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# Application Fee Costs

March 7, 2019



University of Colorado

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# Marketing and Recruiting Residents, UCCS

- Partnerships and articulation agreements with PPCC and other community colleges
- High school and district college fairs and follow-up visits
- Community college transfer fairs
- Hosts high school guidance counselor information sessions
- Hosts admitted students events on and off campus
- Outreach mailers, e-communications and phone calls to prospects and applicants
- Host over 20 new student orientation and course registration sessions annually



# Cost to Waive Resident Application Fee, UCCS

- Current application fee = \$50
- In FY 2017-18 UCCS had 12,748 undergraduate resident applicants.
- After adjusting for applicants who qualify for fee waivers, approximately 9,000 students pay the fee.
- Estimated annual cost at UCCS is \$450,000



# Impact of Waiving Application Fee, UCCS

- More applications, but lower admitted student yields.
- Current enrollment landscape is highly competitive.
- If eliminating fees would result in more enrollments, its possible institutions of higher education would have already done it.
- Campus has concern about an application flood and ability to respond to applications within 15 days.



# Marketing and Recruiting Residents, CU Anschutz

## College of Nursing Undergraduate Recruitment Efforts:

- Statewide recruitment at community colleges and area high schools
- Participation with CU pre-health events
- High-school and middle-school career fairs



# Cost to Waive Resident Application Fee, CU Anschutz

College of Nursing Resident Undergraduate Application Fees, Fall 2018:

- 578 applicants
- \$50 supplemental application fee
- Total annual fee revenue of \$28,900



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# Impact of Waiving Application Fee, CU Anschutz

## Waiving Undergraduate Resident Application Fees in the College of Nursing:

- Would likely increase resident applications, but would not likely increase resident enrollment:
  - Applicants may not meet admission requirements;
  - Number of available clinical placements limits the number of admitted students; and
  - May be discouraging to applicants as percentage of students not being admitted grows.
- Fee may be barrier for some applicants, but also discourages those who are not eligible or dedicated to the field from applying.



# Marketing and Recruiting Residents, CU Denver

## K-12 Outreach Activities

- Purchase College Board and ACT names (high school sophomore, junior, and senior names); direct mail and email marketing to these students
- Participate in Colorado Council Day/Night college fair circuit in the fall
- Visit individual high schools, mostly in the Denver metro area
- Host application days at Colorado high schools
- Coordinate with Colorado high school counselors
- Host on-campus visits (Preview Days, Admitted Student events, Transfer Thursdays each week, daily campus tours, school group visits)
- Provide merit-based scholarships for admitted first-time freshmen from Colorado





# Marketing and Recruiting Residents, CU Denver

## Transfer Outreach Activities

- Purchase prospective community college transfer student names; direct mail and email marketing to these students
- Participate in Colorado Community College transfer fairs, as well as other vetted college fairs
- Visit Colorado community colleges, focusing on the Denver metro area
- Host application days at Colorado community colleges
- Coordinate with Colorado community college advisors
- Host on-campus visits (Preview Days, Admitted Student events, Transfer Thursdays each week, daily campus tours, school group visits)
- Provide merit-based scholarships for admitted transfer students from Colorado



# Cost to Waive Resident Application Fee, CU Denver

- Current application fee = \$50.00
- Estimated annual cost at CU Denver is \$500,000
- Revenue funds the Admissions Office that processes the applications.
- If revenue not backfilled, the campus would have to utilize revenue from other sources, likely tuition from enrolled students, to fund admissions positions.
- Admission staff demands would increase due to a higher number of applications resulting from waiving the application fee for Colorado residents.



# Impact of Waiving Application Fee, CU Denver

- Increase in applications, but not necessarily enrollments.
- Increase in applications and a decrease in yield.
- Most of these students already have a strong sense of where they will enroll.

## Case Study:

This past Fall, CU Denver participated in Colorado Free Application Day, which allowed residents an opportunity to apply for free on the designated day. CU Denver experienced an increase in the number of applications submitted on that day; however, we cannot identify the number of prospective students that would have not otherwise applied (rather than students who were already going to apply and turned in the application on that day). In addition, many of the applications submitted on this day were lower quality or incomplete, which has caused a significant administrative burden in processing applications for Fall 2019 and has not increased the number of admitted students.



# Marketing and Recruiting Residents, CU Boulder

- Strategic year round approach to recruit students
- College fairs, campus visits, high school visits, and work with pre-collegiate conferences and high school counselors
- Focused interactions with prospective students during campus and high school visits. Develop personalized connections with prospective students and CU Boulder admissions staff and community
- Saturday academies and summer/fall recruiting programs are offered
- Workshops to help students with applications and essays are offered
- Once admitted, campus builds relationship with student during “admitted student day at CU Boulder” and individualized campus visit programs offer answers to any remaining questions



# Cost to Waive Resident Application Fee, CU Boulder

- Current application fee = \$50.00
- Fee waivers are available for students with demonstrated financial need
- Total estimated annual cost to waive the Resident application fee ranges from \$660,000 to \$700,000



# Impact of Waiving Application Fee, CU Boulder

## Potential Benefits:

- Only 4 year public higher education institution in Colorado to waive fee
- Increase applications
- Shows CU's commitment to access for Colorado Residents
- Could result in a more academically competitive and diverse class

## Potential Challenges:

- More applications does not automatically mean more enrolled students
- If free, students may be less committed to enroll after applying
- Could appear that we are less selective to prospective students
- Could be a one-year bump in applications followed by loss of long-term appeal to Colorado students and families

