

Innovative Approaches to Meeting Enrollment Goals

Strategies used during the 2024-2025 academic year

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Agenda

1. About University of La Verne
2. 2024-2025 Key Challenges
3. Leveraging Predictive Analytics
4. Strategic Partnerships
5. Student Focus
6. Strategic Team Deployment
7. Lessons Learned

About University of La Verne

- Founded in 1891
- 60+ undergraduate programs
- 20+ master's degrees, 6 doctoral degrees
- 5 Colleges
- Approximately 6,000 undergraduate students and 2,500 graduate and online students
- Nearly 50% of the traditional undergraduate population are first-generation students
- 70%+ receive Pell

2024-2025

Key Challenges

- FAFSA Completion
 - With FAFSA delays, University of La Verne saw a significant decrease in the amount of undergraduate students completing the FAFSA
- Strategic Partnerships
 - Without sound partnerships between Admissions and Financial Aid, we saw different messaging being sent to our incoming students
- Student Trust
 - With the FAFSA simplification rollout delays students had little trust in the process and little trust in us requiring them to complete the FAFSA

Leveraging Predictive Analytics

- **What We Tracked:**

- FAFSA completion rates by demographic
- Historical yield patterns
- Financial aid package responsiveness
- Communication engagement metrics
- Deposit timing correlations

- **Predictive Models Built:**

- **Likelihood to file score:** Identifying likelihood of FAFSA completion
- **Yield probability matrix:** Targeting high-potential admits
- **Package optimization tool:** Aid leveraging strategies

Strategic Partnerships

To increase completion rates

- Joint Presentation Efforts
 - Collaboration between Admissions and Financial Aid to present at feeder high schools
- Cross-Train Staff
 - All staff members were trained to understand the basics of a financial aid package to have conversations with any students
- Increased Communication
 - We increased communication between teams to ensure all staff were aware of updates and changes

21%

Increase in FAFSA
completion since
combining efforts

Student Focus

- Proactive Engagement
 - We extended our office hours and offered sessions in both English and Spanish to help support families with FAFSA completion
- Demystify the Process
 - We created step-by-step FAFSA completion guides and resources that helped families see the costs for themselves
- Peer Mentorship Program
 - We utilized our admissions ambassadors as financial aid ambassadors and gave them the tools to help students navigate the process. Creating the peer mentorship program helped us to create ongoing support networks

Modified Shopping Sheet

- We modified the shopping sheet to give students power to understand their own financial aid
- Students would enter figures onto each line to best understand their personal finances when choosing the University of La Verne
- Every student who visited campus was provided this modified shopping sheet and could make this specific to their situation

SPOTLIGHT La Verne

AN ADMITTED STUDENT EVENT

Expected Family Contribution (EFC)

Based on FAFSA

As calculated by the institution using information reported on the FAFSA or to your institution.

Based on Institutional Methodology

Used by most private institutions in addition to FAFSA.



Cost of Attendance:

Tuition and fees 49,700
Housing and meals
Other education costs
Estimated Cost of Attendance

On Campus

Commuter



Scholarship and Grant Options

Scholarships and Grants are considered "Gift" aid - no repayment is needed.

Scholarships

Merit-Based Scholarships
Other scholarships, if applicable
Total Scholarships

Grants

Federal Pell Grants
Community Engagement Grant
Cal Grant
Total Grants



Loan and Work Options to Pay the Net Costs to You

You must repay loans, plus interest and fees.

Loan Options*

Federal- Subsidized Loan
(4.99% interest rate)

Federal- Unsubsidized Loan
(4.99% interest rate)

Total Loan Options



Net Cost:

Cost of attendance minus total grants and scholarships

Notes:

University of La Verne

Office of Financial Aid 3950 Third Street
1-800-649-0160
finaid@laverne.edu La Verne, CA 91750

White Glove Service

Strategic Team Deployment

- First-Generation Family Night
 - We invited our first-generation families to campus to receive 1:1 support from team members
- FAFSA Completion Night
 - We hosted FAFSA completion nights at all our feeder high schools
- High School FAFSA Completion Sessions
 - We visited high schools within a 30-mile radius at lunch time to help students with the FAFSA
- Extended Hours
 - We extended our office hours to help meet the needs of families everywhere

21%

Increase in FAFSA completion since combining efforts and making changes

Key Takeaways

- Continue collaborative efforts between Admissions and Financial Aid
- Schedule FAFSA workshops with key high schools when recruitment planning
- Launch proactive FAFSA completion campaign
- Develop first-generation student specific outreach campaigns
- Fully integrate Financial Aid into Slate
- Continue Peer Mentoring Program

Lessons Learned

- **What didn't work:**

- Assuming students and families know what to do
- Assuming high school counselors know what the steps are
- Relying on email communication
- Treating students with the same approach
- Waiting for processes to resolve themselves

- **What did work:**

- Tailored and proactive communication at every step in the process
- Cross-training staff to handle both admission and aid questions
- Utilizing data to prioritize intervention efforts
- Creating authentic connections with families
- Proactive presentations with feeder high schools

Thank you for attending!

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AVP of Enrollment Management



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