


FINANCIAL AID OPTIMIZATION

Your institution is unique, your financial aid strategy should be as well



Whiteboard designs custom financial aid awarding strategies for colleges that demand the best results. Period.

We leverage a combination of national consumer data, proven statistical modeling techniques, and years of on-the-ground experience to ensure that your class arrives with the expected headcount, profile, and revenue.

Power up your yield strategy with:

- Applicant and admit polls
- Digital marketing
- Application, enrollment, and retention scoring
- Enrollment management consulting

Maximize your return in investment in financial aid

- Accurately predict yield
- Drive net revenue
- Harness the power of household wealth and education data
- Control discount rate
- Proactively reach out to families
- Achieve your enrollment goals
- Target your “best fit” admits



whiteboard
higher education

SOLUTIONS MADE SIMPLE FOR A COMPLEX WORLD



whiteboard higher education

SOLUTIONS MADE SIMPLE FOR A COMPLEX WORLD

We boost your enrollment data with over 1,000 family wealth, education, and lifestyle data points from the National Consumer File to produce the most reliable predictive models in today's market.

NET WORTH

PURCHASING POWER

PARENT EDUCATION

**It's not magic.
It's data. It's science. It's experience.**

Let our clients tell you about their Whiteboard experience and results!



CALIFORNIA STATE
UNIVERSITY
E A S T B A Y

"The Whiteboard Team has repeatedly responded immediately and strived to accommodate every request that we've had. Their team is conspicuously bright and creative besides being extremely flexible. Whiteboard has both enhanced our communication flow and vastly reduced our office's stress. And it's also fun working with them. They represent the gold standard in providing higher education enrollment solutions."

Michael McKeon, Associate Vice President for Enrollment Planning and Analysis

**LAFAYETTE
COLLEGE**

"It was clear from the moment we sat down with Whiteboard that this partnership would put us over the top. You have delivered far beyond what I have ever experienced with other firms, going above and beyond even what you promised, time after time. And the amazing results make it impossible for me to imagine working with anyone else."

Greg MacDonald, Vice President for Enrollment Management



"Working with Whiteboard has been an extremely good experience — they are smart, knowledgeable, collaborative, and far more flexible than I could have hoped. They have gone above and beyond in ways I have never seen in a partner before."

Doug Hartog, Senior Associate Dean of Admission

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