In the past 5 years...

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>New student undergraduate enrollment increased</td>
<td>2435</td>
<td>3036</td>
</tr>
<tr>
<td>Overall undergraduate enrollment increased</td>
<td>12,099</td>
<td>13,234</td>
</tr>
<tr>
<td>Graduate enrollment decreased</td>
<td>2996</td>
<td>2627</td>
</tr>
<tr>
<td>Overall enrollment increased</td>
<td>15,095</td>
<td>16,392</td>
</tr>
<tr>
<td>Overall In-State/Out-State mix remained constant</td>
<td>62.4/37.6</td>
<td>61.2/38.8</td>
</tr>
</tbody>
</table>
To accomplish the growth in students:

<table>
<thead>
<tr>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td># undergraduate applicants accepted increased</td>
<td>76%</td>
</tr>
<tr>
<td>Yield rates remained fairly constant</td>
<td></td>
</tr>
<tr>
<td>In-State</td>
<td>51%</td>
</tr>
<tr>
<td>Out-State</td>
<td>17%</td>
</tr>
<tr>
<td>Drop in average SAT score for enrolled students</td>
<td></td>
</tr>
<tr>
<td>Math</td>
<td>568</td>
</tr>
<tr>
<td>Verbal</td>
<td>552</td>
</tr>
</tbody>
</table>
An opportunity & changes for the future

Highlights:
• Enrollment Management Team formed
• Common Application adopted
• Branding initiative unveiled
• Admissions publications focused on students, faculty, quality and value
• Consultants were brought in to provide an assessment of enrollment management
Fall 2010 Highlights

With the implementation of the Common Application and other strategic initiatives:

- Fall 2010 undergraduate applications are up
  - 21% overall increase in applications with a record 19,290 applications so far
  - 27% increase in out-state applications
  - More than doubled out out-of-country applications
  - 47% increase in applicants of color
  - Slight increases in average SAT composite for applicant pool (1082) and average high school gpa (3.28)

- Graduate applications are also on the rise with an early reported increase of 40%
### Undergraduate Fall 2010 Freshmen Targets

<table>
<thead>
<tr>
<th>College</th>
<th># New Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Sciences:</td>
<td>750-800</td>
</tr>
<tr>
<td>Business:</td>
<td>325</td>
</tr>
<tr>
<td>CELS:</td>
<td>450-475</td>
</tr>
<tr>
<td>HSS:</td>
<td>500 - 520</td>
</tr>
<tr>
<td>EGR:</td>
<td>300</td>
</tr>
<tr>
<td>Nursing:</td>
<td>140 - 150</td>
</tr>
<tr>
<td>Pharmacy:</td>
<td>115 + 35</td>
</tr>
<tr>
<td>Undecided:</td>
<td>500-525</td>
</tr>
</tbody>
</table>

**Totals:** 3115 - 3245
Oct 15, 2010 Freshmen Target

Previous totals by May 15 are expected to yield the following target for October 15, 2010:

- In-State: 1388 (47%)
- Out-State: 1483 (50%)
- Regional: 75 (3%)

2946 students (approximately 100 less than Fall 2009)
Tuition, Revenue & Financial Aid

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduate:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-State Tuition</td>
<td>$7284</td>
<td>$9528</td>
</tr>
<tr>
<td>and mandatory fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Out-State Tuition</td>
<td>$19,926</td>
<td>$26,026</td>
</tr>
<tr>
<td>and mandatory fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avg Room, Board,</td>
<td>$8605</td>
<td>$10,550</td>
</tr>
<tr>
<td>Tech Fee</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Graduate:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-State Tuition</td>
<td>$7308</td>
<td>$9946</td>
</tr>
<tr>
<td>and mandatory fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Out-State Tuition</td>
<td>$17,778</td>
<td>$23,218</td>
</tr>
<tr>
<td>and mandatory fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Books and other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>expenses have also</td>
<td></td>
<td></td>
</tr>
<tr>
<td>increased</td>
<td></td>
<td></td>
</tr>
<tr>
<td>University</td>
<td>In-State</td>
<td>Out-State</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>----------</td>
<td>-----------</td>
</tr>
<tr>
<td>University of Vermont</td>
<td>$13,556</td>
<td>$31,412</td>
</tr>
<tr>
<td>University of New Hampshire</td>
<td>$12,461</td>
<td>$26,750</td>
</tr>
<tr>
<td>University of Connecticut</td>
<td>$9886</td>
<td>$25,846</td>
</tr>
<tr>
<td>University of Maine</td>
<td>$9626</td>
<td>$23,876</td>
</tr>
<tr>
<td>Montana State</td>
<td>$5990</td>
<td>$17,650</td>
</tr>
<tr>
<td>University of Massachusetts</td>
<td>$11,732</td>
<td>$23,229</td>
</tr>
<tr>
<td>University of Rhode Island</td>
<td>$9528</td>
<td>$26,026</td>
</tr>
</tbody>
</table>
Tuition Discounting

