

Tuition Exchange Case Studies: **Optimizing Enrollment Outcomes**



Hosted by **Kristin Tichenor**, President, Tuition Exchange
Special Guest: **Eric Page**, Chief Client Officer, Carnegie



Agenda

- Data Share
- Case Studies
- Best Practices
- New Tools



Founded *by colleges for colleges*



Incorporated in 1954 with support from TIAA as the “Faculty Children’s Tuition Exchange.”



Our mission: To make education more affordable for member families



700+
Member
Institutions



7,800+
TE
Scholars

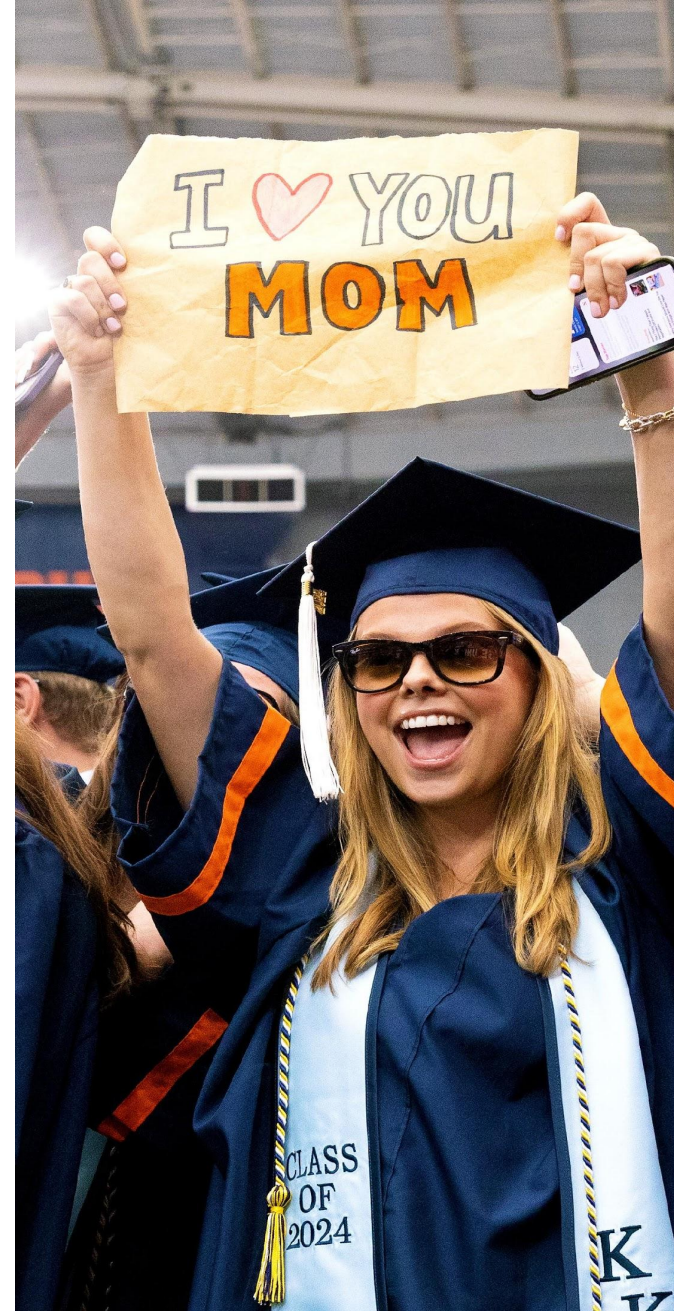


\$328M
In Financial
Assistance



TE can help you...

- Attract and retain top talent
- Raise institutional visibility
- Grow geographic reach
- Yield high ability students
- Reduce tuition benefit costs





**TUITION
EXCHANGE.**

Opening doors
since 1954.

