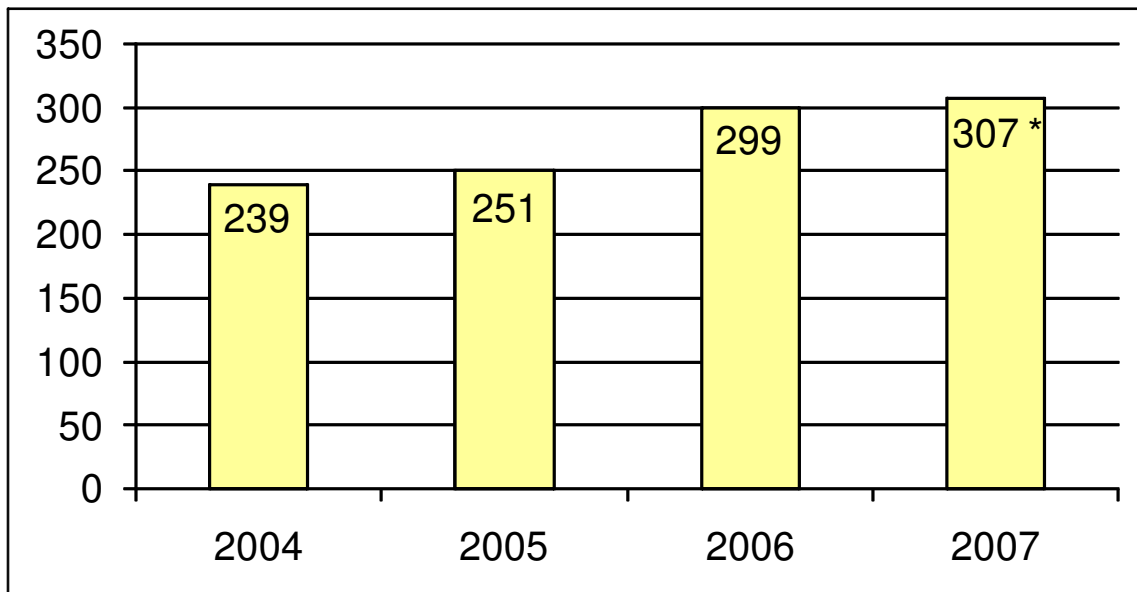


Greenville College, a four-year, Christian liberal arts institution moved to price itself strategically while leveraging financial aid.

Scannell & Kurz was engaged to provide assistance in developing a deeper understanding of how pricing and financial aid policies could best support the enrollment goals for incoming undergraduates. In particular, the institution was seeking a review of whether it was priced properly and whether the unfunded financial aid budget was being spent as efficiently and effectively as possible.

**Strategic
Review of
Pricing &
Financial Aid**

Freshman Enrollment Trends



Freshman deposits are up by over 25% in the last four years!

"The assistance Scannell & Kurz provided Greenville College was outstanding! We asked them to help us with strategic pricing and how best to leverage our financial aid. Their recommendations contributed to our increases in enrollment and to our increases in net revenue."

"Following their visit in the fall of 2004, we began implementing their recommendations immediately. By the fall of 2006, we had experienced a 17.5% increase in new student population and a 9.4% increase in total student population. As a consequence of our growth, we're building a new dorm scheduled to open fall 2007 and have begun renovating some of our existing dorms. The recommendations made by Scannell & Kurz, along with other key strategies initiated by the Enrollment Management area, have had a positive impact on Greenville College."

- Dr. R. Pepper Dill, Vice President for Enrollment Management