

The College Board Forum

Investing in Education | Oct. 24–26, 2012 | Miami

“Helping Families Select Schools and Accurately Assess the Cost of College”

C. Anthony Broh

Broh Consulting Services

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This Presentation is a

“Think Piece”

Imagine 5 years after NPC

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**Quantifying what families
want when a student
begins to think about
applying to college.**

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Ground Rules of Think Piece

- **Public Sources of Data**
- **Private and Public, 4-year**
- **Price & Value**
- **Family Income of \$75k - \$100k**

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Public Data Sources

- **NCES Data Center**

<http://nces.ed.gov/ipeds/datacenter/Data.aspx>

- **College Navigator**

<http://nces.ed.gov/collegenavigator/>

- **Petersons Online**

<http://www.petersons.com/>

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Enrollment Planning Network 2013 Member Schools

American University

Boston College

Boston University

Bucknell University

Case Western Reserve University

Fordham University

George Washington University

Lehigh University

Northeastern University

New York University

Southern Methodist University

Syracuse University

Tulane University

University of Miami

University of Notre Dame

University of Southern California

Vanderbilt University

Villanova University

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Enrollment Planning Network (Participating in Activities)

California Institute of Technology

Carnegie Mellon University

Emory University

Texas Christian University

Tufts University

Wake Forest University

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Public Universities

University of California – Berkeley

University of Michigan

University of Massachusetts – Amherst

University of Michigan

University of North Carolina

University of Virginia

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Net Price for a Residential University =
Tuition, Fees, Room, & Board –
Scholarships & Grants

Value of College = what families want
when paying for college

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**Net Price for a Residential, University =
Tuition, Fees, Room, & Board –
Scholarships & Grants**

**Value of College = what families want
when paying for college**

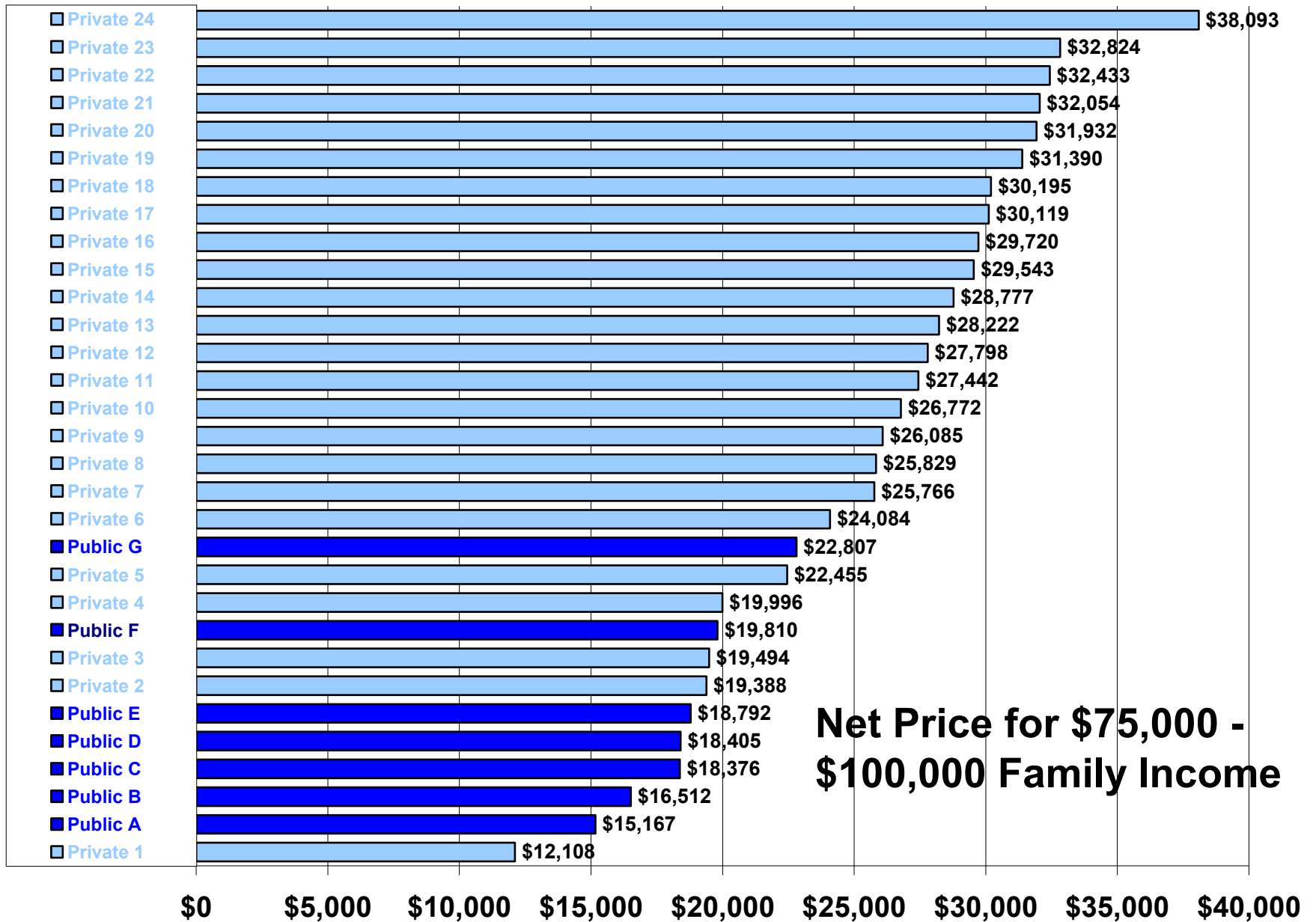
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Net Price of Schools



