



# Lincoln University

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# COMPETITIVE ADVANTAGE ANALYSIS

## Lincoln University vs. Competitor Peer Institutions

February 2021

**Mission:** Lincoln University, the nation's first degree-granting Historically Black College & University (HBCU), educates and empowers students to lead their communities and change the world.

**Competitive Advantage Analysis**  
Lincoln University vs. Competitor Peer Institutions

**Table of Contents**

Introduction .....	3
Lincoln University Competitive Advantage Tables .....	4
Top 3 HBCU Competitor Institutions .....	6
Top 5 Public Competitor Institutions .....	7
Top 5 Pennsylvania Competitor Institutions.....	9
Glossary.....	11

# Competitive Advantage Analysis

## Lincoln University vs. Competitor Peer Institutions

### Introduction

This report compares Lincoln University with 3 types of competitor institutions: Top 3 HBCU competitor institutions, top 5 public competitor institutions and top 5 Pennsylvania competitor institutions. Data used in this report is extracted from IPEDS and U.S. News databases.

- All information about Lincoln University advantages against its Competitor Peer Institutions is also displayed in a table format in the report.
- Please note that *5-year average numbers from Fall 2014 to Fall 2018* will be referred to as *5-year average* in this report.
- Definitions of the terms indicated with an asterisk (\*) can be found in the glossary.
- Below is a summary table showing the lists of all types of competitor institutions.

Top 3 HBCU Competitors	Top 5 Public Competitors	Top 5 Pennsylvania Competitors
1) Delaware State University	1) Delaware State University	1) West Chester University
2) Morgan State University	2) Morgan State University	2) Pennsylvania State University
3) Virginia State University	3) West Chester University	3) Temple University
	4) Pennsylvania State University	4) Indiana University of Pennsylvania
	5) Temple University	5) Shippensburg University

**Competitive Advantage Analysis**  
Lincoln University vs. Competitor Peer Institutions

**Lincoln University Competitive Advantage Tables**

Undergraduate Enrollment	Top 3 HBCU	Top 5 Public	Top 5 Pennsylvania
Highest <i>first-time/undergraduate student</i> ratio in Fall 2018 and in 5-year average	①	①	①
Highest <i>housing capacity/undergraduate enrollment</i> ratio in Fall 2018	① *	①	①
Highest <i>housing capacity/undergraduate enrollment</i> ratio in 5-year average	①	①	①
Highest % of undergraduates living on campus (88% of LU undergraduates)	①	①	①

\* Tied highest with Virginia State University

Total Cost	Top 3 HBCU	Top 5 Public	Top 5 Pennsylvania
Lowest <i>room and board</i> in Fall 2018 and in 5-year average	①	①	①
Lowest <i>out-of-state tuition and fees</i> in Fall 2018			①
Lowest <i>out-of-state tuition and fees</i> in 5-year average	①	①	①
Lowest <i>out-of-state total cost of attendance</i> in Fall 2018 and in 5-year average from Fall 2014 to Fall 2018	①	①	①
Lowest <i>in-state total cost of attendance</i> in Fall 2018 and in 5-year average from Fall 2014 to Fall 2018			①
Lowest <i>indebtedness</i> in 2019 graduating class.			①

**Competitive Advantage Analysis**  
Lincoln University vs. Competitor Peer Institutions

Financial Aid	Top 3 HBCU	Top 5 Public	Top 5 Pennsylvania
Highest <i>Average amount of grant or scholarship aid</i> for undergraduate students in 2017-2018 academic year (AY)	1	1	1
Highest <i>Average amount of grant or scholarship aid</i> for undergraduate students in 5-year average from 2013-2014 AY to 2017-2018 AY		1	1
Highest <i>ratio of students receiving grant or scholarship aid</i> for undergraduate students in 2017-2018 AY	1*	1	1
Highest <i>average amount of PELL grant</i> for undergraduate students in 5-year average from 2013-2014 AY to 2017-2018 AY	1	1	1
Highest <i>average amount of grant or scholarship aid</i> for full-time, first-time students in 2017-2018 AY	1	1	1
Highest <i>average amount of grant or scholarship aid</i> for full-time, first-time students in 5-year average from 2013-2014 AY to 2017-2018 AY	1	2	2
Highest <i>average amount of PELL grant</i> for full-time, first-time students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY	1	1	1
Highest <i>ratio of full-time, first-time students who received need-based scholarship or grant aid</i> in in 2019-2020 AY (U.S. News)	1	1	1
Highest <i>average amount of non-need-based scholarship or grant awards</i> for undergraduate students in 2019-2020 AY (U.S. News)	1	1	1
Highest <i>endowment assets per undergraduate student</i> in 2017-18 fiscal year (FY) and in 5-year average from 2013-14 FY to 2017-2018 FY	1	2	2
Highest <i>tenured full-time faculty/full-time faculty</i> ratio in 5-year average	1	1	
Highest <i>average amount for undergraduate GI Bill benefits</i> in 2017-2018 AY	1		

\* Tied highest with Virginia State University

## Competitive Advantage Analysis

### Lincoln University vs. Competitor Peer Institutions

#### Top 3 HBCU Competitor Institutions

Top 3 HBCU Competitors
1) Delaware State University
2) Morgan State University
3) Virginia State University

