

# Socioeconomic Diversity

July 14, 2017



WILLIAM & MARY

CHARTERED 1693

# Presentation and Discussion Objectives

- Reaffirming the importance of socioeconomic diversity as a strategic objective
- Understanding definitions and measurements
- Assessing where W&M stands today
- Understanding what is being done by other best-in-class universities
- Refining the administration's focus on a plan for consideration and endorsement by the board

# The William & Mary Promise

- **Predictability** (tuition guarantee for in-state families)
- **Affordability** (reduced net price for Virginians who qualify for financial aid)
- **Excellence** (investments in quality that benefit all students)

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# Pell Grant Recipients

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**Four Responses**



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- 1. Compares to several universities of similar quality and selectivity**

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## **1. Compares to several universities of similar quality and selectivity**

“William & Mary resembles elite private colleges in another key way as well: it overwhelmingly serves an elite financial clientele.”

Notre Dame: 11%

Johns Hopkins: 12%

Yale: 13%

U. of Chicago: 11%

Carnegie Mellon: 12%

UVA: 13%

# Pell Grant Recipients

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## 2. Undercounts commitment to in-state students

W&M (in-state): **14.9%**

UVA (in-state): 13.9%

Since 2012-13, Pell recipients at W&M declined by a net of 13 (from 768 to 755).

- In-state Pell increase of 29
- Out-of-state Pell decrease of 42

# Pell Grant Recipients

W&M: 11%

**3. Uses the wrong (or at least an incomplete) metric**

# Pell Grant Recipients

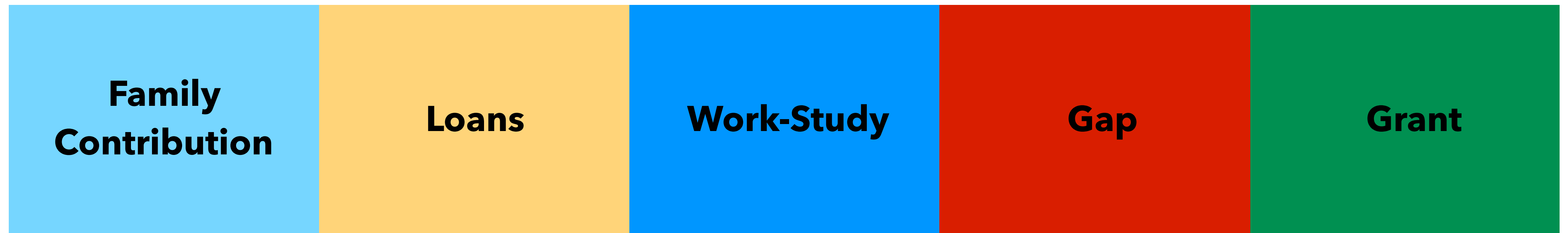
W&M: 11%

## 3. Uses the wrong (or at least an incomplete) metric

At least equally important is **Net Price**, which “captures the differences between colleges that offer nearly full scholarships to lower-income students and those that charge such students tens of thousands of dollars a year.”

(David Leonhardt’s explanation of *The New York Times* College Access Index)

