text"/>

	Final Data for Academic Year 2020-21	Preliminary Data for Academic Year 2021-22
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4. Total number of all undergraduates

* For Final Data, please use the same census date that you used for the IPEDS survey (approximately October 1)

Note: This response **must be greater than or equal to** what you indicated in Question 1.

5. Total number of all undergraduates (as reported in question 4) who received an institutional scholarship, fellowship, or grant (include athletic scholarships, do NOT include tuition remission)

Note: This response **must be greater than or equal to** what you indicated in Question 2.

6. Total **dollar amount** of institutional scholarships, fellowships, and grants awarded to all undergraduates (include athletic scholarships, do NOT include tuition remission):

*Provide the actual dollar amount awarded in Academic Year 2020-21 and the estimated amount awarded in 2021-22.

Total Funding for Institutional Grants

7. Approximately what percentage of total institutional grant awards for all undergraduates in 2020-21 (as reported in Question 6) was funded from the following sources? It must total to 100 percent.

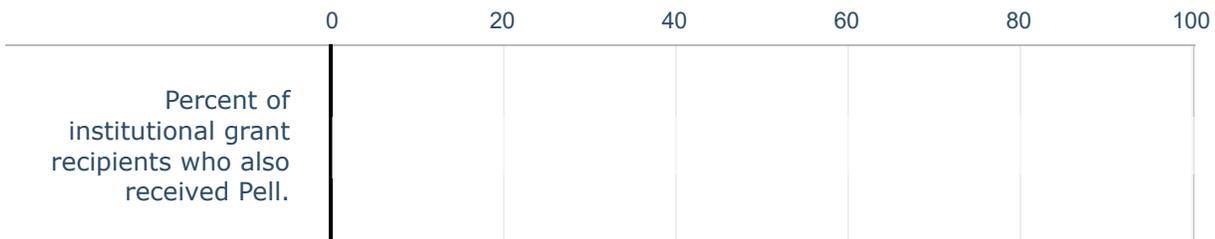
	Percentage
Endowment earnings/withdrawals	<input type="text" value="0"/> %
Gifts/fund raising/donations to annual funds	<input type="text" value="0"/> %
Institutional Reserves	<input type="text" value="0"/> %
Other undedicated sources	<input type="text" value="0"/> %
To OPT OUT of this question, please report 100 in this category.	<input type="text" value="0"/> %
#Conjoint, Total#	<input type="text" value="0"/> %

Published Prices and Total Gross Tuition and Mandatory Fee Revenue

	Final Data for Academic Year 2020- 21	Preliminary Data for Academic Year 2021-22
8. Published undergraduate price for tuition and mandatory fees (or "sticker price") excluding room and board (as reported in IPEDS Institutional Characteristics Survey Part D, Student Charges)	<input type="text"/>	<input type="text"/>
HELP Text/FAQs		
9. Published undergraduate price of on-campus room and board.	<input type="text"/>	<input type="text"/>
10. Total gross tuition and mandatory fee revenue for all undergraduate students	<input type="text"/>	<input type="text"/>
Note: <u>This Question is NOT the same as Question 8. The response to this question is typically estimated by multiplying the sticker price of tuition/fees with the total number of undergraduate students.</u>	<input type="text"/>	<input type="text"/>
11. Total gross room and board revenue for all undergraduate students living on campus.	<input type="text"/>	<input type="text"/>
Note: <u>This Question is NOT the same as Question 9. The response to this question can be estimated by multiplying the published undergraduate on-campus room and board charges by the number of undergraduate students living on campus.</u>	<input type="text"/>	<input type="text"/>

Diversity, Equity, and Inclusion (DEI)

12. What percentage (approximately) of your total undergraduate institutional grant recipients in academic year 2020-21 (as reported in Question 5) also received Federal Pell Grants?



13. What was the racial/ethnic distribution of the entering class of first-time, first-year undergraduates in academic year 2016-17 and 2020-21? (as of your IPEDS census dates for 2016-17 and 2020-21, respectively.) **NOTE: To the best extent possible, responses to this question should be based on undergraduates who were U.S. citizens and permanent residents only.**

	Academic Year 2016-17	Academic Year 2020-21
American Indian or Alaska Native	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Asian	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Black or African American	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Hispanic/Latinx	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Native Hawaiian or Other Pacific Islander	<input type="text" value="0"/> %	<input type="text" value="0"/> %
White	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Two or more races	<input type="text" value="0"/> %	<input type="text" value="0"/> %
Race/ethnicity unknown	<input type="text" value="0"/> %	<input type="text" value="0"/> %
To OPT OUT of this question, please report 100 in this category.	<input type="text" value="0"/> %	<input type="text" value="0"/> %
#Conjoint, Total#	<input type="text" value="0"/> %	<input type="text" value="0"/> %

14. Does your college or university offer one or more institutional grant aid programs specifically targeted toward the recruitment, admissions, or retention of: *(Check all that apply)*

- Wards of the court/foster youth
- Military veterans
- Active duty members of the military
- Undocumented/DACA students
- Refugee and/or asylee students
- Other underserved population (please specify: _____)

15. Please briefly describe any *new* institutional grant aid or other investments instituted by your institution over the past twelve months to support or enhance the recruitment, admissions, enrollment, and retention of traditionally underserved students.

