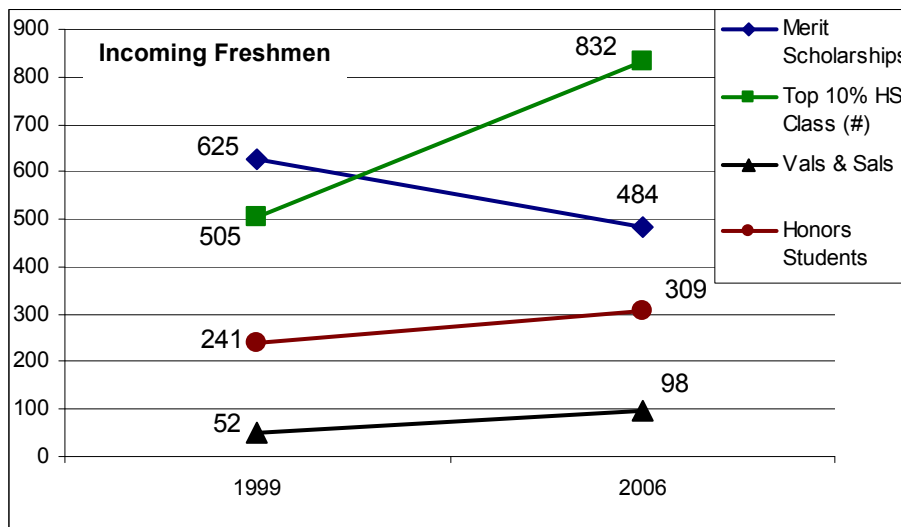


**University of Connecticut: Top public New England university desired to strategically use limited financial aid while achieving enrollment goals.**

Scannell & Kurz was contracted by the University of Connecticut in 1998 to explore whether opportunities existed to better target limited financial aid in support of the University's enrollment goals, including increasing quality and enrollments from underrepresented populations, especially from Connecticut. This analysis has been repeated periodically. In addition, S&K conducted a review of financial aid operations, particularly in relationship to critical processes involving other administrative units. Finally, in 2005 Scannell & Kurz trained admissions and financial aid managers on using data to manage enrollments and develop financial aid strategies using case studies with institutional data.



The number of merit scholarships has declined significantly, while academic quality, as measured by number of students who were in top 10% of high school class (+65%), number of honors students (+28%), number of salutatorians and valedictorians (+88%), and SAT score (+59 pts.) has improved markedly since 1999. Incoming freshman enrollment increased, as well as minority enrollments.

*“Scannell & Kurz helped us achieve enrollment goals by incorporating a data-driven research-based strategic approach in the use of financial aid. Applying Scannell and Kurz’s methodology, process, techniques, and training reaped benefits for the University. There is a definite correlation between our engagement with them and use of their model to our very positive outcomes in quantity, quality, and diversity.”*

- Dolan Evanovich, Vice Provost for Enrollment Management

