

# TABLE OF CONTENTS

**FOREWORD..... v**  
Patrick F. Bassett

## INTRODUCTION

**1. HOW THE ORIGINAL ACCESS AND AFFORDABILITY BOOK WAS WRITTEN AND LATER THOUGHTS ON SOME OF THE KEY ISSUES ..... 3**  
H. Peter Aitken

**2. HOW TO USE THIS BOOK ..... 7**  
D. Ralph Davison Jr.

## SECTION 1: AFFORDABILITY CHALLENGES: SURVEY OF THE LANDSCAPE

**3. SOCIOECONOMIC ISSUES IN SCHOOLS: GREENSBORO DAY SCHOOL ..... 13**  
Danette Morton

**4. TRENDS IN DEMAND AND AFFORDABILITY ..... 17**  
Scott Looney

## SECTION 2: FINANCIALLY SUSTAINABLE SCHOOLS AND AFFORDABILITY STRATEGIES

**5. A SYSTEMS APPROACH TO FINANCIAL SUSTAINABILITY ..... 27**  
Corey McIntyre

**6. HOW DO WE GET THERE? STRATEGIC FINANCIAL PLANNING ..... 55**  
Sarah P. Daignault

**7. PRICING TUITION ..... 63**  
Scott Looney

**8. COST CONTAINMENT AND REVENUE GROWTH STRATEGIES ..... 73**  
Robert R. Sedivy

9.	<i>A LOOK AT TWO PROGRAMS IN THE FIELD: ACCESS, AFFORDABILITY, INCLUSION, AND SUCCESS.....</i>	<i>97</i>
	Al Adams	
	<i>ST. GEORGE’S INDEPENDENT SCHOOL .....</i>	<i>104</i>
	William W. Taylor	
10.	<i>THE AFFORDABILITY CONUNDRUM: TUITION, INCOME, AND FINANCIAL AID REALITIES AND STRATEGIES.....</i>	<i>109</i>
	Mark J. Mitchell	
11.	<i>MANAGING VALUE: THE MARKETING PERSPECTIVE ON AFFORDABILITY AND DEMAND.....</i>	<i>139</i>
	Jeffery T. Wack	
12.	<i>HOW DO WE MEASURE OUR PROGRESS? MARKERS OF SUCCESS.....</i>	<i>151</i>
	Jefferson Burnett, D. Ralph Davison Jr., Corey McIntyre, and Amada Torres	

### SECTION 3: FUTURE CHALLENGES

13.	<i>DEMOGRAPHY AND ECONOMY .....</i>	<i>185</i>
	D. Ralph Davison Jr.	
14.	<i>MEETING THE FUTURE R.O.I. EXPECTATIONS WITHOUT PROGRAM GROWTH .....</i>	<i>191</i>
	D. Ralph Davison Jr.	