

1106-91-1765 **Matthew J Christen*** (matthew.christen@my.simpson.edu). *Educational Economics*.

I examined how liberal arts colleges could increase revenue from two main sources: tuition and alumni donations. Using data from the US News and World Report and the Integrated Postsecondary Education Data System, I generated a demand curve that can be used to accurately price college tuition. In addition, I generated a simple model that identifies geographical areas from which prospective college students are more likely to travel greater distances for education. Finally, using alumni donation data provided by Simpson College's Office of Advancement, I identified donation patterns that suggest how liberal arts colleges can more efficiently solicit donations from alumni. (Received September 15, 2014)