



# Using Payment Data and Solutions to Improve Retention and Student Success

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# About Nelnet Campus Commerce

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- Nelnet has been a long standing AICUP Corporate Affiliate
- \$2.9 billion publicly traded company
- Over 25 years experience and partnered with 1300 higher-ed Institutions
- Comprehensive payment solutions
- Integrated technologies with all ERPs
- Security and Compliance



# Current Nelnet AICUP Institutions



ALLEGHENY COLLEGE



BRYN ATHYN COLLEGE

BRYN MAWR COLLEGE



CABRINI UNIVERSITY

Carnegie Mellon University



CEDAR CRE COLLEGE



chatham UNIVERSITY



CHESTNUT HILL COLLEGE



DELAWARE VALLEY UNIVERSITY

Dickinson



GENEVA COLLEGE



HAVERFORD COLLEGE

JOHNSON COLLEGE OF TECHNOLOGY

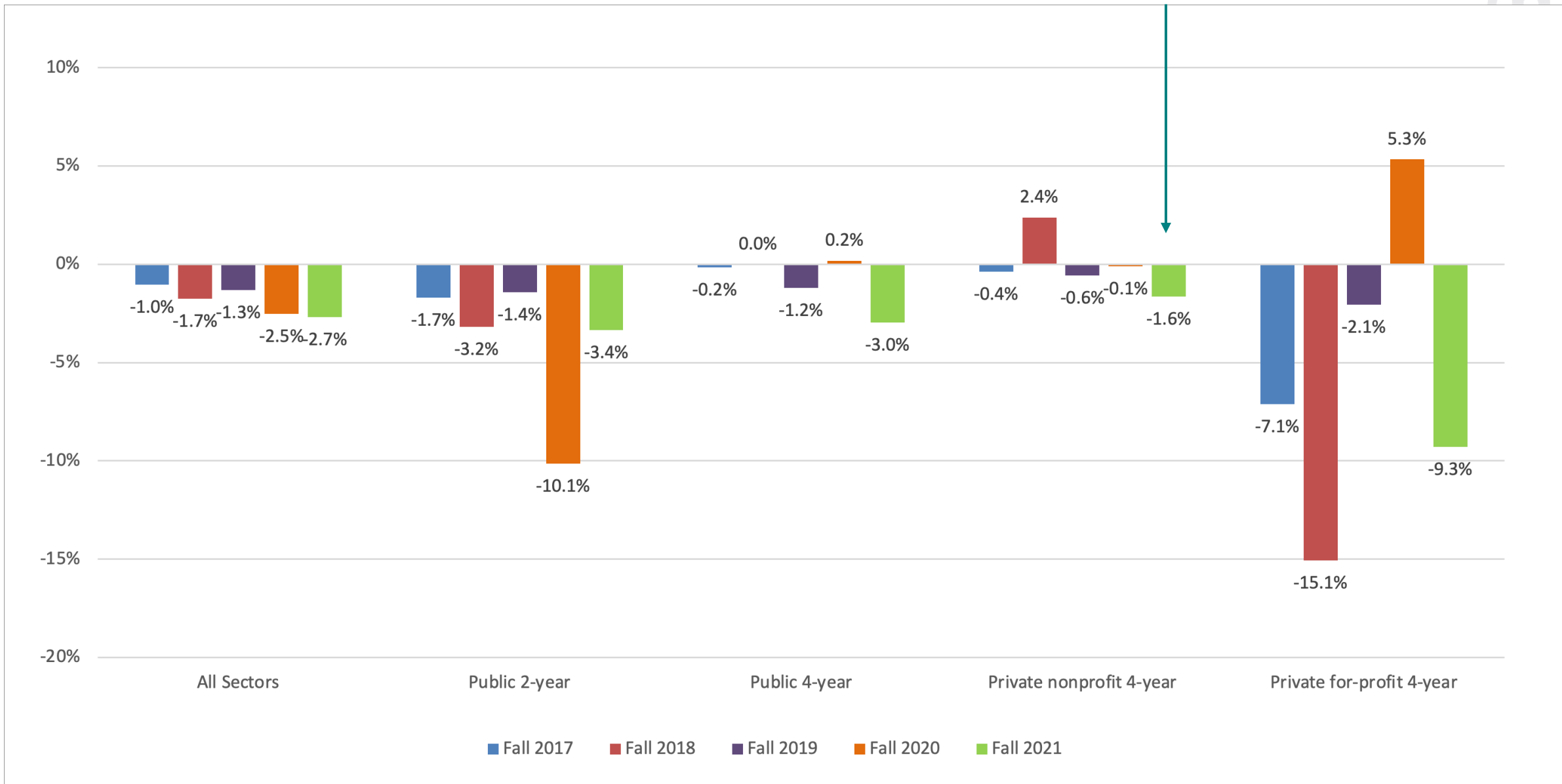


KING'S COLLEGE  
TRANSFORMATION. COMMUNITY. HOLY CROSS.

