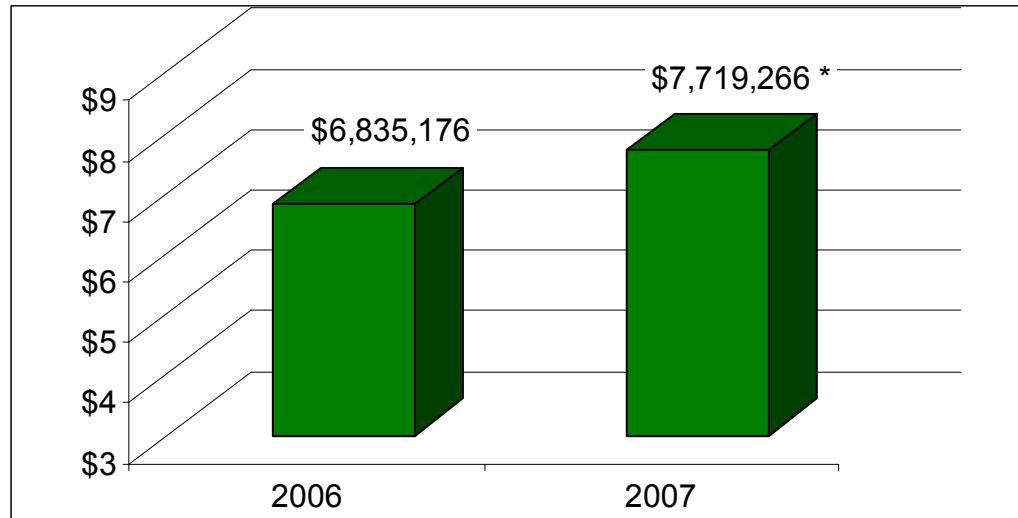


Mercyhurst College: Fully accredited, four-year, Catholic liberal arts institution sought to reduce financial aid spending without sacrificing new student quality.

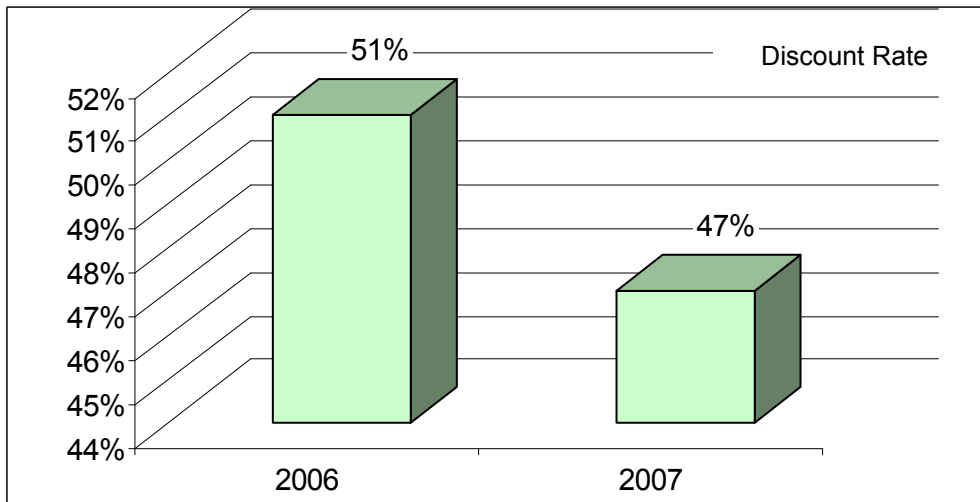
Mercyhurst hoped to stabilize, or reduce, its growing financial aid budget, yet at the same time not sacrifice total new student enrollment or quality.

Results included an increase in NTR from \$6.8 million in 2006, to \$7.7 million in 2007. The discount rate also decreased by over 4 percentage points.

**Reduction in
Discount Rate
& Increase in
NTR**



* As of June 15, 2007.



The new student discount rate has reached its lowest point since 2003, and NTR has grown considerably!

“Mercyhurst’s most impressive statistic has been the reduction in new student discount rate and increased NTR. Since implementing Scannell & Kurz’s merit and need-based model, Mercyhurst has reduced its fall 2007 discount rate to an estimated 47%. This has been done without sacrificing new student quality goals and objectives. As a matter of fact, the Scannell & Kurz recommendations and modeling has improved quality goals and objectives.”

- J.P. Cooney, Director of Undergraduate Admissions