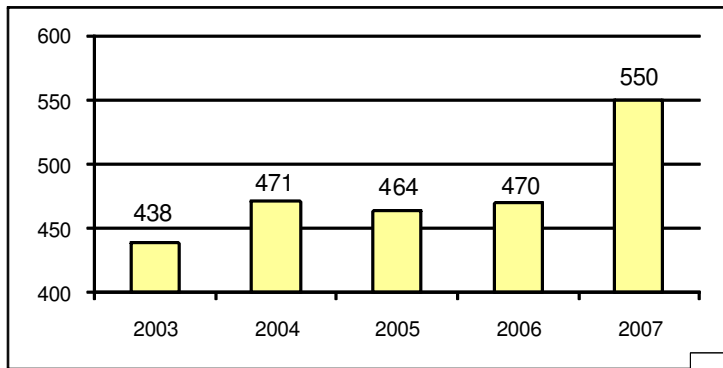


Whitworth University: a private, residential, liberal arts institution affiliated with the Presbyterian Church desired to shape the freshman class and increase NTR.

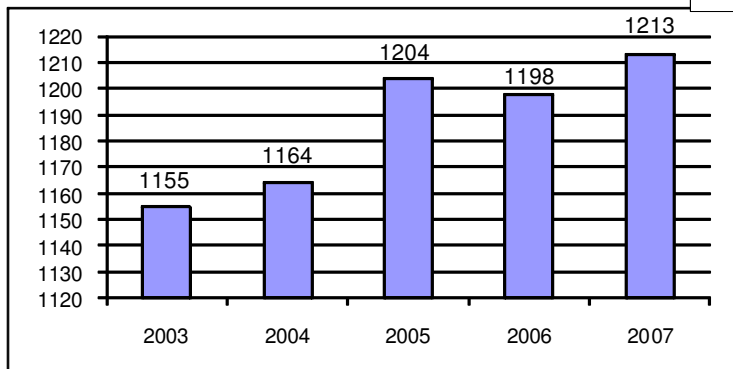
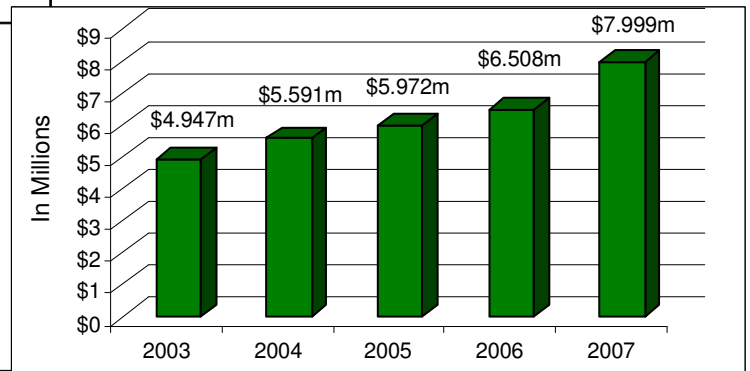
A thorough and comprehensive analysis of admission and financial aid data led to eighteen recommendations regarding Whitworth's recruitment, pricing, and awarding strategies. Scannell & Kurz analyzed the price sensitivity of the freshman admit pool in 2003, followed by a recalibration of the model in 2005 to ensure that strategies were still on target to support enrollment goals, i.e., increasing freshman enrollment, raising academic quality profile of entering freshmen, and increasing NTR.

Achieving Enrollment Goals



The freshman class size has grown...

Total NTR has increased by over \$3 million...



...and the entering freshman average SAT increased by 58 points!

“Scannell & Kurz’s wealth of admissions and financial aid experience along with their commitment to be very “institution specific” in their approach is such a great combination. Their data driven analysis has played a huge role in our admission and financial aid strategy and our enrollment success.” - Fred R. Pfursich, Dean of Enrollment