

Cost of Recruiting Report

Summary of findings for two-year and four-year institutions

In November of 2005, Noel-Levitz utilized a Web-based platform to poll non-profit, degree-granting, U.S. institutions on the topic of student recruitment costs. A total of 163 institutions responded.

About the study

This study established new national benchmarks for the cost of recruiting. To do this, it asked respondents for two types of information.

First, respondents were asked for the total number of new undergraduate students (first-year and transfer) enrolled over the course of all terms beginning in 2005. Second, respondents were asked for their recruitment and admissions budget for 2004-2005. For clarification on the second point, respondents were further asked to identify whether or not their budget total included the following eight components:

- salaries,
- benefits,
- capital costs,
- supplies,
- publications,
- consulting,
- vendors, and
- supervision.

Of the 163 institutions that responded, 13 percent were two-year publics, 23 percent were four-year publics, and 64 percent were four-year privates.

Respondent profile

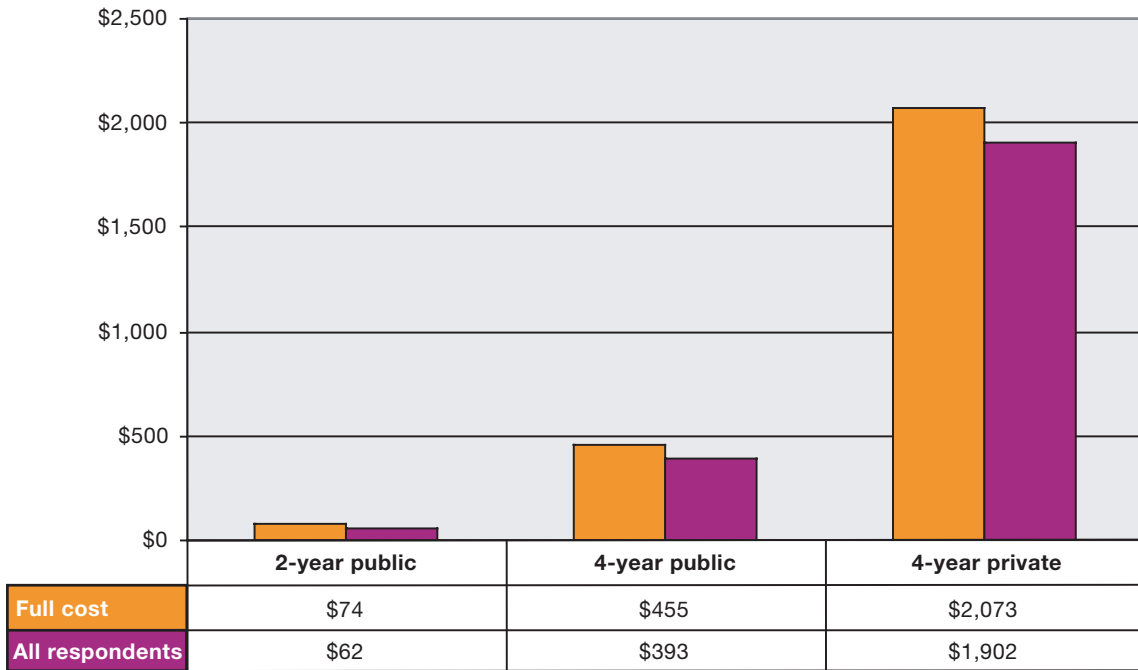
	2-year public	4-year public	4-year private
% of Respondents	13%	23%	64%
% of Respondents reporting full cost	30%	39%	42%
% of Respondents not reporting full cost	70%	61%	58%

Of the 163 institutions that responded, 13 percent were two-year publics, 23 percent were four-year publics, and 64 percent were four-year privates.

Not all respondents were able to provide complete budget information, including all eight items listed above. Across institution types, roughly 40 percent were able to identify all eight items ("full cost"); nearly two-thirds (62%) of respondents were able to include at least seven items; and nearly three-quarters of respondents (73%) were able to include at least six items.

Because the comprehensiveness of the reported figures can significantly impact the reported cost, results were summarized in two categories: a) Those that reported their full costs; and b) All respondents.

Median cost to recruit a single student



Four-year private institutions spent the most, followed by four-year public institutions.

As shown above, private four-year colleges spent the greatest amount to recruit a single student. Campuses reporting full costs showed patterns that were consistent with campuses not reporting full costs. The component most often omitted from the cost of recruiting was the cost of benefits – which was reported by only 64 percent of campuses.