Strong Prospects, High Persistence



74%

Yield Rate*



95%

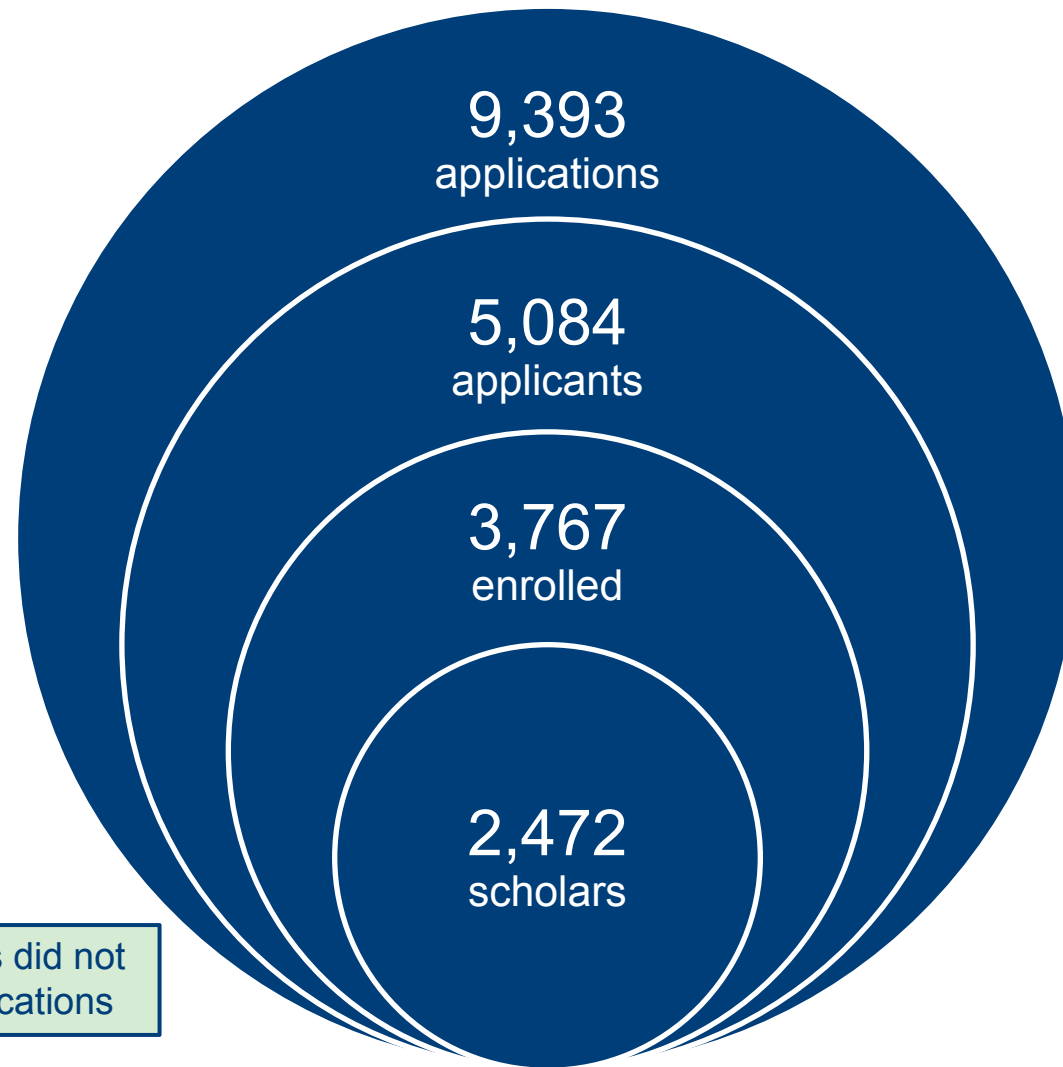
Retention Rate**

*Includes students who did not receive TE award but enrolled at a TE school regardless.

