

University of Pittsburgh: State-related University System including diverse regional campuses and programs. Multiple projects conducted to achieve differing enrollment goals.

The University of Pittsburgh has engaged Scannell & Kurz numerous times over the last decade. The projects have ranged from comprehensive University-wide net tuition modeling and enrollment management, to specific analyses of student recruitment practices in individual units. Scannell & Kurz has assisted the University at both the undergraduate and graduate levels in developing more effective enrollment management processes and in allocating financial aid more effectively to advance their academic, financial, and enrollment goals.



**Multiple
Engagements**

The discount rate at the Oakland campus dropped by 5.4 percentage points, while quality as measured by SAT increased by 15 points. Total NTR for freshman enrollees has increased by over 63% from 2003 to 2006!

“The models we have implemented with their guidance enable us to understand the complex relationship between scholarship awarding policy, enrollment management, academic quality, and net tuition revenue. Their approach has become a fundamental strategic management tool. In these engagements, Jim and Kathy have shown a remarkable understanding of a wide variety of institutional settings and have demonstrated sensitivity to the differences among units.”

- Dr. Robert F. Pack, Vice Provost
