



## **Sticker Shock and Accessibility: Rethinking Traditional Tuition Pricing Models**

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The Ellis School

# Tailored Tuition

# What is Tailored Tuition?

- Or Flexible Tuition? Variable Tuition? Progressive? Sliding Scale?
- How is it different than financial aid? How is it the same?
- Who is it for?
- What are the goals?

# Tailored Tuition Is Inbound

- What do your prospects need? What do they want?
- Who are your prospects? What are their personas? Do they align with your target audience?
- What does your pricing say about your school?
- Equity and inclusion

**Inbound  
Marketing**

**vs**

**Outbound  
Marketing**



How do I know if this is  
right for my school?

## Questions to ask yourself:

- Are you losing families because they are put off by the cost and don't see themselves as financial aid candidates?
- Do you want to stay in conversation with them longer?
- Are you particularly losing middle- to high-middle income families?
- Are you looking to change change how you talk about/explain tuition without making a change in the calculation of how much each family pays?

## Do you have data to support your claims?

- Website data
  - How do your tuition and financial aid pages stack up? What are your bounce and exit rates for new visitors?
- Prospective family survey
  - How important is cost in their decision making and is it a factor to not apply?
- Non-enrolling family survey
  - How important is cost in their decision making and is a factor to not enroll?
- Market research
  - What does your region know about the cost of your school and the availability of aid? What is your reputation?

# How do I pull this off?

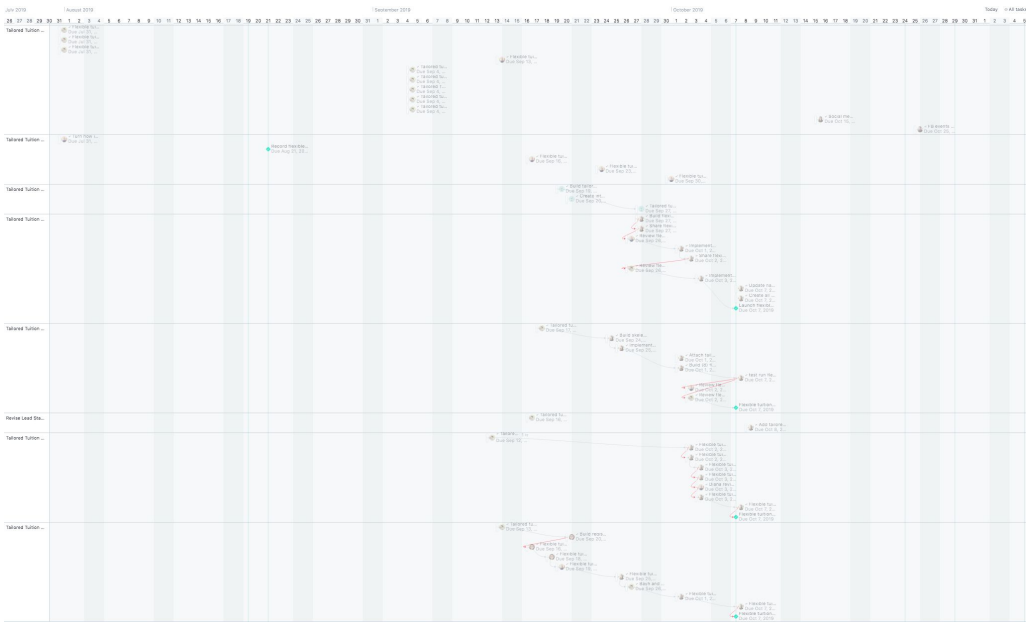
## The Team

- Initial Core Team
  - Head of School
  - Director of Enrollment Management
  - Director of Marketing and Communications
- Approval / Buy-in
  - Head of School
  - Chair of the Board
  - Full Board of Trustees
  - Leadership Team
- Execution
  - Marketing and Communications Team
  - Enrollment Management Team
  - Outside Vendors / Consultants