**5% (403) of total undergrad TE scholars have withdrawn or taken a leave of absence (all 4 classes)



Fall 2025: High Commitment Candidates



Note: 768 TE applicants did not submit admissions applications

Case Study #1: TE benefit offsets tuition remission and yields select students



Institution Type:

Research intensive private university

Sticker Price:

\$61,500 tuition; \$17,000 room & board

TE Enrollment Outcomes

- 62 TE Scholars enrolled
- 22 states and 52 schools
- TE award = \$12,000 / student
- Tuition remission = \$61,500 / student
- Savings = \$47,500 / student



“

If we can get 10 students a year enrolling elsewhere and not taking advantage of the tuition remission plan, we save over \$2.5 million dollars and we're spending a fraction of that on TE scholarships. For us, TE is a really good deal. We save money and we create greater opportunity for our faculty/staff kids.

”



Case Study #2: TE Scholars bring diversity and auxiliary revenue



Institution Type:

Small liberal arts college

Sticker Price:

\$51,400 tuition; \$12,500 room & board

TE Enrollment Outcomes

- 29 TE Scholars enrolled
- 7 states
- Shaping the class: high academic profile, geographic diversity, select majors
- Incremental cost is minimal (high discount rate, strong financial aid)
- Additional students – aux revenue

“ The college’s membership was originally established to provide employees with access to Tuition Exchange Scholarships to complement a tuition benefit offered. Over the years, membership has opened up great opportunities for countless members of our community. However, as an enrollment manager, I have found that Tuition Exchange (TE) Scholarships have the added benefit of driving enrollment. ”



Case Study #3: TE scholarship drives out of state enrollment at low recruitment cost

Institution Type:

Comprehensive public university

Tuition:

\$41,500 out of state; \$16,800 in state

TE Enrollment Outcomes

- 60 TE Scholars enrolled
- 95% out of state
- 12 states, 2 countries, 43 schools
- Merit awards offset TE award
- Auxiliary revenue = \$15K/student



Best Practices



Leverage TE benefit to attract and retain high quality faculty, staff and students (institutional visibility).



Use graduate degree options for professional development (exports) and grad enrollment (imports).



Target TE awards to enroll students with key attributes (majors, geography, SES).



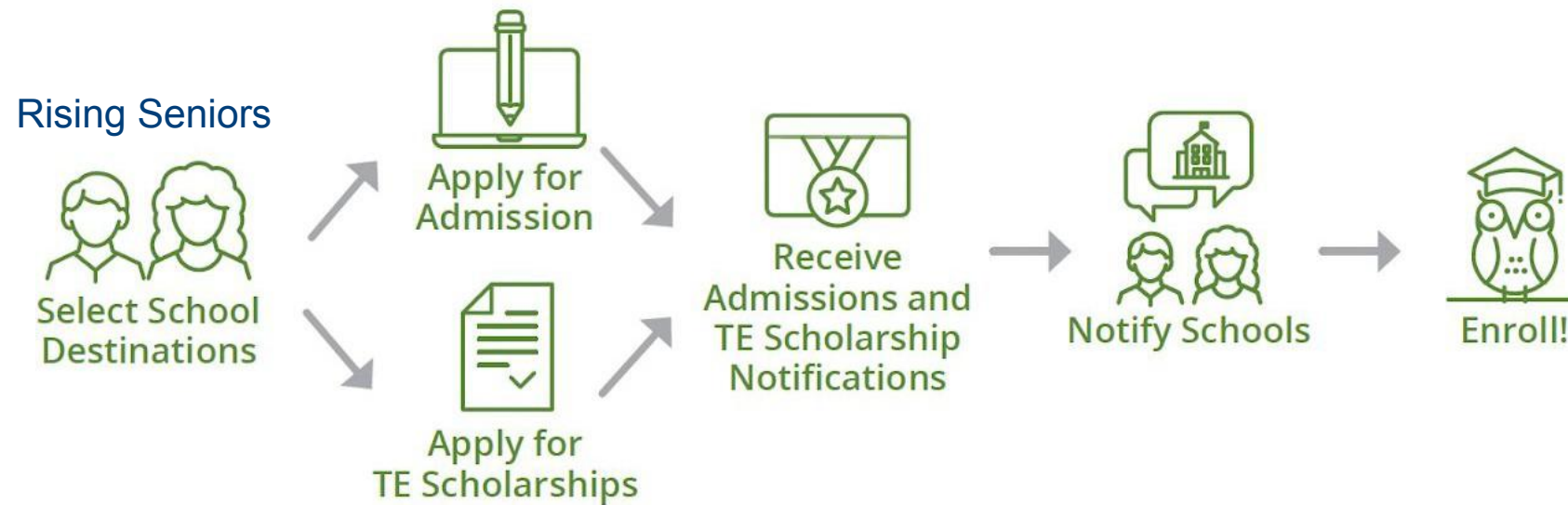
Calculate incremental cost of TE award. Factor in auxiliary revenue, tuition remission, recruitment savings.