# Current Nelnet AICUP Institutions



# Enrollments – Fall 2021



# Enrollment Spring 2021



SPRING 2021

**Table 1.** Estimated National Enrollment by Institutional Sector: 2019 to 2021

Sector	Spring 2021		Spring 2020		Spring 2019	
	Enrollment	% Change from Previous Year	Enrollment	% Change from Previous Year	Enrollment	% Change from Previous Year
Total Enrollment (All Sectors)	16,855,301	-3.5%	17,458,306	-0.5%	17,542,109	-1.7%
Public 4-year	7,505,850	-0.6%	7,551,244	-0.6%	7,598,237	-0.9%
Private nonprofit 4-year	3,747,921	-0.8%	3,776,462	-0.7%	3,803,576	3.2%
Private for-profit 4-year	718,557	-1.5%	729,364	-1.9%	743,536	-19.7%
Public 2-year	4,521,046	-9.5%	4,997,043	-2.3%	5,114,013	-3.4%
<b>Unduplicated Student Headcount (All Sectors)</b>	<b>16,586,893</b>	<b>-3.5%</b>	<b>17,185,751</b>	<b>-0.4%</b>	<b>17,260,333</b>	<b>-1.4%</b>

# Why are Students not returning to school?



- COVID
- Cost
- On-line vs. In-person
- Shift of student priorities
- Shift of student support systems
- Family circumstances



# Non-Academic Resources and Student Success

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- 1. Academics are one piece of the student retention puzzle:**
- 2. Basic needs come first, school comes second**
- 3. The higher education environment has written and unwritten rules:**
- 4. Mental health issues are widespread among college-aged students**
- 5. These external burdens don't stay outside the classroom walls**

<https://universitybusiness.com/5-reasons-non-academic-resources-key-student-success/>



# What is the Cost of “Not” Retaining a Student?

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It costs **50%** more to find a new student than to retain one you already have!



# Applied Performance Analytics

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- Track and Monitor operational and financial performance
- Help institutions understand their own data to meet operational and financial goals
- Providing holistic view – HigherEd Metrics® platform:
  - ✓ Supporting multiple departments and users
  - ✓ Revenue by school & term
  - ✓ Payment Plan quantities & values
  - ✓ Cash Flow by category & term
  - ✓ Account aging by school
  - ✓ Write offs by school & term





# Solutions that can help with retention

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- How do you know what solutions are available?
- How do you know which is the “right” solution?
- How flexible is the solution?
- Will the solution help improve the AP/Student experience?



# APA – Payment Plans Positive Impact

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- Only 10 – 15% of students participate in a Payment Plan
- An additional 10 – 20% of students could benefit from a Payment Plan (or a “Past Due” payment plan)
- Realized benefits School-provided support (financial and/or academic):
  - Increased student retention
  - Increased matriculation
  - Increased school net revenue
  - Increased school credibility
  - Decreased school costs



# Flexible Payment Plans

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- Offer Descending Payment Plans (5, 4 and 3 pay plans)
- Add a second due date (1<sup>st</sup>, 5<sup>th</sup>, 15<sup>th</sup>, etc.)
- Push Spring payment plan start date back
- Extend cutoff dates for payment plan enrollment
- Review/revise controllable dates within institution
  - Deposit due date
  - Add/drop date
  - School late fees
  - Cancellation date/policy



# Johns Hopkins University School of Education



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*This year in particular brought with it many challenges to our typical timelines that we have always operated under. Freshmen deposits and overall student enrollment was very late to take shape.*

*We realized that our payment plans were set up based on our typical schedule and found out quickly it was not working under the current conditions.*

*A collection of campuses at Johns Hopkins University reached out collectively to Damon and Todd to explore our options and explore what other schools were doing to improve. The time we spent making changes was worth every minute and the result was a much more comprehensive set of payment plan options that benefitted those who got on the plan early but still allowed some flexibility for the growing number of students/families who were making their financing decisions a little later in the game.*

*We are finding that the new plans are very popular with the late decision students and would encourage other institutions to look into the same if the opportunity arises*

**Angie Banks-Smith**

**Student Account Manager**

**Johns Hopkins University School of Education**



# APA –Past Due Payment Plan Positive Impact

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- Students can continue to pursue their degree and settle their outstanding balance.
- Proactive out-reach with options to keep students enrolled and paying for education
- Dynamic dashboard provides relevant information and statistics, assist in comparison and payment activities.
- View payment plan impacts on retention enrollment and graduation
- Analyze payment forecast based on payment trends.



# Past Due Payment Plans

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- Provide a better solution for students/parents to pay off debt
  - No impact to student's credit score
  - No collection fees
  - Based on school's policies, may allow students to enroll in new term





# Next steps for your institution to consider

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- Review your current Payment Plan offerings
- Decide which changes (if any) could help your institution
- Leverage and understand the data you are collecting
- Continue to review and listen to student & family needs

# Want to learn more?

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