

NACUBO Benchmarking Tool

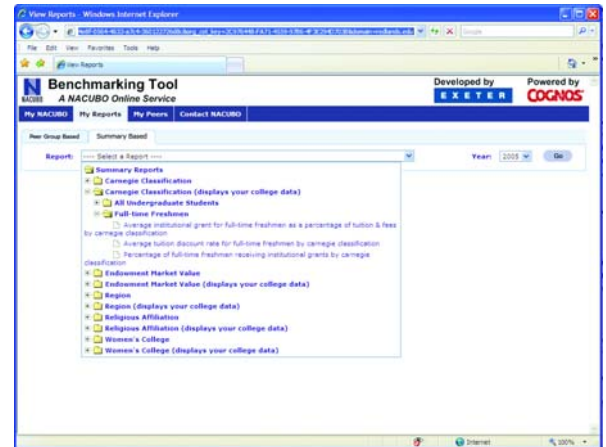
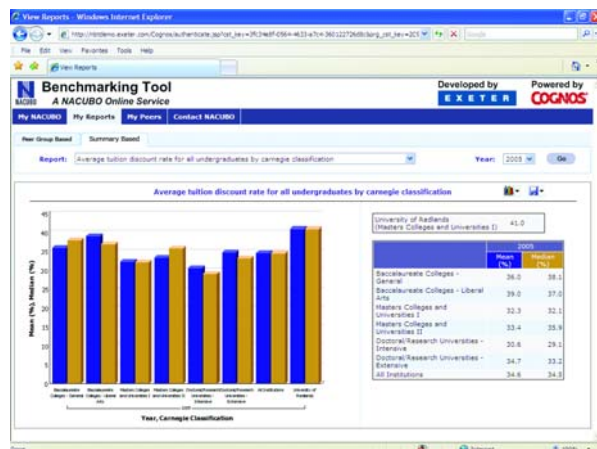
Quickly and easily compare tuition discounting practices and statistics against that of your peers with the NACUBO Benchmarking Tool!

Built by Exeter Group on Cognos 8 performance management software, the NACUBO Benchmarking Tool is a first of its kind interactive decision-making tool for business officers. Using the web-based application, participating university members can quantitatively, graphically, and anonymously compare critical tuition discounting information against self-selected peer groups enabling them to make informed decisions regarding tuition costs.

Ensuring that tuition is priced competitively and fairly is top priority for college and university business officers. Tuition discounting information is critical yet confidential and closely guarded. The NACUBO Benchmarking Tool assures data from individual institutions are not disclosed – sensitive information is aggregated and averaged so universities can see how they compare against the aggregate information from self-selected peer groups and general industry classifications while remaining individually anonymous.

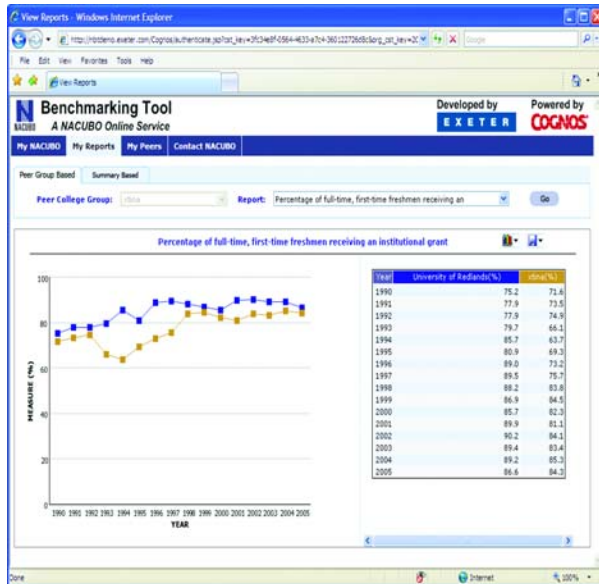
Using the NACUBO Benchmarking Tool is easy. It:

- can be mastered by business officers with no training;
- is personalized to each user;
- includes 15 years of tuition discounting history from participating universities.



To begin using the NACUBO Benchmarking Tool, create a peer group by logging in at www.nacubo.org/ and select colleges and universities from a list of participating schools. Then, choose a pre-built report from among the more than 50 available options, including:

- Endowment market value
- Freshmen institutional grants as a percentage of tuition and fees
- Institutional grants awarded to all undergraduate students
- Institutional grants awarded to entering full-time freshmen
- Net tuition revenue from full-time freshman
- Number of entering full-time freshmen receiving institutional grants
- Number of entering full-time freshmen
- Percentage of full-time freshmen receiving grants
- Total tuition and mandatory fees for all undergraduate students



The NACUBO Benchmarking Tool is the first in a series of benchmarking solutions that NACUBO plans to make available to its members.

About Exeter Group, Inc.

Since its inception in 1984, Exeter Group has been helping its clients create business value by providing top quality business analysis, planning, design, and implementation services. Exeter consultants bring a combination of business understanding and technical expertise to every project, enabling the company to skillfully craft realistic, powerful solutions that enable complex organizations to achieve their objectives.

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in February 2008. For more information, visit <http://www.cognos.com>.

The Cognos solution empowers over 1,000 institutions of higher education. Over 530 K-12 school districts and over 20,000 schools rely on Cognos to deliver optimal education programs and improve student performance for over 12 million American children and young adults. Thirteen state departments of education and the U.S. Federal Department of Education trust their performance to Cognos.

? For more information

For more information on Cognos solutions for education, please visit www.cognos.com/education

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To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.

