Aligning Financial Aid & Housing Planning for Improved Recruitment & Retention

FFOC

Feb 2017
I. Enrollment/Financial Aid
   • Improvements in recruiting/retaining students

II. Housing capacity and pricing
   • Residential Hall pricing
   • Options for utilization incentives

III. Renovation Investments
   • Making housing more attractive
Enrollment/Financial Aid Processing

• Financial Aid team better able to
  – Assess students with likelihood to succeed
  – Tailor financial aid package to each student

• Housing discount - an added financial aid option

✓ Federal Pell Grant
✓ Illinois MAP Grant
✓ Federal Subsidized Loans
✓ Federal Unsubsidized Loans

✓ Housing Discounts

More Student Recruitment & Retention Success
Residential Capacity

100% capacity represents Gilbert, Neptune, New Hall, Stevenson, Northern View, and Grant North

~4552 beds

Vacancy Rate
Northern View 0%
Neptune 45%
Gilbert 26%
Stevenson 12%
Grant North 8%
New Hall 7%
Residential Pricing Review

<table>
<thead>
<tr>
<th>Hall</th>
<th>Room &amp; Board per Semester (FY17)</th>
<th>Vacancy</th>
<th>Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>$6,685</td>
<td>7%</td>
<td>Single w/ Suite</td>
</tr>
<tr>
<td>Gilbert</td>
<td>$5,388</td>
<td>26%</td>
<td>Double (Junior/Senior)</td>
</tr>
<tr>
<td>Grant North</td>
<td>$6,010</td>
<td>0%</td>
<td>Single</td>
</tr>
<tr>
<td>Grant North</td>
<td>$5,388</td>
<td>10%</td>
<td>Double</td>
</tr>
<tr>
<td>Stevenson</td>
<td>$6,010</td>
<td>2%</td>
<td>Single</td>
</tr>
<tr>
<td>Stevenson</td>
<td>$5,388</td>
<td>13%</td>
<td>Double</td>
</tr>
<tr>
<td>Neptune</td>
<td>$4,845</td>
<td>45%</td>
<td>Double</td>
</tr>
<tr>
<td>Northern View</td>
<td>$3,854/student (room only)</td>
<td>0%</td>
<td>2-bedroom apartment</td>
</tr>
</tbody>
</table>

- Single rooms appear in higher demand
- Lowest cost rooms may not be low enough to retain students on-campus
- Neptune logical target for renovation to make more attractive
Leveraging Housing Assets

- Housing cost discounts
  - Added financial aid tool for recruiting/retaining
- International student housing
  - Special program-specific application to entice international student enrollment
- Double to single room conversion
  - Address demand for single rooms
- Expand/enhance living/learning communities
  - Increasing from 14 to 16 LLC’s
  - Aligning LLC’s with common academic areas of study
Multiple Strategy Approach

• Discount Incentives
  – Implement for FY18 (Fall 2017)
  – Announce opportunities by Feb 2017
• Adjust single room mix
• Adjust learning community allocation
• Adjust options as demand varies from year to year

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bed Capacity</td>
<td>4552</td>
<td>4552</td>
<td>4552</td>
</tr>
<tr>
<td>Regular Demands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st year residents</td>
<td>1634</td>
<td>1634</td>
<td>1634</td>
</tr>
<tr>
<td>2nd year residents</td>
<td>1154</td>
<td>1154</td>
<td>1154</td>
</tr>
<tr>
<td>3+ year residents</td>
<td>920</td>
<td>920</td>
<td>920</td>
</tr>
<tr>
<td>Targeted Incentives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International</td>
<td>100</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Financial need</td>
<td>400</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Double to single room</td>
<td>200</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Remaining</td>
<td>844</td>
<td>144</td>
<td>44</td>
</tr>
</tbody>
</table>

Goal to utilize available capacity
Renovation Investments

• Where/why:
  – Neptune 45% vacancy – key indicator
  – New, Gilbert, Grant North – good condition
  – Stevenson – better than Neptune

• Scope:
  – Allocate remaining $5.4M BAB funds
  – Provide fresh update to high traffic areas
    • Lounge, dining, possible minor room improvements, curb appeal improvements
  – Create environment conducive for international students
  – Evaluate critically needed building repairs

• Timeline
  – Phased to fast-track some/most improvements for summer
Approve design and construction authorization for Neptune renovation investment
Backup
Living Learning Communities

• Currently 14 LLC’s (2 additional for FY18)
  – Sports, Wellness, and Recreation (Stevenson Hall)
  – Law Community (Northern View)
• Integration of Themed Learning Communities (TLC) with LLC’s

<table>
<thead>
<tr>
<th>Housing LLC’s</th>
<th>Academic TLC’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Professionals (Stevenson)</td>
<td>Preparing for Health Careers</td>
</tr>
<tr>
<td>Business Careers (Grant)</td>
<td>Business &amp; Society</td>
</tr>
<tr>
<td>Honors (New Hall)</td>
<td>Developing</td>
</tr>
<tr>
<td>Fine Arts (Neptune)</td>
<td>Developing</td>
</tr>
</tbody>
</table>
• ACES (Stevenson)
• Business (Grant)
• Fine Arts (Neptune)
• Foreign Lang. (New)
• Health Prof (Stevenson)
• Honors (New)
• STEM (Grant)
• Teacher (Stevenson)

• Green Living (Grant)
• Leadership (Grant)
• LGBTQA (New)
• ROTC (Neptune)
• 2nd Year Exp. (New)
• Transfer (Stevenson)
• Sports/Rec (Stevenson)
• Law (Northern View)
Financial Need Implementation

• Target to adjust financial aid profile for off-campus students
• Housing discount to incentivize living on campus without impact to total aid package
• Case-specific application to on-campus students at risk of moving off/leaving