

The Benefits of a Cross-Trained Admission Team

Presenters

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Changes in Student Recruitment

- Traditional cycle has shifted
- Access to student information has changed
- Other pathways and gap years
- Media questions is college worth it & college affordability



Search looks different for students and institutions

- **For colleges/universities**

- Test optional is here to stay...probably
- Changes to College Board
- Direct Admissions Programs

For students

- Getting to know a college
- In-person vs. virtual
- Search focus has shifted
- Considering more options or not going at all



Storm clouds ahead?

- Declines in first-year students

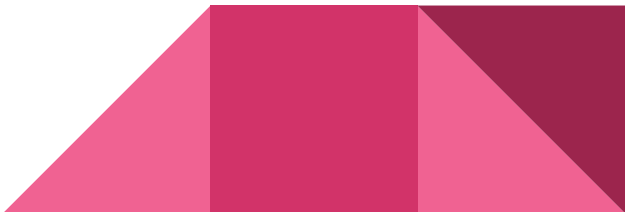
- Enrollment fell 6.1% at public four-year institutions and 4% at private nonprofits
- Community college first-year population is flat
- PA is faring better than most where enrollment change is flat YOY

- Backlash in the media

- Are people losing faith in higher education?
 - A Wall Street Journal poll says that more than half of it's respondents said that is bachelor's degree isn't worth the cost



Changing the narrative

- The work is not easy
 - The fit conversation has changed
 - Student fit vs. parent fit
 - Parents care about
 - Outcomes
 - Affordability
 - Who shows their student love (meaning who offers the most scholarship)
 - Educating students and families about net price
- 

So how do we do it?

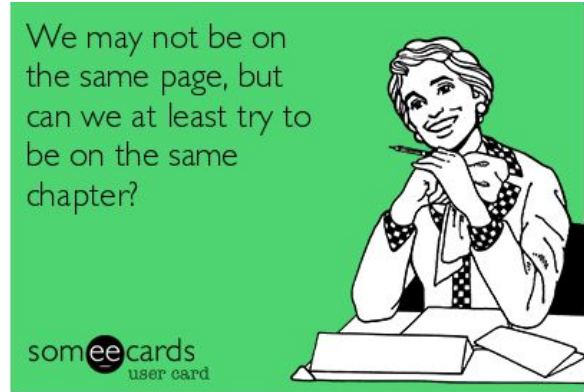
New hires experience a financial aid overview right off the bat.

Group trainings take place at least once per year.


- Update on changes in the world of financial aid
- FAFSA Overview
- Role play opportunities
- System Training
- Lots of Q & A

Other trainings as needed throughout the year.


College Affordability Academy




Financial Aid Resources for the Admissions Staff


 U.S. DEPARTMENT OF EDUCATION
College Scorecard


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Fields of Study 


Robert Morris University

2,986 undergraduate students
rmu.edu 

 Year

 Private Nonprofit

 Suburban

 Medium

Costs

Graduation & Retention

Financial Aid & Debt

Typical Earnings

Campus Diversity

Test Scores & Acceptance

Federal Student Aid
An OFFICE of the U.S. DEPARTMENT of EDUCATION



Net Price Calculator
Robert Morris University | Pittsburgh, PA

The Net Price Calculator is designed to help you estimate your financial aid award for Robert Morris University. Please be sure to complete the entire process to ensure the best possible results. If you have any questions, please contact us at 800-762-0097 or admissions@rmu.edu.

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It's All About the Big Picture

For Students...

- Understand Cost and the Financial Aid Process
- Avoid Unmanageable Debt
- Secure a Path to Employability
- Increased ROI

For Us...

- A Better Student Experience
- Increased Retention Rates
- Better Student Outcomes
- Happier Alums



A TALE OF TWO STUDENTS



Q & A

- Roadblocks that admissions counselor encounter related to financial aid?
- Creative ways to engage families in the financial aid process?
- Early reads, how do people feel about simplified FAFSA?

