



# Enrollment Manager's Panel: How Has the “New Normal” Environment Changed Financial Aid Practices?

- Sarah Coen** Vice President of Strategic Initiatives & Enrollment Management, Transylvania University
- Latoya Jenkins** Vice President for Enrollment Management & Student Experience, University of Maryland Eastern Shore
- Nick Stevens** Vice Provost for Enrollment Management University of Kansas
- Jen Wick** Vice President, Consulting Services, RNL

# Agenda

1. Introductions
2. Affirmative Action/DEI
  - Brief Overview of Upcoming Changes
  - Examples from Panelists
3. FAFSA Simplification/SAI/Pell Eligibility
  - Brief Overview of Upcoming Changes
  - Examples from Panelists
4. Planning for Fall 2024
5. Questions

# Sarah Coen

Vice President of Strategic Initiatives & Enrollment Management



- Location: Lexington, KY
- Undergraduate Enrollment: 970
- Undergraduate Tuition: \$43,158
- Top-tier, National Liberal Arts College



# Latoya Jenkins

Vice President for Enrollment Management & Student Experience

- Location: Princess Anne, MD
- Undergraduate Enrollment: 1,758
- Undergraduate Tuition: \$5,637 resident  
\$16,467 non-resident
- Public Historically Black Land-Grant  
Research University



# Nick Stevens

Vice Provost for Enrollment Management



- Location: Lawrence, KS
- Undergraduate Enrollment: 18,427
- Undergraduate Tuition: \$10,294 resident  
\$27,500 non-resident
- Public Research University

The logo for The University of Kansas, featuring the letters 'KU' in a large, white, serif font, followed by 'THE UNIVERSITY OF' in a smaller, white, sans-serif font, and 'KANSAS' in a large, white, serif font. The text is set against a dark blue rectangular background.

KU THE UNIVERSITY OF  
KANSAS



The New Normal

**The only constant  
is change**

A group of people, including a woman on the phone and a man writing in a notebook, are gathered around a table in a meeting or study session. The scene is overlaid with a semi-transparent dark blue filter. The text 'Major Policy Changes Coming for Fall 2024' is centered in white.

# Major Policy Changes Coming for Fall 2024

A blue-tinted photograph of three diverse people in a meeting. A woman with curly hair is smiling and looking towards the left. A man in a suit is partially visible on the left, looking towards the woman. Another man with a beard and plaid shirt is on the right, looking down. The word "Diversity" is overlaid in white text in the center.

Diversity



# Enrollment Goals for Diversity

## *Affirmative Action and Diversity, Equity and Inclusion Funding Questioned*

- How will we be impacted by the future of DEI spending in addition to recruitment strategies?
  - Mentoring?
  - Advising?

# Enrollment Goals for Diversity

## *Affirmative Action and Diversity, Equity and Inclusion Funding Questioned*

- Is Diversity, Equity and Inclusion still a priority on your campus?
  - Nine states have already banned race-conscious admissions:
    - Arizona
    - California
    - Florida
    - Idaho
    - Michigan
    - Nebraska
    - New Hampshire
    - Oklahoma
    - Washington

# Enrollment Goals for Diversity

## *Supreme Court Ruling: the end of race-conscious admissions policies*

- How to educate senior leadership/Board Members?
- Does enrollment goals still include growth in underrepresented students?
- Does your institution have financial aid strategies and/or specific awards that are tied to race?
  - How will you modify these strategies?
  - Will you look to impact diversity indirectly? How?

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the center and a woman on the right are looking at the document. The text "New FAFSA" is overlaid in white. The background shows a window and a laptop on the table.

# New FAFSA

# Consolidated Appropriations Act 2021

## 3



### Changes to determine aid eligibility

- FAFSA simplification
  - Reduce the FAFSA questions from 108 to 33
  - Data automatically transferred from IRS
- Student Aid Index
  - A negative SAI will identify the neediest students
  - The minimum SAI value used to calculate need is 0
  - Similar to current need-analysis formula
- Pell calculation
  - Can be easily estimated prior to filing a FAFSA
  - Calculation based on tax filing status, number of parents in household, and income.

# 2024-25 FAFSA

## *Pell and SAI*

- Students can preview Pell eligibility using AGI and household size – will you use this in marketing affordability? “Promise” programs?
- More students will likely be Pell eligible, and on average awards will be larger – will you use this for budget relief or redeploy funds for other priorities?
- The neediest students will show a negative SAI – how will you use this information?

# 2024-25 FAFSA

## *Pell and SAI*

- Need analysis changes
  - Will no longer include number in college
  - Will include business/farm value
- Some students will lose Pell eligibility/demonstrate less need, yet family circumstances will likely not change
  - How will you respond?

# 2024-25 FAFSA

## *Timing*

- The FAFSA will not be available until sometime in December 2023
  - When will software vendors provide updates?
  - When can packaging begin?
  - How will this timing impact awarding for target groups?
    - Athletics
    - Music/Theater/Talent Scholarships
    - Opportunity Programs
    - Others?



A group of students is sitting on a wooden bench in a classroom or lecture hall. They are looking at their laptops and smartphones. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

What does this all mean?  
Looking Ahead to  
Fall 2024



Do you anticipate enrollment goals  
will be different for fall 2024?

# Planning Ahead

## *What changes will you implement this summer?*

- Staffing?
- Connect with Development/Philanthropy/Giving and Legal to review named scholarship criteria?
- Review communication flows about FAFSA filing and awarding?
- Assess impact of Pell eligibility changes and SAI on continuing students and future students?

# Thank you

*Questions may be directed to:*

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