Use TE Express to create enrollment pipeline. Engage with prospective students early in college search.

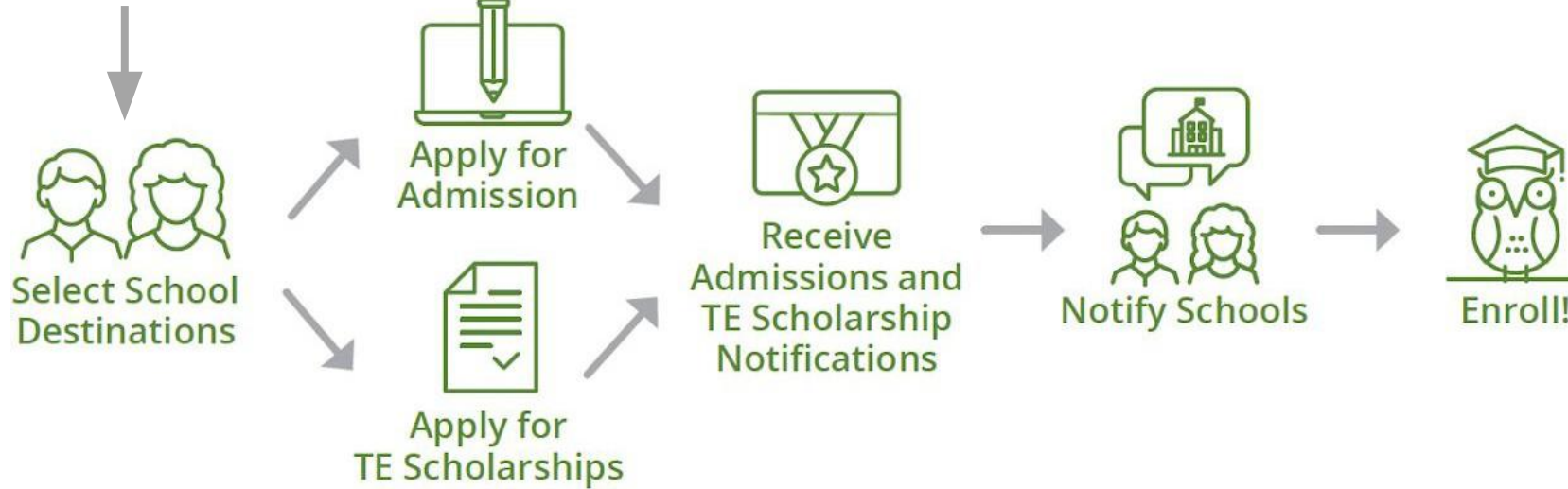


Traditional TE process: Waiting for students to apply...



TE Express: New tool to cultivate interest and create a pipeline...

HS Sophomores,
Juniors, Seniors



Pass the baton to Eric!

