



Admissions and Financial Aid overview
Faculty Senate meeting
October 1, 2021

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Vice Provost for Admissions & Financial Aid

Class entering Fall 2020 snapshot:

- 12,388 applications
- 6,138 offers
- Target = 1,455
- 1,574 gross deposits
- **1,369** enrolled
 - 50 “gap years”; melted 155

Class entering Fall 2021 snapshot:

- 14,107 applications (↑ 13.9%)
 - ↑ 15.7% in Regular Decision
- 6,485 offers (↑ 5.7%)
- Target = 1,483
- **1,519 net deposits** (+36, as of 10th Day)
 - 755 ED I & II + gap years; 764 RD
 - 32 gap year and 59 melt





Recent landscape changes:

- Applicant pools to enter Fall 2020 saw notable decreases among private schools, northeastern schools, and small and mid-sized schools
 - 51% of Common Application schools saw a decrease
- Elimination of NACAC ethics rules meant schools:
 - Free to incentivize Early Decision
 - May now recruit students committed elsewhere *after* May 1
 - May recruit transfers enrolled at other 4-yr institutions
- Recruitment = entirely virtual beginning March 2020; resumed limited on-campus visits April 2021

Recent landscape changes (cont):

- Lehigh adopted test-optional posture
 - 53% of applicants submitted SAT/ACT
 - 58% of admits submitted SAT/ACT
- Lehigh dropped need-blind admissions and commitment to meet 100% need
 - ~7% of (non-intl) applications reviewed “need-aware”
 - More initial RD offers (and fewer offers from the waitlist) because need/ability to pay considered earlier
 - WL offers F2020 = 1,684 vs F2021 = 102

Notable Matric data:

- RD yield increase to 13.4% vs 11.6%
 - COH RD yield increased to 21.7% (vs 14.8%); Rossin increased to 15.1% (vs 10.4%)
- Women = 47.8% ( vs 45.3% F20)
 - Despite women being 52.7% of admits (3,485 vs 3,000)
- Students of color = 31.1% ( vs 28.8% F20)
- Non-NJ/NY/PA (US) = 36.1% ( vs 32.4% F20)
- Intl citizens = 6.4% ( vs 8.7% F20)

More aggressive yield tactics:

- Admitted significantly more RD initially, vs from the WL
 - Possible because of change to need-blind policy
 - Lengthens the yield season vs admitting from WL
- COH RD admits were notified w/ED II in February
- Enhanced “Admit Packet”
 - ROI brochure; letter from Nathan; notice about yield events; Lehigh Launch brochure;
 - Pennant, buttons, laptop stickers
- For needy students, \$1 of need = \$15,000 in grant
- Expanded Yellow Ribbon from 10/\$10K limits to Unlimited/Unlimited

More aggressive yield tactics (cont):

- RD FA packages had no loans for COH/Rossin
- 20% of all RD admits received a scholarship of \$12,500/year or more (vs 2% previously)
 - *Every* COH RD admit was awarded scholarship of at least \$12,500/year
- Scholarships \leq \$5K were stackable (ex: Greer, Rodale, music)
- Targeted faculty outreach
 - Enhanced application question yielded responses citing specific professors and classes
- Opened to on-campus admitted visitors mid-April

Financial aid:

Targeted students with Expected Family Contributions near COA:

Expected Family Contribution Range	2020 Yield
\$50,000-\$60,000	5.43%
\$60,000-\$75,315	5.91%
Cost of attendance	
\$75,315-\$85,315	5.16%
\$85,315-\$95,315	5.43%
\$95,315-\$105,315	8.18%

Financial aid:

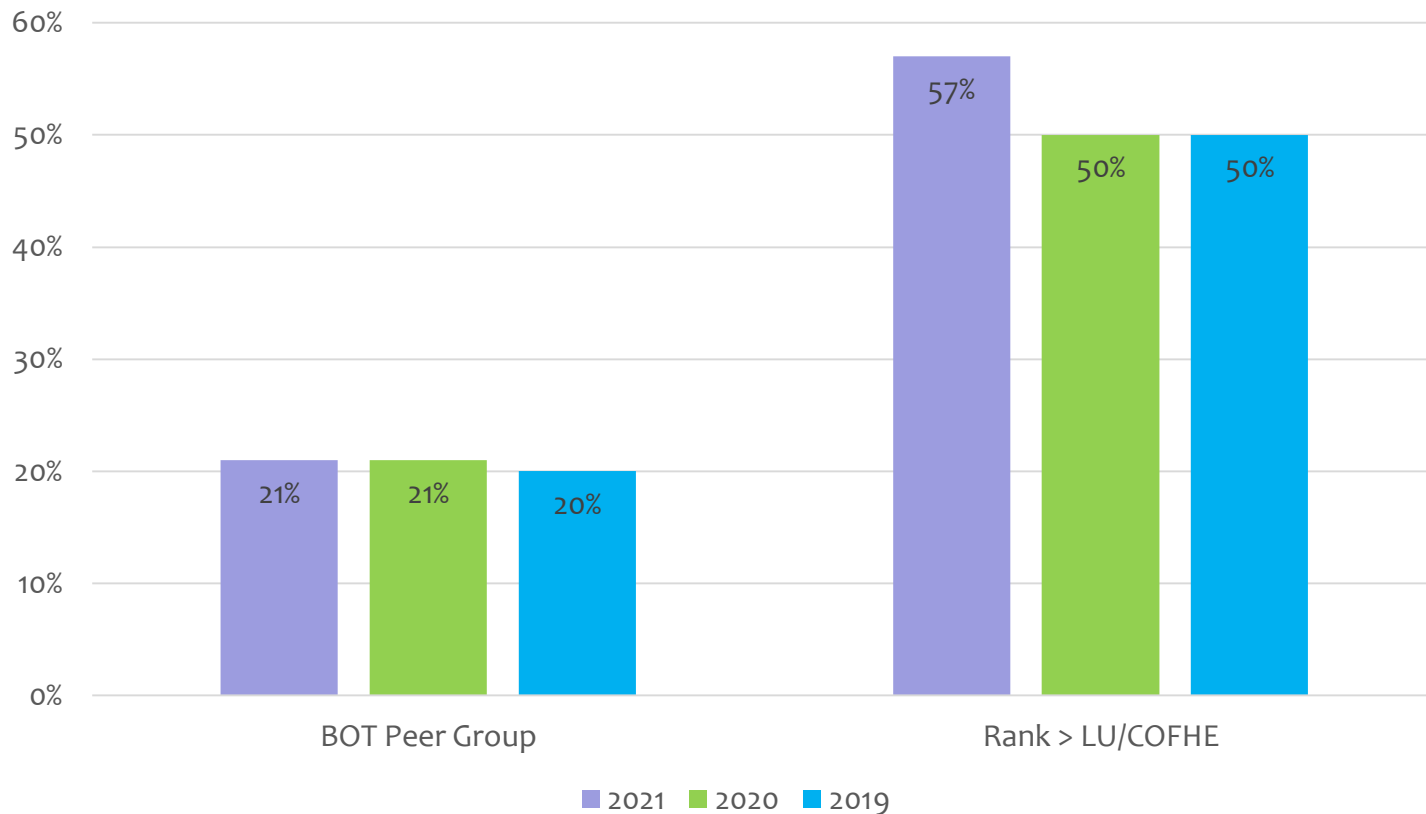
Targeted students with Expected Family Contributions near COA:

Expected Family Contribution Range	2020 Yield	2021 Yield
\$50,000-\$60,000	5.43%	8.82%
\$60,000-\$75,315	5.91%	9.65%
Cost of attendance		
\$75,315-\$85,315	5.16%	4.97%
\$85,315-\$95,315	5.43%	13.04%
\$95,315-\$105,315	8.18%	13.22%

Competitor comparison:

Seem to have a stronger overlap group this year.

Self-reported declines went to:



Future Challenges:

- Unknown market behavior (students and competitors)
 - Pre-COVID saw shift toward Publics
 - Post-COVID shows shift to large urban Privates
 - Haven't yet seen large impact from ethic rules elimination
 - Other schools will be aggressive not just in recruiting but in evolving to be more attractive.
- Demographics will continue to work against us
 - Population declines and shifts to secondary geo-markets and non-white students.
 - Women continue to yield lower than men.
 - As result of above, admit rates are likely to continue to be higher, and yield rates lower, than historical
 - We will not be able to simply “market” our way through the heightened competition that is coming

Questions/ Discussion?