My intuition

Quick College Cost Estimator

Webinar
June 16, 2016
Organized by Phil Levine and Wellesley College
Why We’re Here

- Extremely popular
  - Tens of thousands of estimates provided

- Record-breaking admission cycle
  - Vast majority of growth from applicants seeking aid

- Help jump-start economic mobility
  - Helps address the problem of “undermatching”
For technology/connection questions during the webinar, contact Scott Gordon (sgordon2@wellesley.edu). This webinar is being recorded for future reference.
How to Ask a Question (Mac)

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Colleges Participating in Webinar

Amherst College
Bowdoin
Caltech
Claremont McKenna College
Colby College
Colorado College
Columbia University
Cornell University
Davidson
Duke University
Georgetown University
University of Maryland
Northwestern University
Princeton University
Rice University
Smith College
Trinity College
Swarthmore
Tufts University
The University of Chicago
Vassar College
Wesleyan University
Yale University
Phil Levine

- Katharine Coman and A. Barton Hepburn Professor of Economics
- 25 Years at Wellesley College
- Research Associate, National Bureau of Economic Research
- Affiliate, National Academy of Social Insurance
- Faculty Chair, Board of Admission, Wellesley College (2011–2012)
- Ph.D. Princeton University (1990)
- B.S./M.S. Cornell University (1985)
Other Presenters

Miriam Lee,
Chief Operating Officer,
QuestBridge

Scott Wallace-Juedes,
Director of Student Financial Services,
Wellesley College

Paul Boyer,
Director of Financial Aid,
Williams College

Joy St. John,
Dean of Admission and Financial Aid,
Wellesley College

Scott Miller,
Director of Financial Aid,
University of Virginia

Elizabeth Gildersleeve,
Chief Communications Officer,
Wellesley College
Problem: “Undermatching”

Results from Hoxby and Turner (2013)

HIGH-INCOME STUDENTS’ PORTFOLIOS OF COLLEGE APPLICATIONS

- Relatively few high-income students apply to non-selective schools.
- High-income students’ applications are well-distributed among reach, match and safety schools.

LOW-INCOME STUDENTS’ PORTFOLIOS OF COLLEGE APPLICATIONS

- The bulk of low-income students’ applications go to non-selective schools.
- Low-income students are less likely than their high-income counterparts to apply to a mix of reach and match schools.
Communicating Affordability: Current Approach

Admission & Financial Aid  /  Wellesley Is Affordable

Four profound thoughts to consider before you whisk yourself away to our Student Financial Services pages.

Let’s Talk . . . About Affordability at Williams
Information Problems Remain

Results from College Board Study

Students’ Consideration of College Cost

- The total cost per year, before taking financial aid into account: 1%
- The cost after subtracting what you might get in financial aid: 12%
- Have not looked at any school costs: 28%
- Don’t know / Don’t want to respond: 59%

Source: Hesel and Williams (2010)
My inTuition Can Help

College Pricing
What is My inTuition?

It only takes three minutes for the average user to get an estimate.

Click on image to view video.
Popular among Students/Families

2013–16

60,000 estimates

2015–16

20,000 estimates
Beats Net Price Calculator

8X

Estimates as Net Price Calculator
Helpful and Easy to Use

85%
Lower- and moderate-income users say it is easy to use.
Estimates are Reliable

55% of Wellesley students obtain estimates that are within $2,000 of their actual award

72% of Wellesley students obtain estimates that are within $3,500 of their actual award
More Applications at Wellesley

5.9% increase in applications in 2016

92% planned to request financial aid
In Their Own Words

“I wouldn’t have applied at all had My inTuition not given me hope that it could be affordable.”

“My inTuition was the first proof I got of what was up to that point an unconfirmed myth that certain schools will cover 100% of your financial need.”

Click on image to view video.
“My inTuition will allow high-achieving, low-income students to quickly and easily see that an education at our college partners is financially possible. Adopting this tool on the QuestBridge website will showcase that a financial aid package through Regular Decision can be as generous as a financial aid package through the National College Match.”
Scott Wallace-Juedes
Director of Student Financial Services, Wellesley College

“My inTuition has become one of the most effective counseling tools we have when speaking with prospective students and their families.”
What the Professionals Say

Scott Miller
Director of Financial Aid, University of Virginia

“I was never able to use the Net Price Calculator in a presentation to a group, but I used My inTuition several times. The immediate feedback prompted additional discussion and engagement from the participants.”
What the Professionals Say

Paul Boyer
Director of Financial Aid, Williams College

“We had fewer families in this latest cycle complaining that the NPC/estimator gave them a better award...than the aid office.”
Joy St. John
Dean of Admission and Financial Aid,
Wellesley College