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**Net Price for a Private Residential,
Research University = Tuition, Fees,
Room, & Board – Scholarships &
Grants**

**Value of College = what families want
when paying for college**

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Examples of What Families Want

- **On-time Degree**
- **Undergraduate Instruction**
- **Access to Faculty**
- **Association with Smart Students**

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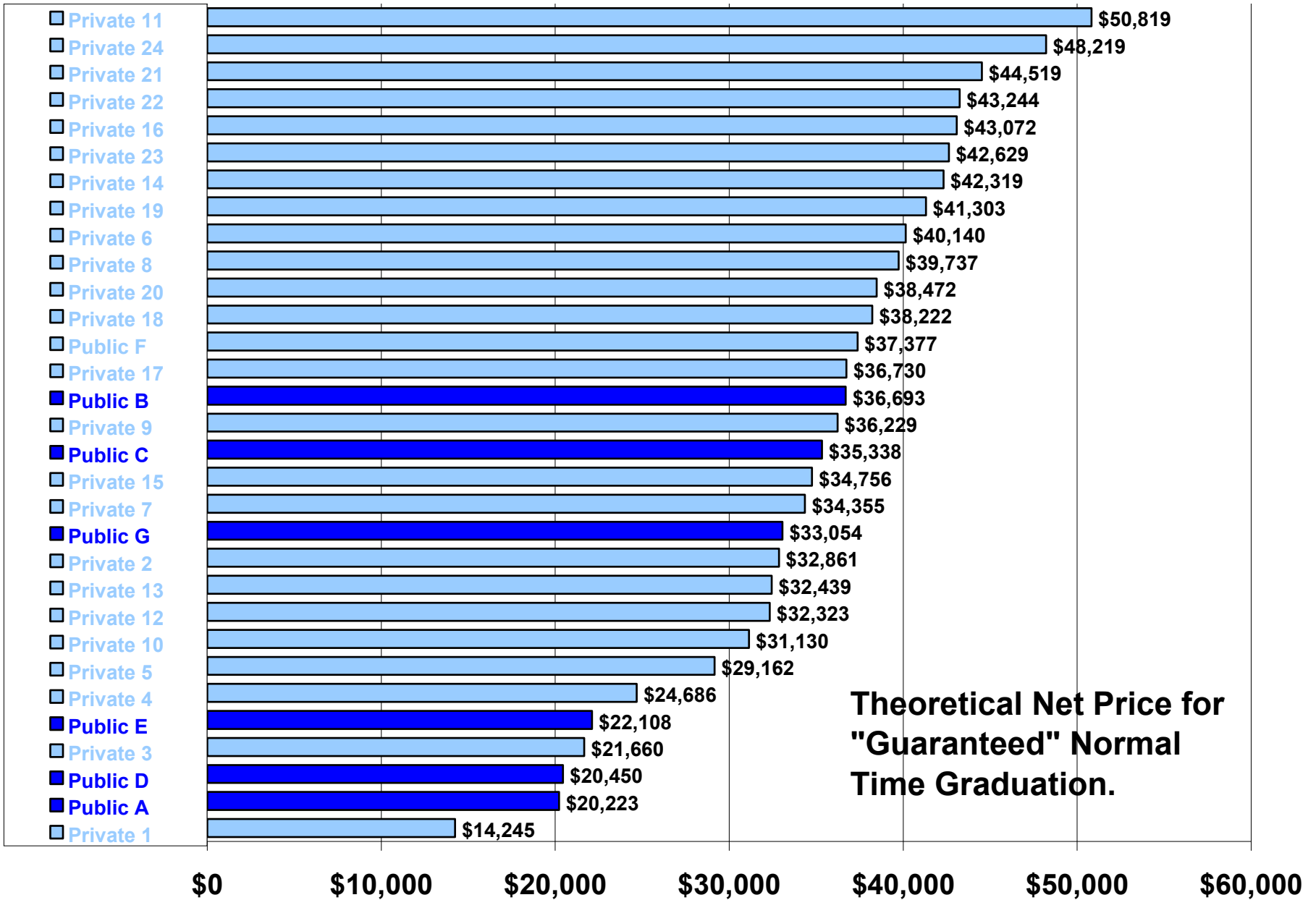
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On-time Degree