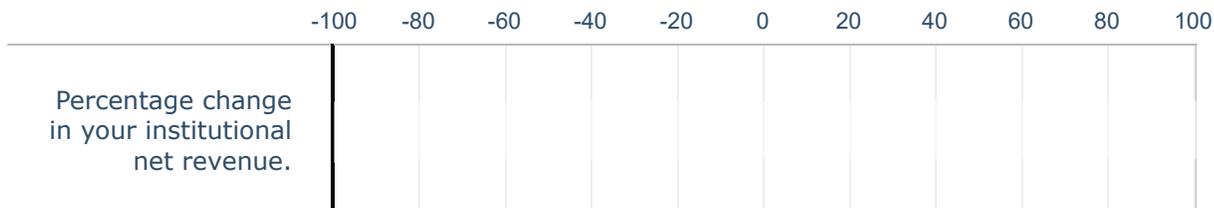
Changes to Tuition Pricing and Institutional Aid Policies

16. What actions or series of actions did you institute for the fall 2021 academic term due to the novel coronavirus pandemic? For example, did you reduce your tuition and fee prices, reduce or lower your room and board charges, or take any other actions related to pricing for undergraduate students? (**Please ask a member of your institution's senior administrative team to respond to this question.**)

17. Please rank from highest to lowest (highest=1) the potential long-term impacts COVID 19 on your institution.

- Significant change (increase/decrease) in total undergraduate student enrollment
- Significant change (increase/decrease) in enrollment of first-time, first-year undergraduates
- Significant change (increase/decrease) in net tuition revenue
- Significant change (increase/decrease) in graduate/professional student enrollment
- Significant change (increase/decrease) in international student enrollment
- Significant change (increase/decrease) in room and board or other revenue
- Other (please specify)
- No change

18. What was the change in your **total institutional revenue** from FY20 to FY21 (e.g. the difference between net tuition and fees revenue, net room and board revenue, auxiliary revenue, gift and grant revenue, total endowment return, etc. between FY20 and FY21)?



19. For the fall 2021 academic term, did you adjust tuition and fee charges for undergraduates based on the students' modality of learning (i.e., in-person versus online learning)?

- We charged a separate price for in-person versus online/hybrid learning
- We did not charge a separate price, but we offered a discount for online or hybrid learning
- We did not charge a separate price or offer discounts for online or hybrid learning
- We did not modify our tuition and fee charges
- Other (please specify)

Changes in Undergraduate Enrollment

20. What are the reasons for changes in your total undergraduate enrollment from 2020-21 to 2021-22 (as of October 1, 2021)? Check all that apply.

- Health and financial impacts of COVID-19 pandemic
- Student inability or unwillingness to participate in campus vaccination and/or masking requirements
- Changes in student financial aid programs
- Closure of campus location(s) or academic program(s)
- Decline in international students
- Decline in older, non-traditional age students
- Increased competition from other public and private institutions in the region
- Other (please specify)

Changes in Financial Aid and Admission Strategies

21. What strategies (or combination of strategies) has your institution adopted in FY22, or plan to adopt in FY23? (Select all that apply.)

- New or expanded recruitment methods (e.g., radio and television advertising)
- Becoming admission test optional
- Waive admission deposit
- Waive admission application fees
- New retention efforts (e.g., student success strategies)
- Financial aid (e.g., increasing institutional grants, changing packaging strategies, etc.)
- Changes to tuition pricing (e.g., tuition freeze/reset)
- Increased expansion of distance education services and support
- Changes to room and board pricing (e.g., refunds, reductions, etc.)
- Academic program changes/additions
- Changes in athletic programs
- No new strategies

Other (please specify)

22. Does your institution identify with any of the following categories? Select all that apply.

- Religiously affiliated institution
- HBCU (Historically Black College and University)
- Women's College
- HSI (Hispanic Serving Institution)
- None of these

Institution Name

Respondent Email Address (please provide your institutional email address)

Respondent Name

Respondent Job Title



Please review your responses before advancing to the next page. You will not be able to edit your responses once you click the "save and continue" button.

If you were clicking through the survey for a preview of the questions, please click "back" so that you are not accidentally locked out of your survey.

After you submit your survey, a summary of your responses will appear on the screen. Please print this screen for your records or click the "Download PDF" button near the top of the page to save your summary as a PDF.