



# 17 Colleges Adopt Student Aid Services' Innovations to Boost Enrollment Yield

SACRAMENTO, CALIFORNIA, USA, September 17, 2013 /EINPresswire.com/ -- Seventeen colleges and universities recently signed new contracts to use Student Aid Services' personalized [Enrollment Enhancement™](#) Solutions to better communicate their unique value and affordability to prospective students and boost enrollment yield.

Seventeen colleges and universities recently signed new contracts to use Student Aid Services' Personalized Enrollment Enhancement™ Solutions to better communicate their unique value and affordability to prospective students. Student Aid Services will provide new and expanded solutions to Fairleigh Dickinson University, American InterContinental University, Ashford University, Brandman University, Eastern Connecticut State University, Galen Health Institutes, Georgian Court University, Jamestown College, Marymount University, New Jersey Institute of Technology, Nichols College, Northwest Missouri State University, Rowan University, San Joaquin Valley College, Spring Hill College, Trident University International, and United Medical and Business Institute.

"With the pool of student prospects shrinking, colleges need an enrollment strategy that better articulates the value of an education investment to attract new students," said Matthew Summer, Student Aid Services' Vice President of Business Development. "Our approach of generating highly personalized communications focused on value, affordability and academic fit has proven to increase enrollment yields substantially without requiring colleges to increase their discount rates."

Fairleigh Dickinson University recently engaged Student Aid Services to provide its custom net price calculator, Personal Enrollment Prospectus™ and [FAFSA](#) for Institutions as high-touch yet cost-effective ways to improve outreach to potential students at its campuses in Madison and Teaneck, New Jersey.

## Making Enrollment Management More Effective

"We are impressed with Student Aid Services' holistic approach to ensuring that aspiring students understand how we fit their academic needs and budget," said Jon Wexler, Fairleigh Dickinson's Vice President of Enrollment Management. "From providing students an online, personalized, out-of-pocket cost estimate to personally helping them apply for financial aid to communicating our value in the student's award letter, these solutions will make our enrollment

capabilities more efficient and effective.

Student Aid Services' unique Personal Enrollment Prospectus™ (PEP) is a personalized, full-color brochure dynamically produced to deliver value and affordability messaging to individual prospective students. The PEP starts a two-way conversation that informs students about their individual costs, academic interests and post-graduation opportunities. It can be presented as an aid-and-cost estimate or an actual aid award letter once a prospective student provides information via an institution's net price calculator, the federal financial aid application (FAFSA), or other means. Some colleges using Student Aid Services' online/printed PEP have benefited from a 20 percent enrollment yield increase.

Fairleigh Dickinson University also will offer early-admission students free, professional assistance with preparing the FAFSA. Student Aid Services' FAFSA for Institutions program turns a time-consuming and complex chore into a one-on-one consultation that leaves a lasting, positive impression of an institution's commitment to prospective students and their families. The service also greatly reduces the time a university's financial aid team spends answering FAFSA questions, tracking application completion and correcting FAFSA mistakes.

### Financial Aid Shopping Sheet

Choosing another way to communicate their value, Ashford University of Clinton, Iowa, and Trident University International of Cypress, California, are among the first universities to provide potential students with the federally encouraged Financial Aid Shopping Sheet, which is generated from Student Aid Services' custom college-cost-estimation technology. Its highly personalized information is designed to make costs clear and affordability comparisons easy. Each Financial Aid Shopping Sheet also will showcase how that school fits student-specific interests.

### Custom Net Price Calculator

Seeking greater accuracy and flexibility, 14 colleges are upgrading to Student Aid Services' advanced net price calculator. In addition to Fairleigh Dickinson University, they are Brandman University with 25 campuses in California and Washington; Eastern Connecticut State University of Willimantic, Connecticut; Galen Health Institutes of Louisville, Kentucky; Georgian Court University of Lakewood, New Jersey; Jamestown College of Jamestown, North Dakota; Marymount University of Arlington, Virginia; New Jersey Institute of Technology of Newark, New Jersey; Nichols College with three campuses in Massachusetts; Northwest Missouri State University of Maryville, Missouri; Rowan University of Glassboro, New Jersey; San Joaquin Valley College with 12 campuses in California; Spring Hill College of Mobile, Alabama; and United Medical and Business Institute of East Point, Georgia.

### NACAC Conference

Student Aid Services' innovative Enrollment Enhancement™ Solutions will be demonstrated at Booth 706 during the 69th annual conference of the National Association for College Admission Counseling (NACAC) from September 19 to September 21 in Toronto, Ontario, Canada. During the conference, SAS' Matt Summer will host the NACAC educational session Conveying Value and Financial Responsibility to Prospective Families September 21 at 8:30 a.m., featuring experts Joyce Lantz, Director of Communications for the University of Notre Dame; Peter Stace, Ph.D., Vice President for Enrollment for Fordham University; Brian Williams, Vice President for Enrollment for John Carroll University.

About Student Aid Services, Inc.

Student Aid Services, Inc.'s innovative Enrollment Enhancement™ Solutions communicate a postsecondary institution's unique value and affordability to prospective students and their families to increase enrollment yield. Used by more than 700 campuses in the U.S. and Canada, Student Aid Services' custom, online [calculators](#) generate financial aid estimates that give students insight into how to pay for college. Student Aid Services' Personal Enrollment Prospectus™ creates a two-way dialogue about personalized cost, academic value and post-graduation employment information, and each is tailored to the student's interests and circumstances. The company's FAFSA for Institutions program offers students the help needed to secure the most financial aid possible and reduce their out-of-pocket education costs. Student Aid Services is a private company with headquarters in Sacramento, California.

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Mary Fallon  
Student Aid Services  
916-629-7050  
[email us here](#)

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