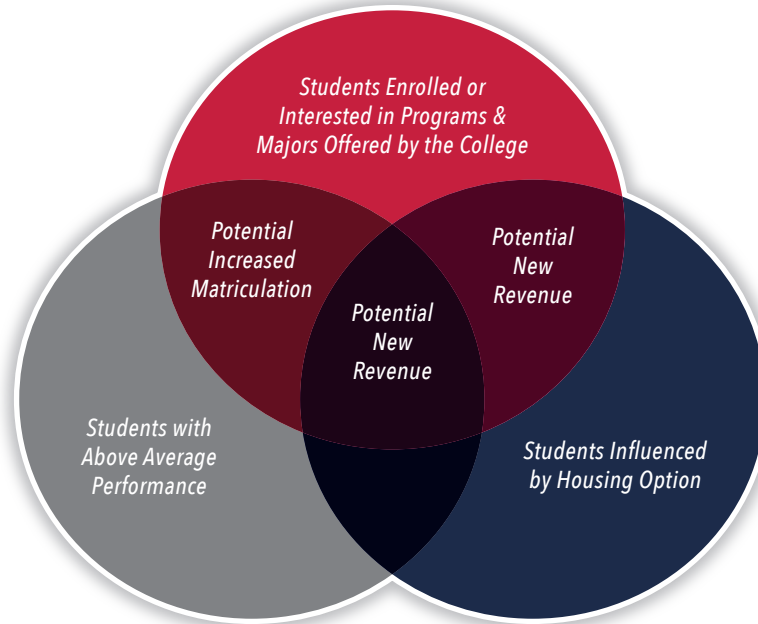


- *How will you improve the overall financial position of your institution?*
- *What can you do about declining enrollment?*
- *Why should you plan to have more students living on campus?*


**Facts:**

- Tuition transparency & price sensitivity are key determinants among prospective college applicants
- Failing to retain just a handful of students can translate to a loss of income equal to a full percentage point in decreased operating margin.
- Significant numbers of parents & students will not consider colleges where living off campus is required or the historical pattern following freshman year.
- Student retention & graduation rates correlate to the percentage of students living in on-campus housing
- A new 250-bed dormitory can increase annual revenue by \$12,500,000 & lead to improved bond rating

***UMS offers programs to increase enrollment, fund campus development & improve financial position for ANY college***

	College A	College B	College C
# of Students	2,448	2,179	1,486
SAT @ 75th Percentile	1,340	1,230	1,050
Acceptance Rate	46%	72%	59%
<b>Retention Rate</b>	<b>92%</b>	<b>84%</b>	<b>72%</b>
<b>Graduation Rate</b>	<b>86%</b>	<b>75%</b>	<b>60%</b>
<b>Students Living on Campus</b>	<b>92%</b>	<b>86%</b>	<b>22%</b>
Annual Tuition	\$44,145	\$40,350	\$34,500
Room & Board	\$10,535	\$10,800	\$10,548
<b>S&amp;P Bond Rating</b>	<b>A+</b>	<b>AA</b>	<b>BBB-</b>
<b>Endowment</b>	<b>\$323,600,000</b>	<b>\$132,100,000</b>	<b>\$26,000,000</b>

Source(s):  
 U.S. News College Rankings & Reviews 2015  
 Audited Financial Statements & Filings - Individual College  
 Standard & Poor's: U.S. Not-for-Profit Private Universities  
 Fiscal Median Ratios, 2014