“I’ve walked families through My inTuition on my phone, iPad and laptop at college fairs, evening programs and in our office. It’s just so simple and easy. I once heard a father tell his daughter, after using My inTuition in our office, ‘You are applying here. I had no idea we could afford this.’ It was just great to witness a parent realize a new opportunity for his child.”
Scaling Up My inTuition

My inTuition

Your School’s Quick College Cost Estimator

My inTuition
Wellesley’s Quick College Cost Estimator

My inTuition
Williams’ Quick College Cost Estimator

My inTuition
U.Va’s Quick College Cost Estimator
Centralizing Production

My inTuition

Wellesley

Your School

Williams

University of Virginia
Ways to Access My inTuition

My inTuition.org
- Enter financial data once
- Select ANY school
- Get estimate(s)

Intermediary’s URLs
- Organization like QuestBridge
- Enter financial data once
- Select member school
- Get estimate(s)

Schools’ own URLs
- Enter financial data
- Get estimate
Low Cost to Schools

Production Costs
- Free to invited schools

Initial Costs
- Free to invited schools

Ongoing Costs
- Modest annual fee
What Schools Get: Summary

My inTuition

High Estimate
Best Estimate
Low Estimate
EFC
Loan
Work Study

All My inTuition technology
Data confidentiality
What Schools Give: Summary

14 Data Elements

For aid recipients who are:
- Enrolled full-time
- U.S. citizens
- No dependents
- No contributing non-custodial parent

Policy Details

- Loan policies
- Work-study expectations
- Expected student contributions

Annual Maintenance Fee

- Modest – just to cover additional costs
- Exact amount unknown ($2,500?)
- Again, no start-up fee
Timeline Going Forward

August 1: Agree to participate, provide complete 2015–16 FA data (14 elements)
October 1: Provide complete 2016–17 FA data
January 15: Complete testing
April/May (exact date TBD): Go live
Working Together, We Can Change Perceptions

Fall Semester Media Mix:
Targeting Key Influencers

- Digital Marketing
- Specialty Broadcast (including TED Talk, PSA)
- Influencer Print (including PSA)
How to Ask a Question (PC)

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How to Ask a Question (Mac)

For technology/connection questions during the webinar, contact Scott Gordon (sgordon2@wellesley.edu). This webinar is being recorded for future reference.
Q & A

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Admission:
Joy St. John
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Financial Aid:
Scott Wallace-Juedes
(sjuedes@Wellesley.edu)

Public Affairs:
Elizabeth Gildersleeve
(egilders@wellesley.edu)
My inTuition Webinar Questions and Answers

Does the calculator account for in-state and out-of-state tuition?
Yes. For instance, UVA already has My inTuition up and running, and both Virginia residents and nonresidents can obtain estimates applicable to them.

I have some questions about the pricing structure, but I can't figure out how to phrase them exactly. Could you go through the payment of the net-price calculator and also “what you get”? Let me know if I have this right: 1. Each college pays a fee to have this on their site; 2. this is a one-time fee, not annual?
That is the opposite of what would happen. There would be no fee to introduce My inTuition and use it in the first year. In subsequent years, there would be a modest annual fee charged.

Are there colleges for whom it is less precise? For example, schools with a greater potential for “tricky students” or schools with a higher potential of Pell-eligible students, etc.
Yes, schools with more students whose families have more sophisticated financial circumstances will generate estimates that are less precise. Wellesley and Williams are schools that are likely to fall into that category. The range of estimates provided at those schools may provide an indication of what that situation might look like.

How will Prior-Prior Year Income (PPY) be incorporated? Will it allow two sets of data, one for the current year and one for the next year?
PPY is easily incorporated into the generation of forecasts from My inTuition. The available data field from College Scholarship Service (CSS) Profile would simply switch from last year’s income to the prior year’s income. It would be seamless to work with this measure of income in generating estimates.

What statistical data is used for My inTuition?
We have a list of 14 data items that are required to generate the algorithms necessary to forecast financial aid awards. That list is provided at the end of this document.

How does My inTuition compare to the Institutional Methodology (IM) tables?
Since you use IM, are there any issues with the College Board with using their need analysis tables?
All forecasting algorithms are based on statistical methods that do not incorporate the IM tables.

Since you began using this at Wellesley, have you found your offices doing more cross-training with admission staff on financial aid, because they are able to pull up that data at a college fair?
Admission staff use My inTuition frequently in their work. Given the simplicity of the tool, training requirements are minimal.
Does My inTuition satisfy the federal requirement for Net Price Calculator (NPC)?

