



# Retention Revenue Estimator

## For Four-Year Colleges and Universities

Use this simple worksheet to estimate the value of increasing retention for a single cohort of full-time, first-year students. Simply fill in the two numbers requested; the estimated revenue then appears below. [Questions?](#)

1. Enter the number of full-time, first-year students you expect to “save” from attrition during the first year of the cohort’s enrollment:

*Note:* An improvement of three to five percent in your retention rate may be possible within one year with aggressive strategy implementation.

2. Estimate the average net tuition revenue you expect to receive from each full-time student during the first year of the cohort’s enrollment (include state subsidies, if known):

	Year 2 Sophomore	Year 3* Juniors	Year 4* Seniors
“Saved students”	<input type="text"/>	<input type="text"/>	<input type="text"/>
Enter tuition inflation	<input type="text"/>	<input type="text"/>	<input type="text"/>
Ave. net tuition	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>RETENTION REVENUE</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>

\*For illustration purposes only. In reality, attrition is ongoing during the sophomore, junior, and senior years, so the number of “saved” students will decline.

### Free evaluation and consultation

For a complimentary evaluation of your estimate and/or to discuss your retention strategy with a Noel-Levitz consultant, simply save your completed worksheet to your desktop\*, then e-mail it with your name, title, and institution name to [ContactUs@noellevitz.com](mailto:ContactUs@noellevitz.com).

We will contact you to arrange the complimentary telephone consultation within 1-2 weeks of receiving your estimate.

### Related resource

Use our [Return on Investment Estimator](#) to calculate the financial returns on any new initiatives you may be planning for student retention.

\* For optimum functionality, Adobe Acrobat 7.0 or higher is required. [Click here](#) to upgrade.