Theoretical Net Price for On-time Degree

Graduation Rate of Schools



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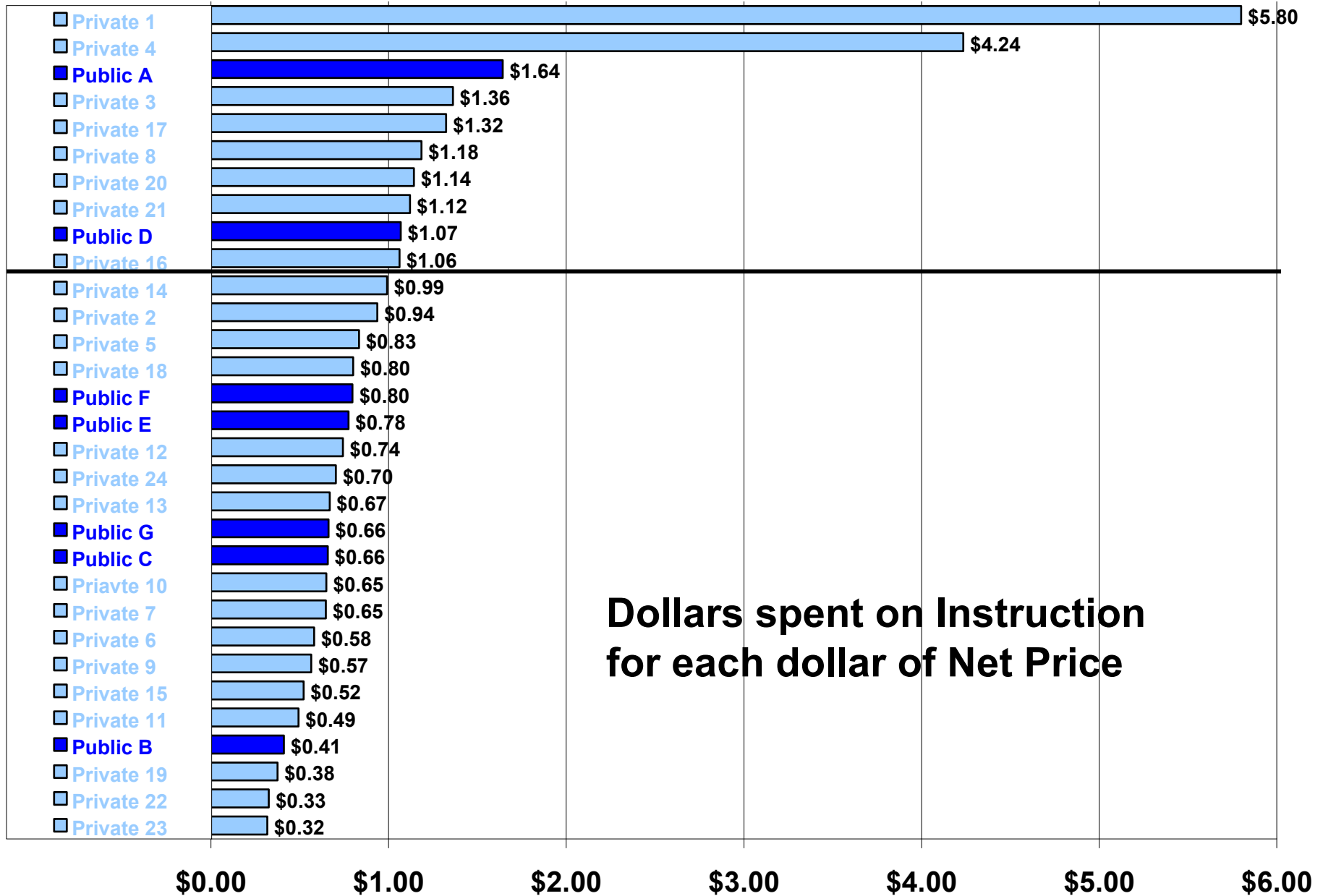
Undergraduate Instruction

