

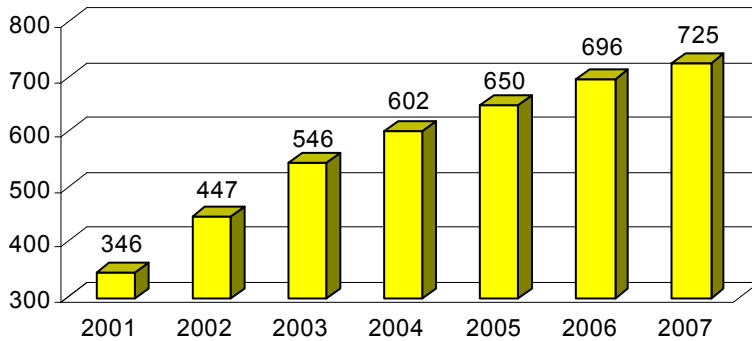
## St. Edward's University: Private, Catholic university works toward enrollment growth.

In 2000, St. Edwards engaged S&K to partner with the enrollment management team as the University began a 10-year strategic plan, the cornerstone of which was doubling the enrollment of the undergraduate population. St. Edward's also wanted to improve the academic quality of the freshman class, as measured by high school class rank and SAT averages, while maintaining its strong tradition of ethnic, racial, and socio-economic diversity. After partnering with S&K for three years, St. Edward's was well positioned to continue the positive momentum that launched their road to success.

## Comprehensive Enrollment Management Review for Strategic Growth

*"S&K's insightful strategies—which rely both on hard data and their discerning intuition about people, the institution and our processes—produced immediate results. The size of our freshman class has increased, our SAT average has improved, and we've maintained the racial and ethnic breakdown in our student body. The financial aid leveraging strategies designed by S&K in 2001 still serve as a model for our aid packaging today. As a result of their guidance, we have focused on the maximization of net tuition revenue, a strategy which has aided in the effective implementation of our strategic growth plan."*  
- Tracy Manier, Dean of Undergraduate Admissions

### Freshman Enrollment



### Freshman-to-Sophomore Retention

