



CONTRACT MODIFICATION

Date: August 09, 2016
Contract #: UCPJMU4648
Service: Admissions Geodemographic Research Service
Modification #:
Issued By: James Madison University Ph: (540) 568-4272
Doug Chester, Buyer Senior Fx: (540) 568-7936
Contractor: Ruffalo Noel-Levitz, LLC
Attn: Janene Panfil
2350 Oakdale Blvd.
Coralville, IA 52241 Ph: (319)626-8787
Contract Administrator: Michael Walsh, Admissions

This Supplemental Agreement is entered into pursuant to the provision of the basic contract.

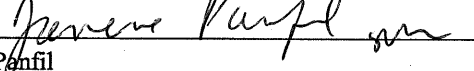
Description of Modification Notice:

The following has been added to the pricing schedule and an updated pricing schedule is attached to this modification.

- Advanced FinAid Solutions Cost per year: \$59,000
- TrueCost Calculator Cost per year: Bundled with Advance FinAid Solutions

Except as provided herein, all terms and conditions of Contract Number UCPJMU4648 as herefore changed, remain unchanged and in full force and effect.

Ruffalo Noel-Levitz, LLC

By: 
Janene Panfil

Name (print)

Senior Vice President for Retention Solutions 8/15/2016

Title

Date Signed

James Madison University

By: 
Doug Chester, VCO

Name (print)

Buyer Senior

Title

8/9/16

Date Signed

7) Proposed Cost

We are committed to working with you to develop a delivery and billing schedule that best fits your immediate needs and fiscal realities. Per the university's request, this pricing is valid for the initial one-year agreement and will be extended to subsequent one-year renewal periods (up to four). Note: A multi-year agreement can be cancelled at any time by providing 60 days advance written notice to Ruffalo Noel Levitz. **Note that travel expenses for on-site consultations are additional and will be billed as incurred.** Pricing and terms are valid for **90 days**.

Develop up to four models to further inform your search purchases

Search predictive modeling	Cost per year	\$14,800
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- Build up to four (4) predictive models based on JMU's unique characteristics
- Append demographic data
- Assess what geographies comprise JMU's distinct markets and determine the geographic composition of primary, secondary, tertiary, and outlying markets
- Receive a comprehensive Excel workbook containing the model breakdowns and the demographics by both ZIP code and individual high school
- Three (3)-year historical inquiry, applicant, and enrollment counts for each ZIP and high school
- Evaluate primary market travel and determine "best potential" new markets
- Up to four (4) on-site campus consultations in support of the search model

Qualify your NRCCUA list purchases before you purchase a single name

SMART Approach	Cost per year	\$9,000
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- Analyze data from your previous enrolled classes and indicators collected from NRCCUA
- Develop a predictive model specific to JMU to rate names in NRCCUA database by statistical probability to enroll
- Score a NRCCUA simulation database and provide JMU with the highest scoring records and the entire NRCCUA database for the future year
- Append your purchased selection with modified data allowing NRCCUA to deliver updated data to JMU
- Assist with planning segmented search strategies and with making plan refinements as necessary
- Consulting support via phone, webinar, or email

Implement a historical inquiry-to-enrollment model to predict future student enrollment behavior

Forecast <i>Plus</i> for Student Recruitment	Cost per year	\$21,200
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- Build a predictive model for your inquiry pool
- Provide a data control and cleaning tool
- Analyze data from previous inquiry pools and enrolled classes, as well as data we provide (see next entry)
- Add appended socio-economic data to each student record for additional analysis and targeted recruiting
- Develop a custom predictive model to statistically rate each student in the pool by likelihood to enroll
- Provide Forecast*Plus* Web Portal (FWP) access for scoring additional inquiries
- Assist with developing a segmented follow-up plan for cutting costs and concentrating efforts based on the scores
- Remain in contact with you to fine-tune changes in strategy and to monitor model performance
- One (1) on-campus consulting visit with remote support as needed throughout the year

Optional services

Support JMU's predictive modeling services with a dedicated Enrollment Consultant

Recruitment consultations

Up to six (6) additional on-site consultations (*Cost per visit*)

\$12,000

- Develop clear and measurable marketing/recruitment goals
- Develop strategies to implement those goals
- Develop detailed action plans that outline how each strategy will be implemented and evaluated for effectiveness

For each two-day visit, your consultant will provide an estimated 40 hours of service, including visit preparation, document review, time on site, and follow-up report generation. Your consultant will also remain available as needed between visits for any necessary consulting and support via webinar, conference call, and/or email. No other firm provides this level of extensive, informative, and regular contact.

- A pre-visit agenda and phone call for each consultation
- Up to two days on site for each consultation
- Consultation entrance and exit briefings with senior leaders
- Comprehensive follow-up reports after each visit
- Between-visit correspondence via phone, email, and web conference

Reduce your discount rate while achieving fiscal & academic quality goals

Advanced FinAid Solutions

Cost per year

\$59,000

- A comprehensive historical analysis of student yield behavior
- An analysis of student retention factors and the role financial aid may be playing in student attrition
- An econometric model to measure the price sensitivity of your admitted students
- Planning simulations to balance and maximize enrollment, academic profile, and discount rate/net tuition revenue
- An annual plan linking your enrollment goals and financial aid strategies
- Net revenue and enrollment optimization
- A four-year enrollment and net revenue model that enables you to see the longer-term impacts of new student aid strategies on net revenue, the institutional aid budget, and the overall institutional discount rate
- Weekly reports and phone conferences with your consultant to track progress toward your goals

Deliver accurate net price estimates using a fully customized, online net price calculator

TrueCost Calculator™

*Cost per year*Bundled with
Advanced FinAid
Solutions

- A calculator web application that visitors access from your website
- Customization to make the calculator specific to JMU including student information and institutional data to provide a breakdown of costs, estimated aid, and overall net price of attendance
- Because students provide academic performance information, the estimate can reflect JMU's merit program
- Ruffalo Noel Levitz houses the calculator on its own servers and takes care of all maintenance and support of the application
- Should JMU choose to purchase an additional calculator (Scholarship only, Spanish, or International) a charge of \$3,000 per add-on calculator will apply.