Per Capita Instructional Expenditure

or

Instructional Budget / Enrollment

Instructional Dollars at Schools



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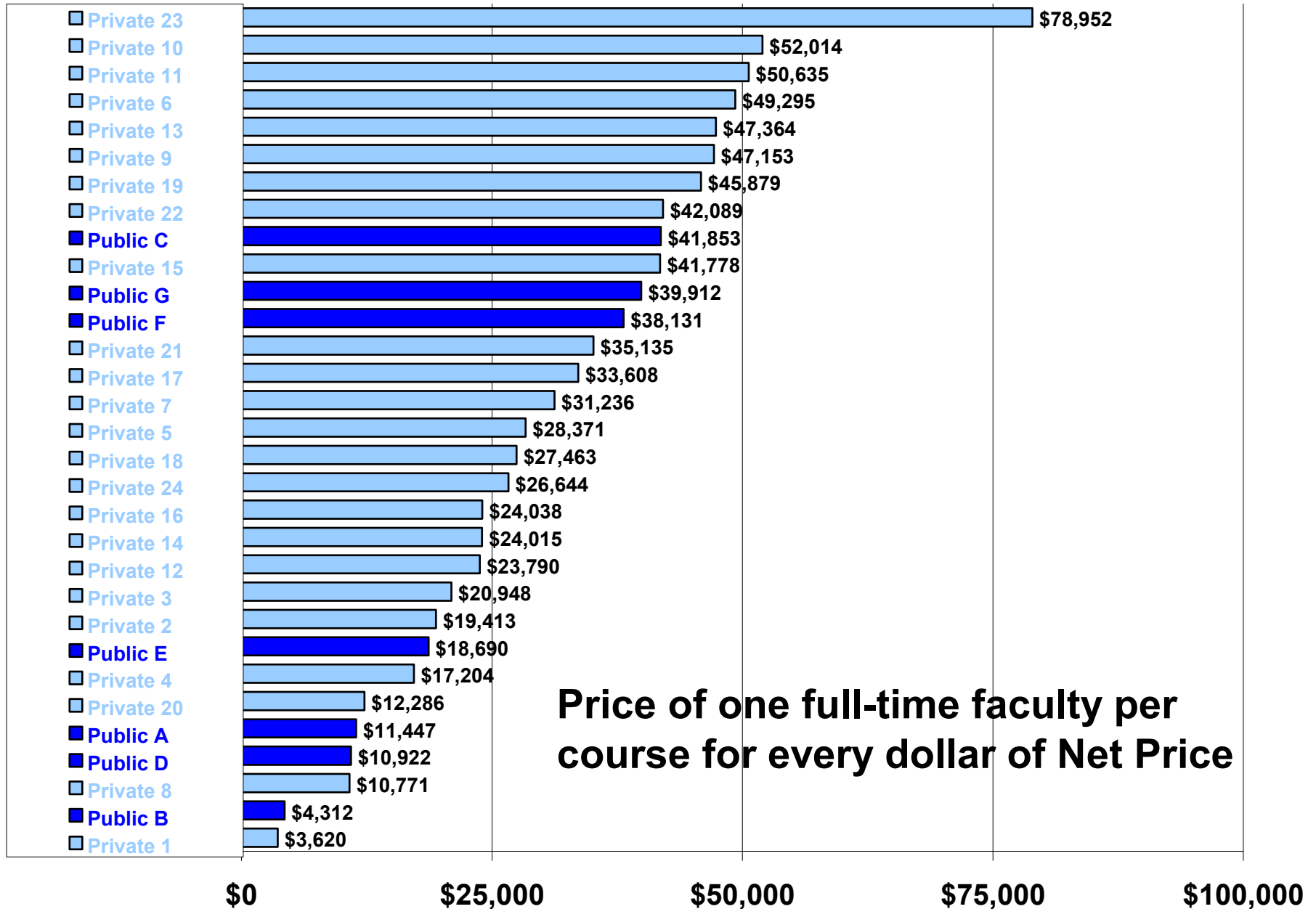
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Access to Faculty