# Timeline

- A minimum of six months (if this is all you focus on)
- Ideally, 18 months



# Collateral

## External

- Webpage(s)
- Emails
- Social Media
- Forms
- Ads
- Press/News

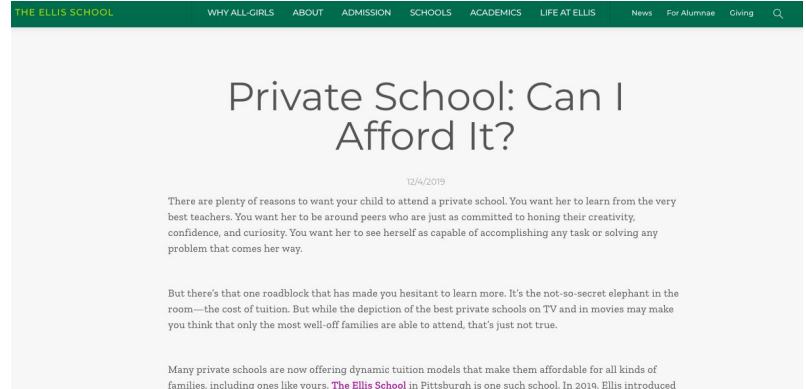
## Internal

- All-school parent meeting
- Workshops
- Emails
- Handouts
- Parent Portal
- Changes to language on contracts, etc

# Will it work?

## What We Learned

- 1) Tailored Tuition generates awareness and interest in Ellis
- 2) Tailored Tuition is a useful tool for prospective families in the funnel



# Organic Promotion

- Webpage(s)
- Social media posts
- Blog posts
- PR / Op eds
- News / Referral articles

