

### ***Changing Financial Aid Focus from Student Headcount to NTR***

*As financial aid is becoming a larger and larger portion of school budgets, and thus a larger and larger component of student recruitment and retention, schools need to change their budget focus and Admissions goal setting from student headcount to Net Tuition Revenue (NTR). Participants will receive and review templates that allow a school to annually monitor and track their NTR, NTR per student, and NTR per grade. The session will also identify important financial aid metrics schools should be tracking and monitoring year by year, with recommendations on how to identify and slow down or turn around negative trends.*

#### **Learning Objectives:**

Participants will learn how to identify important financial aid metrics schools should be tracking and monitoring year by year.

#### **Presenter: Palmer Ball, Palmer Ball Consulting LLC**

Palmer formed Palmer Ball Consulting, LLC ([www.palmerballconsulting.com](http://www.palmerballconsulting.com)), in January, 2016, as she embarked on a new career as a consultant specializing in project work for independent school financial operations. In addition to her consulting work, during Winter / Spring, 2016, along with NBOA, she was an adjunct faculty member of the independent school finance graduate class at the Klingenstein Institute at Columbia University in New York City. In 2017, she became the part time Executive Director of the Palmetto Association of Independent Schools, representing many of the top independent schools in SC. Before starting her consulting career, Palmer served as Business Manager at Spartanburg Day School (Spartanburg, SC) for 21 years, from 1995 to 2016. Prior to that, she was Vice President for Business and Finance at Converse College, her alma mater, for four years, following three years in the College's Development Office. Before joining Converse, she was in the tax department at Price Waterhouse for two years.

Palmer was the recipient of NBOA's prestigious Ken White Award in 2015, served two terms on the NBOA Board of Directors, and was elected to the Association of Business Officers of Independent Schools (ABOIS) in 2008. She served on the faculty of the NBOA Business Officer Institute (BOI) multiple times. She has presented NBOA's long range financial model via deep dives, online classes, webinars, and presentations at a number of national and regional conferences, as well as presentations on data management and long range financial tools and data trustees and heads should have in preparation for strategic plan or accreditation visits, etc.

**Field of Study:** Finance

**Prerequisites:** Basic knowledge of independent school finances

**Advanced Preparation:** None

**Program Level:** Update

**Delivery Method:** Group Live

**Participants will earn 1 CPE credit.**