**Faculty to Student Ratio for Eight
Courses a Year**

Faculty-Student Ratio at Schools



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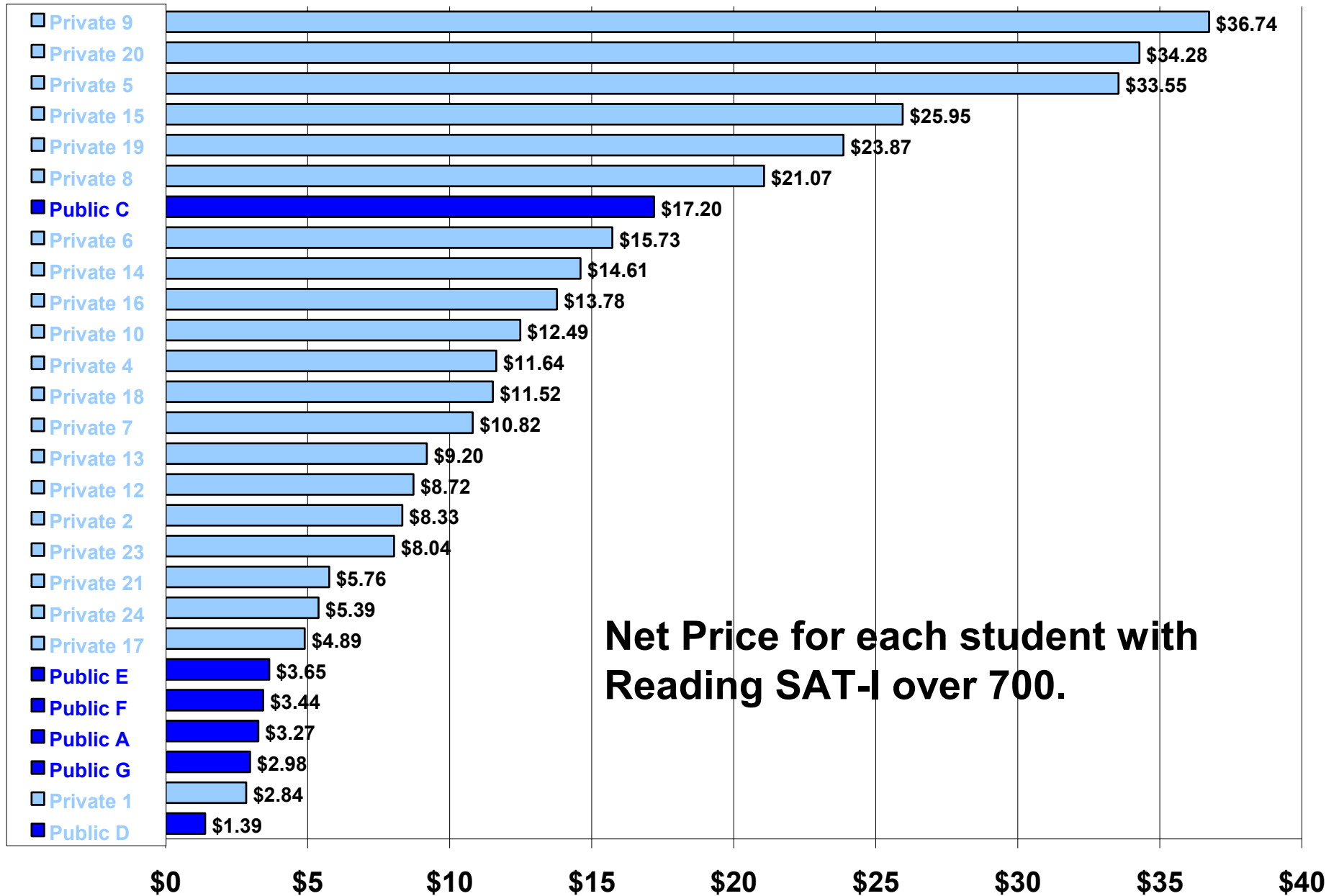
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