All time

385  
VIEWS

35.32%

136  
CLICKS

8.82%

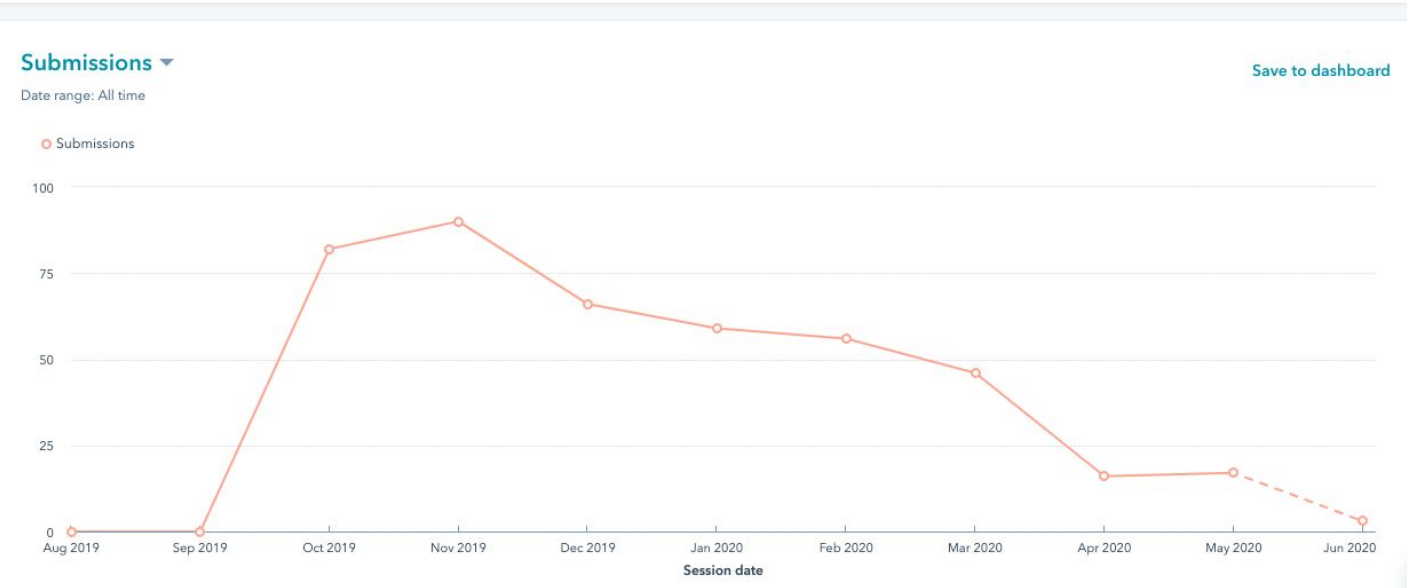
12  
SUBMISSIONS

# TT Lead Form

VIEWS  
11,020

CONVERSION RATE  
3.95%

SUBMISSIONS  
435





## Step completion

Date range: All time

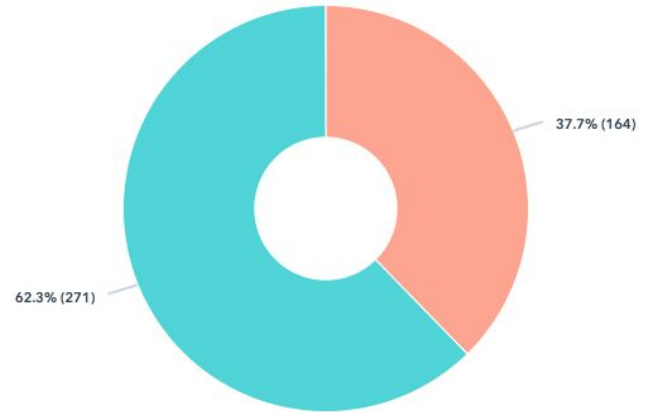
Action	Count	Completion
Page visits	11,020	63.99%
Visible on s...	7,052	20.77%
Interacted ...	1,465	29.69%
Submitted	435	