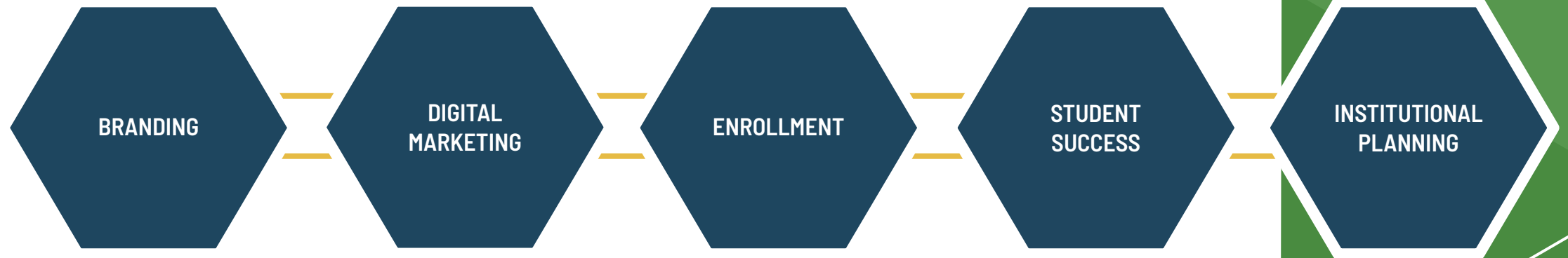




For 40 years,
Carnegie has been connecting students
with right-fit colleges and universities.

THIS REMAINS OUR **MISSION**

A full-stack portfolio for marketing and enrollment



- + Brand Research
- + Brand Strategy
- + Brand Design + Creative
- + Brand Deployment
- + Student Personas
- + Market Research
- + Marketing Strategy
- + Marketing Planning
- + Web Design
- + Web Development
- + Photo / Video

- + Digital Advertising
- + Digital Strategy
- + Multichannel Campaigns
- + Social Media Marketing
- + SEM / SEO / PPC
- + Streaming Media
- + Online Display
- + Landing Page Development
- + Conversion Rate Optimization
- + Website Personalization
- + Campaign Attribution
- + Google Analytics

- + Student Search
- + Engagement Scoring
- + Slate Implementation
- + Slate Optimization
- + Lead Sourcing and Generation
- + List Strategy
- + Segmentation
- + Multichannel Campaigns
- + Financial Aid
- + Engagement Scoring
- + Yield Strategy
- + Contact Center
- + Online Program Marketing

- + Student Success Strategy
- + Student Research
- + Retention Campaigns
- + Segmentation
- + Student Diagnostic
- + Student Engagement
- + Slate Implementation