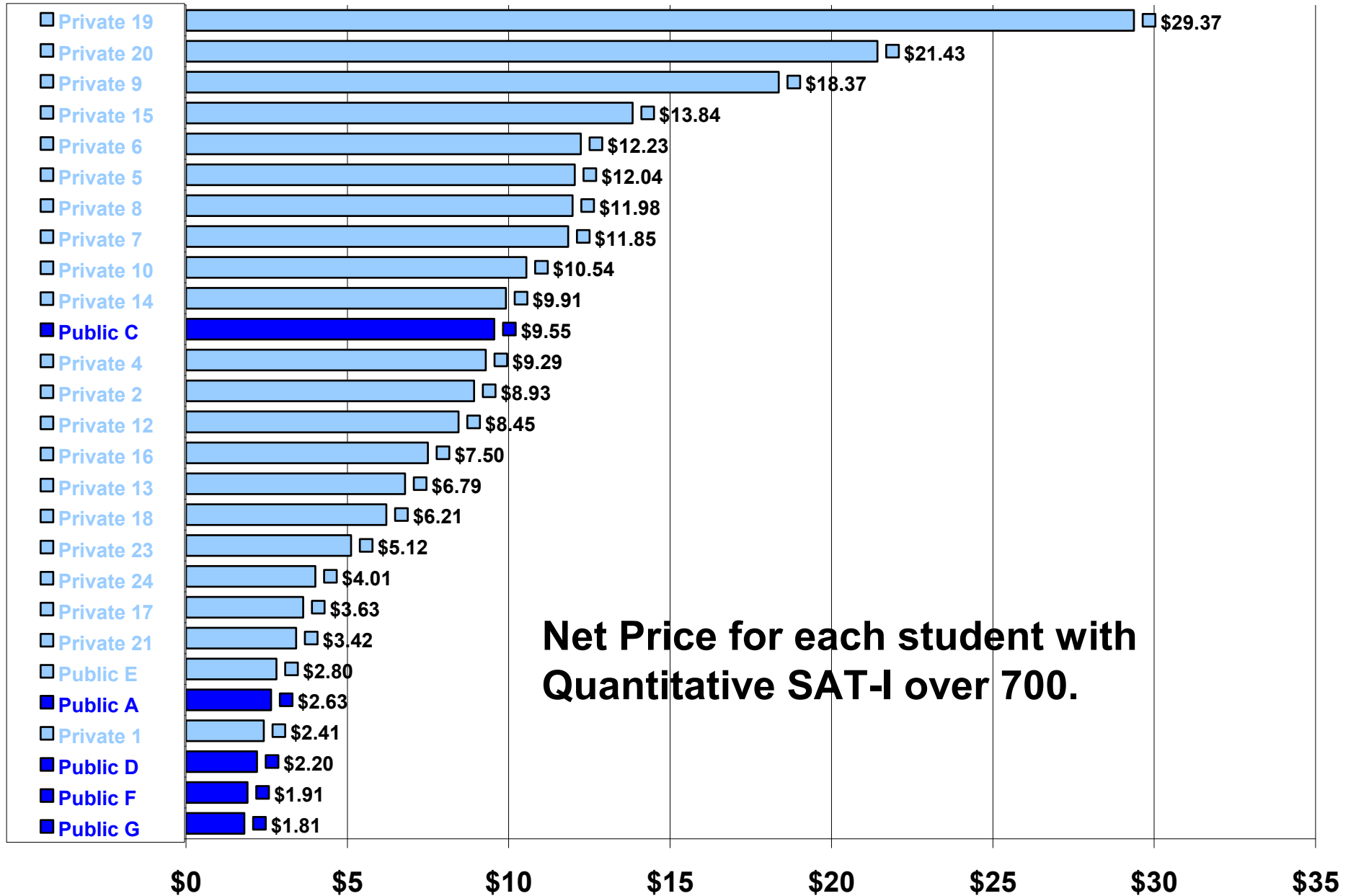
Association with Smart Students

Number of Students with SAT over 700

Reading SAT-I at Schools



Quantitative SAT-I at Schools



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