Range of responses

	2-year public	4-year public	4-year private
Median	\$74	\$455	\$2,073
25th percentile	\$46	\$384	\$1,445
75th percentile	\$205	\$712	\$2,511

This table shows the range of costs reported, identifying the 25th and 75th percentile figures for respondents reporting full costs.

Comparisons with one year ago

	2-year public	4-year public	4-year private
2004	NA	\$516	\$1,901
2005	\$74	\$455	\$2,073

As shown in the above comparison, the 2005 median cost to recruit a single student showed a modest decrease for four-year publics and slight increase for four-year private institutions compared with 2004 reported costs.



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Questions? Please contact Noel-Levitz.

We hope you have found this report to be helpful and informative. If you have questions or would like more information about the findings, please contact Richard Miller, richard-miller@noellevitz.com or 1-800-876-11167, ext. 5657.

Responding Institutions

Amarillo College
 Ashland University
 Aultman College of Nursing and Health Sciences
 Azusa Pacific University
 Baptist College of Florida
 Barry University
 Bay de Noc Community College
 Bay State College
 Bethany College
 Blinn College
 Brevard College
 Bryn Mawr College
 Butler University
 California Polytechnic University
 California State University, San Bernardino
 California State University, San Marcos
 Canisius College
 Cape Cod Community College
 Carlos Albizu University
 Carroll College
 Case Western Reserve University
 Central Baptist College
 Central Bible College
 Central Pennsylvania College
 Centre College
 Christian Life College
 City University
 Clarion University
 Cleveland Chiropractic College
 Cleveland State University
 College of Charleston
 College of St. Scholastica, The
 College of Saint Mary
 Colorado School of Mines
 Columbia-Greene Community College
 Concordia University at Austin
 Cornell College
 Creighton University
 Daytona Beach Community College
 Delaware Valley College
 Delta State University
 DePaul University
 Dominican University (Illinois)
 Dominican University of California
 Dordt College
 East Central University
 East Texas Baptist University
 Eastern Arizona College
 Eastern Iowa Community College District
 East-West University
 Eckerd College

Edinboro University
 Edison College
 Emory University
 Essex County College
 Flagler College
 Florida Memorial University
 Georgia Institute of Technology
 Georgian Court University
 Glenville State College
 Gordon College
 Hamilton College
 Hannibal-LaGrange College
 Hendrix College
 Henry Ford Community College
 High Point University
 Hilbert College
 Houghton College
 Housatonic Community College
 Idaho State University
 James Madison University
 Kent State University Geauga
 Kilgore College
 LaGrange College
 Louisiana Tech University
 Loyola University Chicago
 Manchester College
 Marlboro College
 Marymount College
 Marywood University
 MedCentral College of Nursing
 Millersville University
 Mills College
 Moravian College
 Mount Ida College
 Multnomah Bible College
 New College of Florida
 North Carolina Wesleyan College
 North Park University
 Northland Baptist Bible College
 Northwestern College
 Nova Southeastern University
 Ohio State University, The
 Oklahoma Baptist University
 Oregon College of Art & Craft
 Otis College of Art and Design
 Ottawa University
 Quachita Baptist University
 Ozarka College
 Palm Beach Atlantic University
 Paul Smith's College
 Purdue University
 Queens University of Charlotte
 Roane State Community College
 Roanoke Bible College
 Rochester College
 Rockhurst University

Roxbury Community College
 Saint Martin's University
 Schreiner University
 Siena College
 South Dakota State University
 South Florida Community College
 Southeastern Louisiana University
 Spelman College
 St Louis University
 St. Ambrose University
 Stetson University
 Stillman College
 Suffolk University
 SUNY North Country Community College
 Taylor University
 Thomas More College
 Towson University
 Trenholm State Technical College
 Trevecca Nazarene University
 Unity College
 University at Albany, SUNY
 University of Alabama
 University of Baltimore
 University of Bridgeport
 University of Cincinnati
 University of Connecticut
 University of Dayton
 University of Denver
 University of Missouri-Columbia
 University of Mobile
 University of New Hampshire
 University of North Carolina at Charlotte
 University of Notre Dame
 University of Saint Francis
 University of St. Thomas
 University of South Carolina
 University of Texas Pan American, The
 University of the Arts, The
 University of the Pacific
 University of Toledo, The
 University of Virginia's College at Wise
 University of Wyoming
 Upper Iowa University
 Villanova University
 Viterbo University
 Waldorf College
 Walsh University
 Washington Bible College
 Washington College
 Western New England College
 Western State College of Colorado
 Western Washington University
 Westminster College
 William Jewell College
 Woodbury College