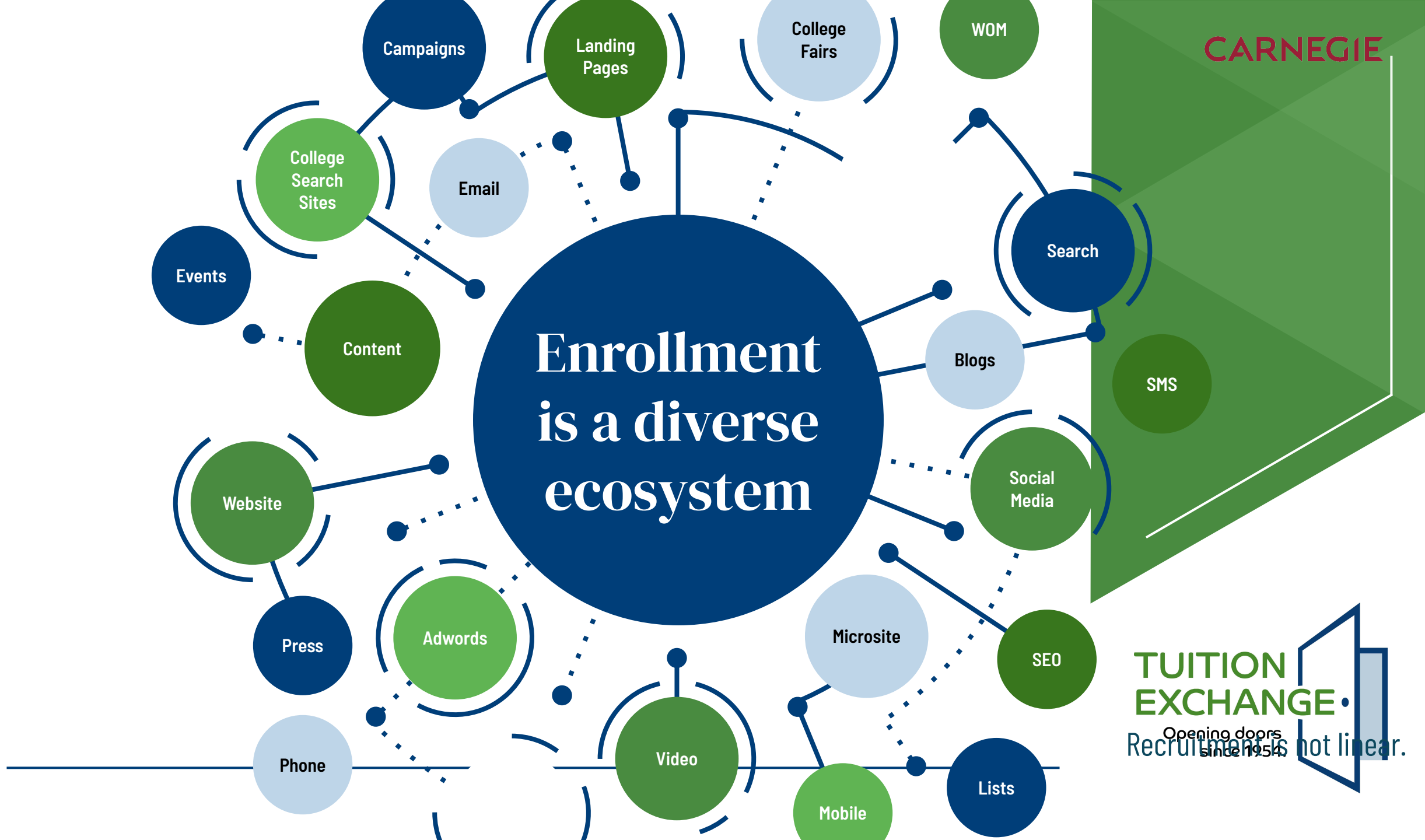
- + Strategic Communications
- + Strategic Planning
- + Crisis Communications
- + Leadership Development
- + Public Relations
- + Campus Planning and Architecture
- + Audits / Assessments

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since 1954.

CARNEGIE

**The enrollment funnel
has given way to the
enrollment ecosystem.**



Enrollment
is a diverse
ecosystem

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since 1954

Recruitment is not linear.

**students choose
how, when, and
where to engage**

**+
buyer's
market**



CARNEGIE

GenZ


+ CONTROL

+ CUSTOMIZATION

GenAlpha

+ AUTHENTICITY

Personalization is the **standard.**



New & FeaturedMenWomenKidsAccessoriesSale

Q Search

♡

🛒

Nike By You Shoes (96)

Pick Up Today ☐


LifestyleRunningBasketballSoccerTraining & Gym

Sale & Offers ^
☐ Cyber Monday - Up to 60% Off
☐ Featured Offer: Exclusive Discounts


Shop by Price ^
☐ \$50 - \$100
☐ \$100 - \$150
☐ Over \$150

Hide Filters ⚙️


Sort By ▼



Customize
Nike Air Max 97 By You Greatest Gift
Custom Shoes
1 Color
\$195



Customize
Nike Cortez Platform Unlocked By You Greatest Gift
Custom Shoes
3 Colors
\$130



Customize
Nike Dunk Low Unlocked By You
Custom Shoes
7 Colors
\$160

human connection

sets us apart

**Six strategies.
One comprehensive
Search solution.**



since 1954.

CARNEGIE

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Find Your School

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Questions...

Should TE awards be included in discount rate?

Can we limit TE awards to specific grad programs?

Can we guarantee TE award to students who meet our criteria?

Can we expedite admissions for TE candidates?

Thanks for coming!