## Contact type

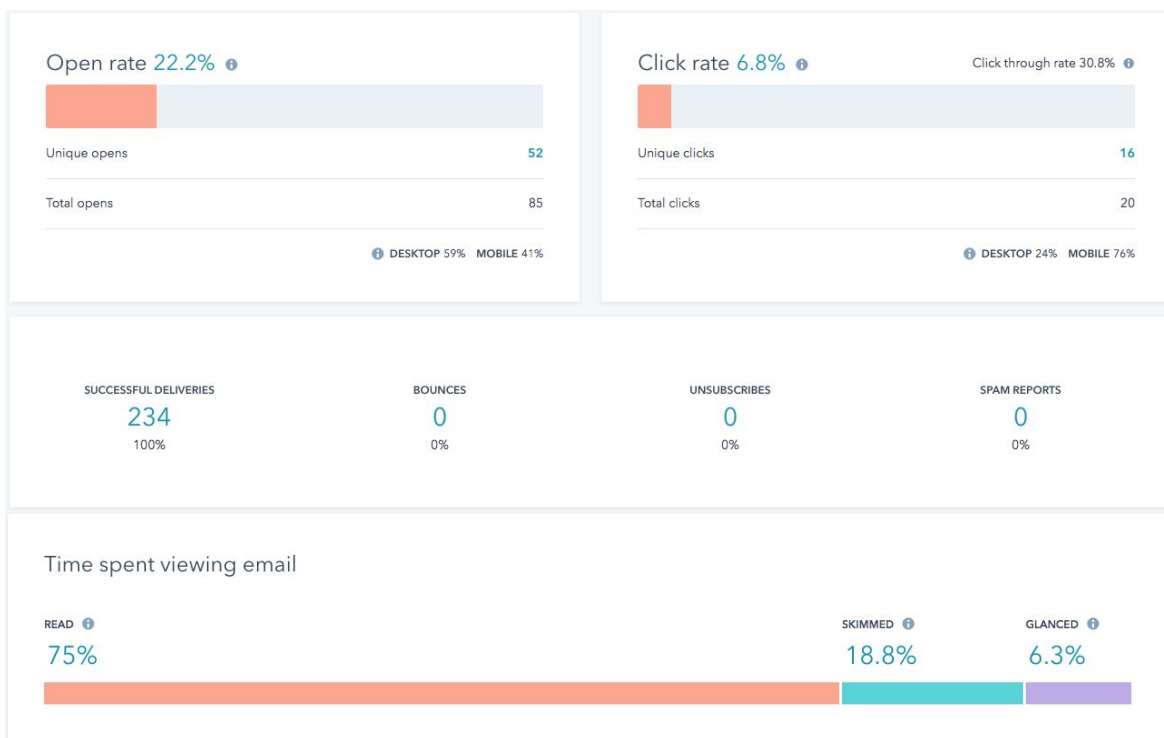
Date range: All time

[Save to dashboard](#)

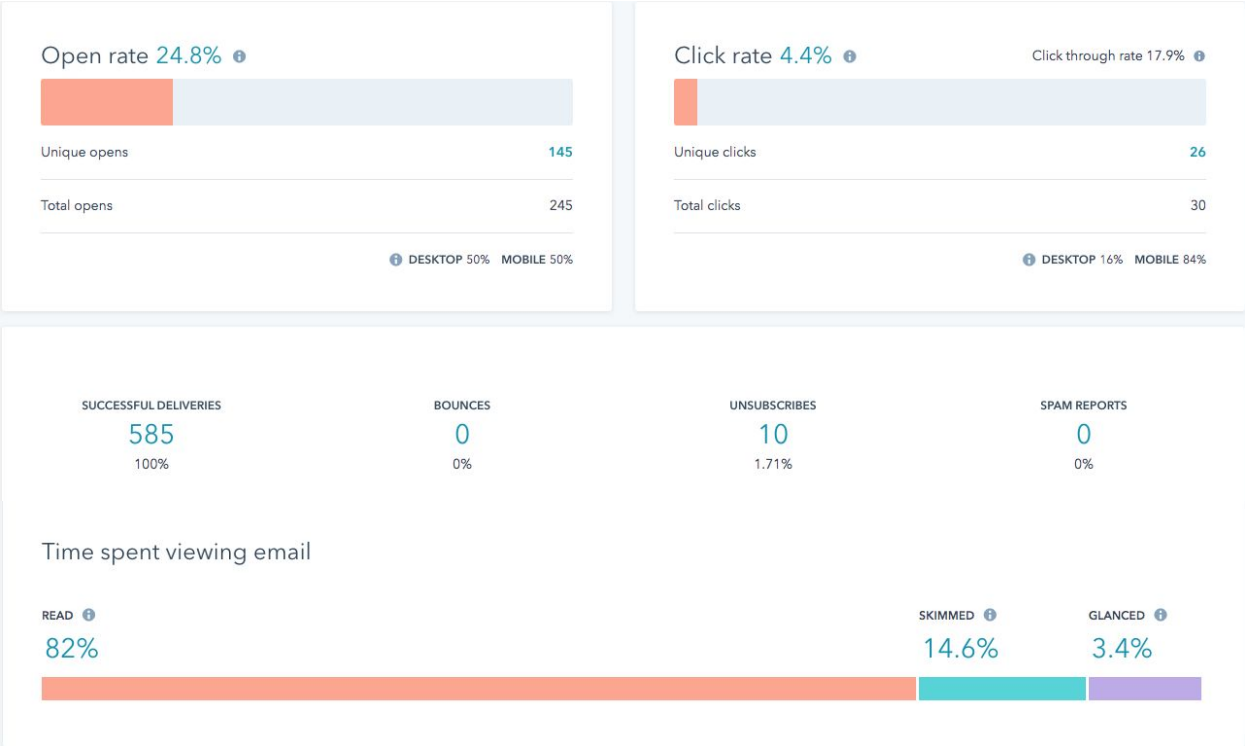
● Submissions from existing contacts ● Submissions from new contacts



# One-off Email to Inqs and Apps



# Automated Workflow Email to New Prospects



# Tailored Tuition Tutorial Event Registrations



# How will this position my school to deal with the economic fallout of COVID-19?

## Questions?

**Feel free to email us:**

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