Access and Affordability in Higher Education

ALUMNI LEADERSHIP

MAY 5, 2018
There are several thousand colleges in the US but only 44 that practice need blind admission and commit to meeting the full need of those it admits. Williams is one.
What it means to be need blind and to meet full need

Access: Being need blind is an admission policy and happens at this interface

Affordability: Meeting full need is a financial aid policy and happens at this interface

~9000 Applicants

~1200 Admitted students

~550 Matriculants

~550 Matriculants

~9000 Applicants
Many don’t know Williams exists

The composition of this pool shapes our class

The vast world of potential applicants

We engage in outreach to deepen this pool

~550 Matriculants

~1200 Admitted students

~9000 Applicants

Prospects

~550

Matriculants

~1200
Admitted students

~9000
Applicants

Prospects
Efforts to attract high-achieving, low-income (HALI) students

- QuestBridge (QB)
- Funded visits for low-income students (Windows on Williams and Previews)
- WOW phone call program
- Partnerships with community-based organizations and college counselors
- Collaborations with other colleges and universities
- MyinTuition online price calculator
- Application fee waivers and score report flexibility
First-Year Enrollment by Race, Ethnicity, and Citizenship
Class of 1969, 1994, 2021

Class of 1969
- Asian: 3%
- Black: 1%
- Hispanic: 96%
- Native American: 3%
- Non-U.S.: 7%
- Unidentified: 5%
- White: 1%

Class of 1994
- Asian: 9%
- Black: 7%
- Hispanic: 5%
- Native American: 3%
- Non-U.S.: 76%
- Unidentified: 14%
- White: 1%

Class of 2021
- Asian: 14%
- Black: 13%
- Hispanic: 12%
- Native American: 1%
- Non-U.S.: 5%
- Unidentified: 7%
- White: 48%
What We Actually Spend, Charge, and Collect per Student

- **Spending per Student**: $114,100
- **Price paid by full pay students (n~1085)**: $67,700
- **Price paid by average student**: $40,400
- **Price paid by average aided student (n~1106)**: $17,600

**Avg. full pay subsidy**
- Average overall subsidy = $46,400
- = 41%

**Average overall subsidy**
- Average overall subsidy = $73,700
- = 65%

**Average aided subsidy**
- Average aided subsidy = $96,500
- = 85%
From net tuition: $40,400 (35%)  
From endowment: $57,100 (50%)  
From gifts and other: $16,600 (15%)  

The generosity of donors and our substantial endowment allow us to fill the gap between net tuition and spending per student.
The average aided student has been shielded from real price increases while real spending has increased
(2018 constant dollars, CPI)
Williams Sticker Price Relative to Family Incomes
(real 2017 $s)

- A potentially alarming chart, but it is important to understand that:
  - The median family is NOT paying the sticker price (it is heavily, if not fully, grant-aided)
  - Incomes at the upper end have been growing faster, in real dollar terms, than has tuition.
Comparison with Peers
2016-17

<table>
<thead>
<tr>
<th>College</th>
<th>Spending/student</th>
<th>Sticker price</th>
<th>Net revenue/student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Williams</td>
<td>$111,206</td>
<td>$67,700</td>
<td>$39,592</td>
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<tr>
<td>Peer liberal arts colleges (names withheld)</td>
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</tbody>
</table>
Peer Comparison:
Net Price for Aided, and % on Aid
For First Years Entering Fall 2017

- Average net price for Grant-Aided First Years
- Percent of First Years with Grant Aid

Net price: a measure of affordability
% aided: a measure of access
• Relative to our peers our current aid and admissions policies result in
  • A low net price
    • of $16,050
  • An average % on aid
    • of 52%

• Our peers pursue a range of strategies

Z-scores. 1 box = 1 stdev from peer group average
• We could choose to be anywhere along this frontier with no additional investment in financial aid.

• That is:
  • We could have a lower net price (but enroll fewer aided students).
  • Or we could have a higher percentage of aided students (but the average such student would pay more in net tuition).

• What would new resources allow?
• With $2 million of NEW money we could be anywhere along this new higher frontier.

• That is:
  • We could be $1,500 less expensive for the average aided student (and keep the number of aided students constant)
  • Or we could have ~130 more aided students (and keep the average net price constant)

• ...And it is theoretically possible to move in BOTH directions
  • i.e decrease our net price AND increase our % on aid.

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With new $2 million annual investment

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[Graph showing the relationship between increasing % of aided students and increasing net price per student]

Z-scores. 1 box = 1 stdev from peer group average