

## TUITION REDUCTION CASE STUDY

Roosevelt University Fall 2023



### TUITION RESET AT A GLANCE

#### Challenges

- Consistently declining enrollment and yield rates
- Price discrepancies between Roosevelt and Robert Morris (integrated university)
- High published price and discount rate
- Cost sensitivity for a largely first-gen student population

#### Outcomes

- **Increased new incoming student enrollment by 49%**
- Removed financial barriers for students
- Increased price transparency
- Doubled donations from alumni and donor base



*"If a Roosevelt degree is not affordable, it is not accessible. These go hand-in-hand — particularly for the diverse student body we've historically served."*

*Many students and alumni attribute their ability to attend Roosevelt to the scholarships they received."*

#### Nicole Barron

VP of Enrollment Mgmt. and Marketing Communications

### OBJECTIVE

**To make attending Roosevelt University affordable and accessible.** In 2022, 54% of Roosevelt students received Pell grants, surpassing the 34% national average. Twenty-eight percent of students identified as Hispanic and 18% identified as Black or African American. A diverse, Pell-eligible student body enhanced the need for accessible education.

### SOLUTION

Roosevelt leaders partnered with SightLine to complete an undergraduate competitive market analysis. Our research confirmed that published prices and clear award structures are a significant factors in a student's enrollment considerations. Our study helped the Roosevelt team to identify a new published price, reducing tuition and fees by 40%. As of Fall 2023, new student enrollment has increased by 49%.

#### Additional Initiatives

Roosevelt previously launched a more modern brand and became a Hispanic Serving Institution. .

#### ABOUT ROOSEVELT UNIVERSITY

Roosevelt University is a private university with campuses in Chicago and Schaumburg, Illinois. It was founded in 1945 and in 2020 Roosevelt integrated the campus of Robert Morris University to expand academic pathways and new programs for students. Roosevelt University was built on a foundation of inclusivity. When considering tuition rates and pricing, they aimed to maintain their core believes in education accessibility and equity.

#### ABOUT SIGHTLINE

SightLine is a nationally certified Woman Owned Small Business using personalized consulting and advanced data analytics to increase enrollment, revenue and retention for colleges and universities of all sizes.