Top graph shows net revenues with tuition increases (this assumes sufficient increase in tuition waivers to address need for students less than $4,000 Expected Family Contribution). Resident revenue turns over at 10%, but flattens a lot after 6%. Non-resident revenue turns over after 4% (the model is qualitative precise turnovers uncertain).

Middle graph shows a composite scenario with resident increases 2.5 times non-resident increase; horizontal axis is resident rate increase (so at 10% resident it is 4% non-resident; at 4% resident it is 1.6% non-resident, etc.). Maximum net revenue is at 10% and 4% but the curve is basically flat after 8%. It might be worth erring on the low side (assuming the turnover points might be lower than shown because of uncertainty in the model---too high does more damage to revenues through enrollment loss than is gained by pushing the rate).

The trade-off with going to higher rates is shown for resident enrollments in the bottom table. The return from each 2% increment in rate increase becomes smaller and smaller and you lose more students. Going from 8% to 10% gains $90K net revenues but loses an additional 239 students. At 10% tuition increase the overall resident enrollment loss is 786 students (again, the model is very, very qualitative---directionally correct though based on recent experience with enrollment).