Definition: Motives on the part of colleges and universities to manipulate price in the interest of institutional priorities. (Baum & Lapovksy, 2006)

Discount Rate can be calculated several ways, often done so by looking at the discounts and allowances applied to tuition and fees/total tuition & fees

Averages:
• 19-20% for Public, flagship institutions (with an out-state population of 22%)
• 27-35% for private, 4-year institutions
• According to a NACUBO study (2007) the average discount rate in New England was 33.4% and 33.7% for doctoral, research universities
Discount Rate Comparison

Peer Comparison:

- University of Vermont 17%
- University of New Hampshire 31%
- University of Connecticut 27%
- University of Maine 28%
- Montana State 13%
- University of Massachusetts 22%
- University of Rhode Island 17%

(Based on 2007 data, Minter & Assoc, 2008)
Brief Overview of FAFSA & Financial Need

- FAFSA: Free Application for Federal Student Aid
- Calculate: EFC = Expected Family Contribution – how much can student/family pay for/contribute towards education
- Formula for financial need:
  \[
  \text{Cost of Education} - \text{Expected Family Contribution (EFC)} = \text{Financial Need}
  \]
- Majority of need based financial aid comes in the form of Government aid (Pell Grants, Loans), sometimes State aid (State grant, appropriation) and University Aid
- Merit based aid is money awarded based on established merit/non-need factors (often SAT, HS GPA, rank, athletics, graduate)
Financial Need at URI

• The average financial need for 2009/2010:
  $11,515 In-State and 19,431 Out-State

• The average financial need for 2010/2011 new student applications, as of 3.4.2010:
  $9759 In-State and $19,104 Out-State

(data as of 3.4.2010)
### Financial Aid, Scholarships & Remissions

<table>
<thead>
<tr>
<th>Category</th>
<th>2006/2007</th>
<th>2009/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Financial Aid Budget</td>
<td>$39,527,281</td>
<td>$60,034,502</td>
</tr>
<tr>
<td>Graduate Assistants, Tuition Differential &amp; Fellowships</td>
<td>$5,709,001</td>
<td>$7,542,600</td>
</tr>
<tr>
<td>Athletics</td>
<td>$6,024,580</td>
<td>$7,256,446</td>
</tr>
<tr>
<td>Hardge Grant, Crusade, DiMaio, Diversity</td>
<td>$6,206,081</td>
<td>$7,550,639</td>
</tr>
<tr>
<td>Centennial Merit Program</td>
<td>$10,276,434</td>
<td>$12,498,765</td>
</tr>
<tr>
<td>General (Need based grants, transfer, retention, Ram, Founders, etc)</td>
<td>$7,738,355</td>
<td>$18,623,253</td>
</tr>
<tr>
<td>Tuition Remissions (waivers, unemployed, Nat’l Guard, etc)</td>
<td>$2,473,622</td>
<td>$5,264,709</td>
</tr>
<tr>
<td>Misc (Music, Loan Match, NEBHE, etc)</td>
<td>$1,099,208</td>
<td>$1,298,090</td>
</tr>
</tbody>
</table>

(Data from URI Office of Budget & Financial Planning, 3.4.2010)
Total Scholarships & Fellowships

2006/2007: $37,053,659

- Graduate 15%
- Athletics 16%
- Harge, Crusade Multicultural 17%
- Centennial 28%
- General 21%
- Miscellaneous 3%
Total Scholarships & Fellowships

2009/2010: $54,769,793

- Graduate 14%
- Athletics 13%
- Hardge, Crusade, Multicultural 14%
- Centennial 23%
- General 34%
- Miscellaneous 2%
Need/Merit Aid

2006/2007: $37,053,659
 % Need/Merit

2009/2010: $54,769,753
 % Need/Merit

- Need 38%
- Merit 62%

- Need 48%
- Merit 52%
Retention at URI

We cannot forget about the importance of retention for the health and well-being of our University, students, and Rhode Island community.

Overall freshmen to sophomore retention rate is 79% (Fall 09 to Fall 10)
- In-state is increasing: 87%
- Out-State is declining: 69%

The committees current focus is on the gathering and analysis of the data needed to further understand retention at URI.
Enrollment Management Committees

Overall Enrollment Management Committee with four work-groups:

- Retention
- Financial Aid Leveraging
- Data Needs
- Marketing & Yield