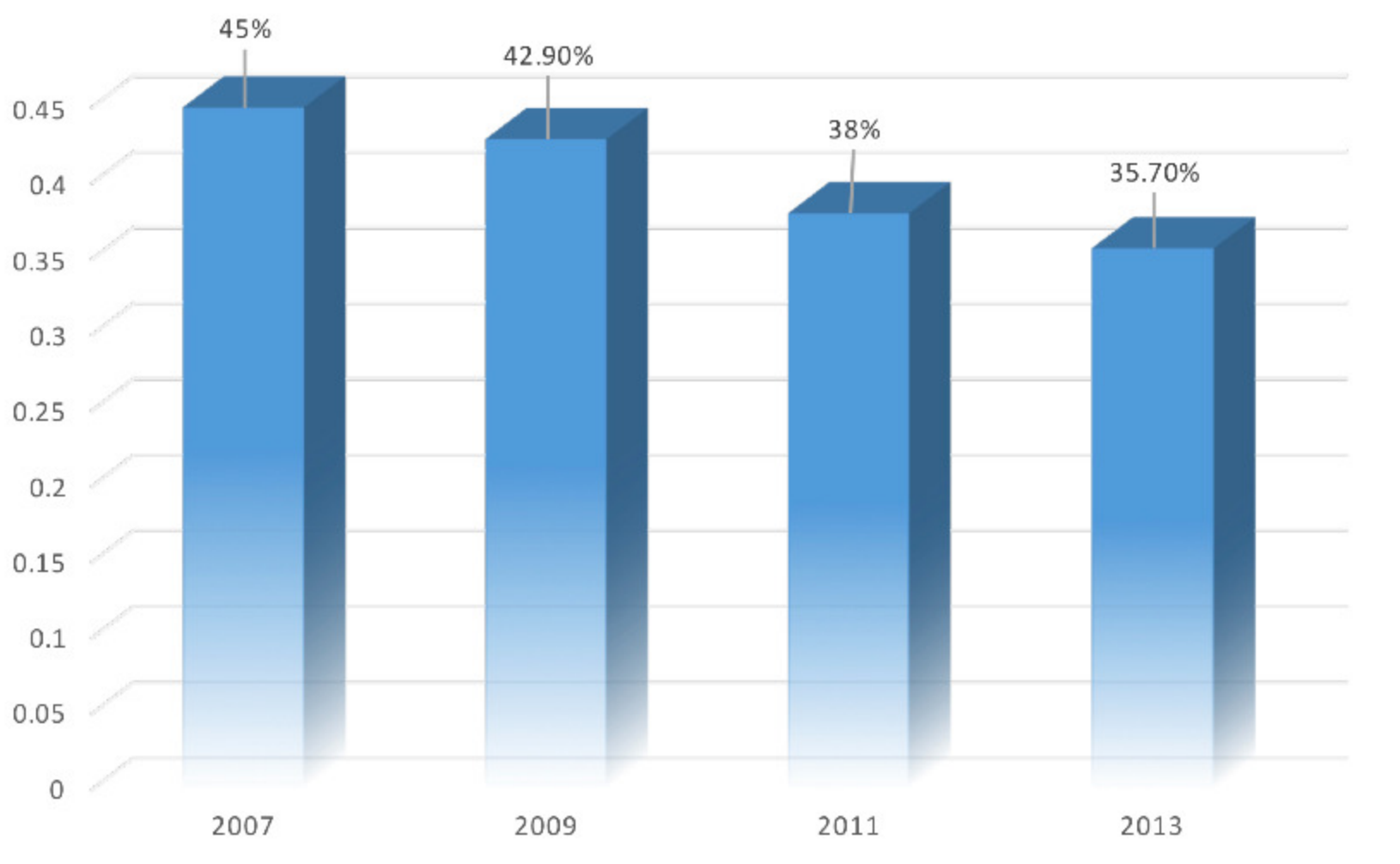




## 2016 Report on Higher Education

### Declining Yield Rates



Source: NACAC's 2014 State of College Admission report

The average cost to enroll 1 student is \$2,232 at a private school, and \$578 at a public school

### Influences On Students College Decisions

1996



2006



2016



You knew how to influence students in 1996, you learned how to adapt to new channels by 2006 - but how do you speak to them now and in the future?