No, it does not. Both need to operate simultaneously, as they currently do at Wellesley, Williams, and UVA. This is actually an advantage. Your webpage would give students the ability to obtain fast and easy estimates of what college would cost using My inTuition, with the understanding that those are just ballpark estimates. The NPC is not fast and easy, but it is likely to be more accurate given the greater data needs. For those students/families who want that additional accuracy and are willing to complete the more complicated forms, the NPC is great. Having both up and running provides both options.

Do we need to send the 14 data elements each year? Can institutions define the questions students/parents see? For example, based on our needs analysis methodology, we don’t need to ask primary residence value.

Yes, schools would need to send the 14 data elements each year. Institutions would not be able to change the questions asked. The fact that a school doesn’t include primary residence value is no different than the fact that no school counts retirement savings. That question is asked because it provides better responses regarding nonretirement savings. Either way, though, these questions are sufficiently straightforward and easy to answer that asking an additional one is not a major problem, and there are advantages to having all students and parents answer the same questions.

Does the student have the opportunity to send the results to the school?

An important element of My inTuition is confidentiality. Schools cannot see the identity of the student/family that enters data. If the student wants to share the results with the financial aid office to better understand the aid they could expect to receive, this would be a beneficial outcome.

Can students also send a message to the school saying “please call me”?

Starting a conversation is exactly what My inTuition hopes to accomplish. The tool itself would not have “please call me” built into it, but there are many ways for students to start a conversation with a school elsewhere on each school’s website.

Do participating institutions have access to summary data on usage (for example, range of income)?

Although My inTuition does not record any individual identifiers, we do record what people enter. The ability to generate summary data on those inputs is certainly a secondary advantage of this system.
Join the Initiative

<table>
<thead>
<tr>
<th>What Schools Get</th>
<th>What Schools Give</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A reliable financial-aid calculator that is quick and easy for students and their parents to use</td>
<td>1. Data elements (14 variables) for all enrolled students who are:</td>
</tr>
<tr>
<td>2. Financial input supplied by students and their families:</td>
<td>• financial aid recipients</td>
</tr>
<tr>
<td>• total family income</td>
<td>• enrolled full-time</td>
</tr>
<tr>
<td>• home value</td>
<td>• U.S. citizens</td>
</tr>
<tr>
<td>• mortgage balance</td>
<td>• dependents</td>
</tr>
<tr>
<td>• retirement savings amount</td>
<td>• not given contributions from non-custodial parent</td>
</tr>
<tr>
<td>• non-retirement savings amount</td>
<td>2. Information that details:</td>
</tr>
<tr>
<td>• cash on hand</td>
<td>• loan provisions</td>
</tr>
<tr>
<td>3. Best estimate of the cost to attend your school after factoring in financial aid</td>
<td>• work-study limits</td>
</tr>
<tr>
<td>4. Range of projected costs for students and their families to consider; around 90% of students with these financial characteristics would pay within this range</td>
<td>• student contributions</td>
</tr>
<tr>
<td>5. Separate estimates of:</td>
<td>3. Additional data to be determined for schools offering merit aid</td>
</tr>
<tr>
<td>• expected family contribution</td>
<td>4. Right to generate and report aggregated statistics</td>
</tr>
<tr>
<td>• expected loan</td>
<td>5. Agreement to promote My inTuition by admission/financial aid staff, and prominent placement on web page (admissions/financial aid home page or higher level)</td>
</tr>
<tr>
<td>• expected work-study obligation</td>
<td>6. Outcome data related to applications, admissions, and enrollment</td>
</tr>
<tr>
<td>• applicable merit aid</td>
<td>7. Annual maintenance fee to update calculator in subsequent years (amount TBD, but perhaps $1,000-$2,000/year)</td>
</tr>
<tr>
<td>6. Alternative formats:</td>
<td></td>
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<tr>
<td>• school-specific estimates</td>
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<td>• ability to compare estimates of selected schools</td>
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<tr>
<td>7. My inTuition technology</td>
<td></td>
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<tr>
<td>8. Confidentiality</td>
<td></td>
</tr>
<tr>
<td>9. No initial cost for development of calculator. Cost is expected to be covered by foundation support.</td>
<td></td>
</tr>
</tbody>
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**Data Needed For Each Student:**

1. Unique id code*
2. Parents’ available income
3. Parents’ discretionary net worth
4. Parents’ contributions from income
5. Parents’ contributions from assets
6. Total expected family contribution
7. Parents’ total income
8. Parents’ total net worth
9. Parents’ home equity
10. Parents’ cash holdings
11. Parents’ other real estate and investment value (not including IRA)
12. Parents’ total contribution
13. Student’s total contribution
14. Discount due to other children in college

*ID code should be internal ID that cannot be matched to any public ID. The purpose of this ID is only to identify unusual cases for review with financial aid office.