# Financial Aid Terminology



← Full/Sticker Price →

← Financial Need →

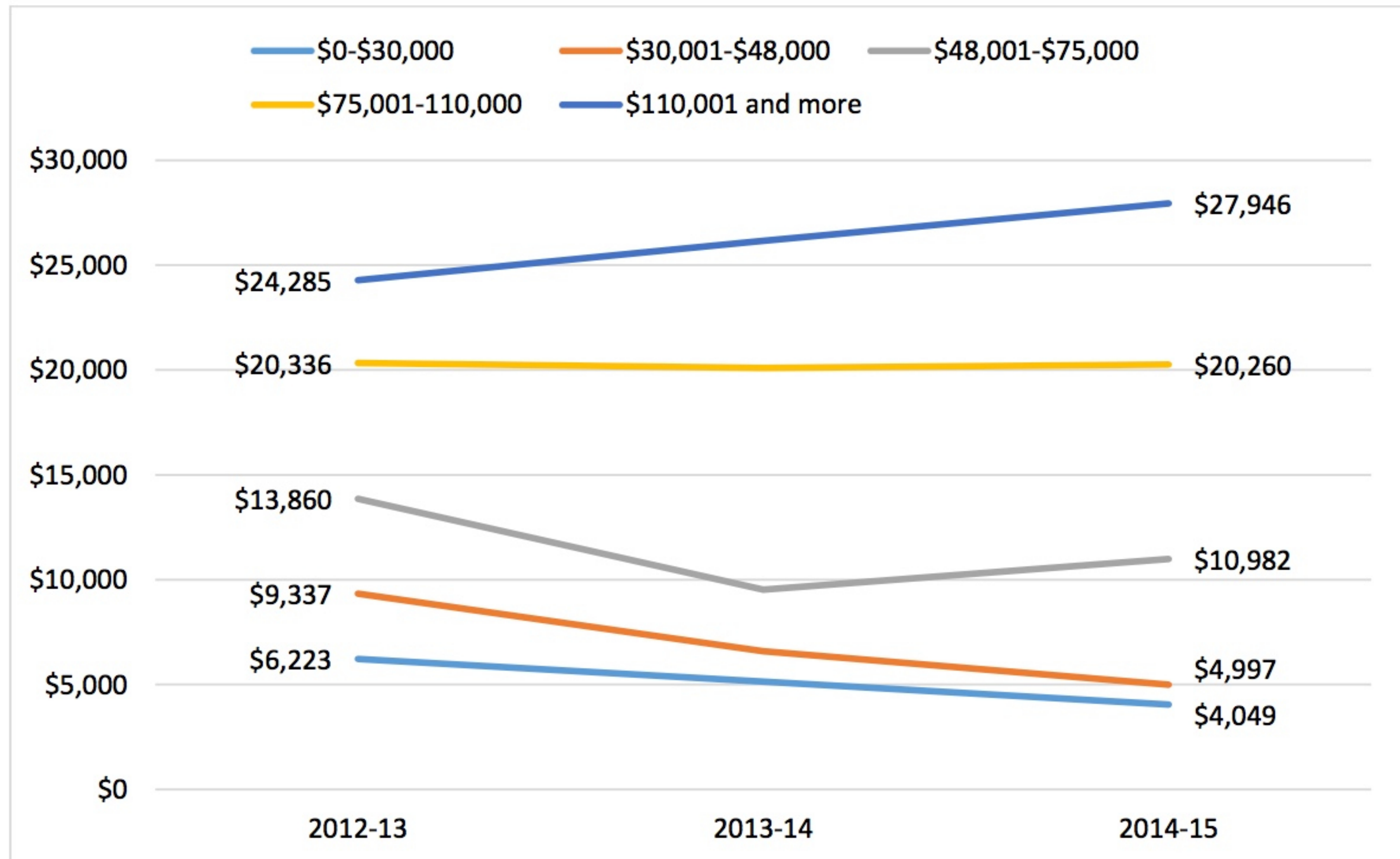
← Net Price →

# Net Price for In-State Families Who Qualify for Financial Aid

\$0 - \$30K	\$30K - \$48K	\$48K - \$75K
<b>1. W&amp;M (\$4,049)</b>	<b>1. W&amp;M (\$4,997)</b>	UVA-Wise (\$10,459)
2. VMI (\$6,189)	2. VMI (\$5,405)	<b>2. W&amp;M (\$10,982)</b>
3. UVA-Wise (\$8,624)	3. UVA-Wise (\$8,738)	3. VMI (\$12,308)
4. UVA (\$10,119)	4. UVA (\$11,559)	4. NSU (\$13,946)
5. ODU (\$11,678)	5. NSU (\$12,411)	5. VSU (\$15,954)



# Net Price by Income Range, In-State Families Who Qualified for Aid



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**4. Motivates us to do even more to  
improve socioeconomic diversity**

# Pell Grant Recipients

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## **4. Motivates us to do even more to improve socioeconomic diversity**

- Increase the percent of in-state Pell recipients from 14.6% to 15.6% by 2020
- Increase the number of in-state students admitted to W&M as freshmen from families with incomes  $\leq$  \$60K by 50% by 2020 (from approx. 230 to 350)

# Challenges

- Supply-side limits, especially among prospective in-state freshmen
- Cost of additional financial aid (each % point of Pell growth costing >\$1M)

# Considerations

- How do we assess the current W&M situation?
- What additional goals do we want to set in this area?
- Where do these goals fall within our priorities?