#### Lincoln University Advantages - According to IPEDS Data from Fall 2014 to Fall 2018:

- 1) Highest *first-time/undergraduate student* ratio in Fall 2018 and in 5-year average.
- 2) Tied for highest *housing capacity/undergraduate enrollment* ratio (\*) in Fall 2018 (with Virginia State University).
- 3) Highest *housing capacity/undergraduate enrollment* ratio in 5-year average.
- 4) 88% of undergraduate students are living on campus, which is the highest rate among the top three HBCU competitor institutions.
- 5) 50 % of undergraduate students are from out-of-state. The same percentage decreases to 5%-34% interval among our top three HBCU competitor institutions.
- 6) Highest *1-year retention rate* (\*) in Fall 2018.
- 7) Tied for highest *1-year retention rate* (\*) in 5-year average (with Morgan State University).
- 8) Highest *6-year graduation rate* (\*) in Fall 2018 and in 5-year average.
- 9) Highest *6-year graduation rate* in Fall 2018 in the following categories:
  - a) Recipients of a PELL grant (within entering year),
  - b) Recipients of a direct subsidized loan (within entering year) that did not receive a PELL grant, and
  - c) Students who did not receive either a PELL grant or direct subsidized loan (within entering year).
- 10) Highest *8-year graduation rate* (\*) in Fall 2018.
- 11) Highest *tenured full-time faculty/full-time faculty* ratio in 5-year average.
- 12) Lowest *room and board* in Fall 2018 and in 5-year average.
- 13) Lowest *out-of-state tuition and fees* in 5-year average.
- 14) Lowest *out-of-state total cost of attendance* (\*) in Fall 2018 and in 5-year average.
- 15) Highest *average amount of grant or scholarship aid* for undergraduate students in 2017-2018 academic year (AY).
- 16) Tied for highest *ratio of students receiving grant or scholarship aid* for undergraduate students in 2017-2018 AY (with Virginia State University).
- 17) Highest *average amount of PELL grant* for undergraduate students in 5-year average from 2013-2014 AY to 2017-2018 AY.

## Competitive Advantage Analysis

### Lincoln University vs. Competitor Peer Institutions

- 18) Highest *average amount of grant or scholarship aid* for full-time, first-time students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 19) Tied for highest *ratio of students receiving grant or scholarship aid* for full-time, first-time students in 2017-2018 AY (with Delaware State University).
- 20) Highest *average amount of PELL grant* for full-time, first-time students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 21) Highest average amount for undergraduate *GI Bill benefits* in 2017-2018 AY.
- 22) Highest *endowment assets per undergraduate student (\*)* in 2017-18 fiscal year (FY) and in 5-year average from 2013-14 FY to 2017-2018 FY.

#### Lincoln University Advantages - According to U.S. News Data in 2019-2020 Academic Year:

- 1) Highest *ratio of full-time, first-time students who received need-based scholarship or grant aid* in 2019-2020 AY.
- 2) Highest *average amount of non-need-based scholarship or grant awards* for undergraduate students in 2019-2020 AY.
- 3) Only Lincoln University's campus setting is in rural area.
- 4) Largest campus size among the top three HBCU competitor institutions.
- 5) Alumni earn highest median midcareer salary.
- 6) Lincoln University has guaranteed admission agreement with 9 institutions.
- 7) Highest percentage of small size classes (fewer than 20 students).
- 8) Lincoln University offers highest number of countries for study abroad.

### Top 5 Public Competitor Institutions

Top 5 Public Competitors
1) Delaware State University
2) Morgan State University
3) West Chester University
4) Pennsylvania State University
5) Temple University

#### Lincoln University Advantages - According to IPEDS from Fall 2014 to Fall 2018:

- 1) Highest *first-time/undergraduate student* ratio in Fall 2018 and in 5-year average.
- 2) Highest *housing capacity per undergraduate enrollment* ratio in Fall 2018 and in 5-year average.

## **Competitive Advantage Analysis**

### **Lincoln University vs. Competitor Peer Institutions**

- 3) 88% of undergraduate students are living on campus, which is the highest rate among the top five public competitor institutions.
- 4) 50% of undergraduate students are from out-of-state. The same percentage decreases to 10%-34% interval in our top five public competitor institutions.
- 5) Highest *tenured full-time faculty/full-time faculty* ratio in 5-year average.
- 6) Lowest *room and board* in Fall 2018 and in 5-year average.
- 7) Lowest *out-of-state tuition and fees* in 5-year average.
- 8) Lowest *out-of-state total cost of attendance* in Fall 2018 and in 5-year average.
- 9) Highest *average amount of grant or scholarship aid* for undergraduate students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 10) Highest *ratio of students receiving grant or scholarship aid* for undergraduate students in 2017-2018 AY.
- 11) Highest *average amount of PELL grant* for undergraduate students in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 12) Highest *average amount of grant or scholarship aid* for full-time, first-time students in 2017-2018 AY and second highest *average amount of grant or scholarship aid* for full-time, first-time students in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 13) Highest *average amount of PELL grant* for full-time, first-time students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 14) Second highest *endowment assets per undergraduate student* in 5-year average from 2013-14 FY to 2017-2018 FY.

#### **According to U.S. News in 2019-2020 Academic Year:**

- 1) Highest *ratio of full-time, first-time students who received need-based scholarship or grant aid* in 2019-2020 AY.
- 2) Highest *average amount of non-need-based scholarship or grant awards* for undergraduate students in 2019-2020 AY.
- 3) Only Lincoln University's campus setting is in rural area.
- 4) Second largest campus size among top five public competitor institutions.
- 5) Highest percentage of small size classes (fewer than 20 students).
- 6) Lincoln University offers highest number of countries for study abroad.



## Competitive Advantage Analysis

### Lincoln University vs. Competitor Peer Institutions

#### Top 5 Pennsylvania Competitor Institutions

Top 5 Pennsylvania Competitors
1) West Chester University
2) Pennsylvania State University
3) Temple University
4) Indiana University of Pennsylvania
5) Shippensburg University

#### Lincoln University Advantages - According to IPEDS from Fall 2014 to Fall 2018:

- 1) Highest *first-time/undergraduate student* ratio in Fall 2018 and in 5-year average.
- 2) Highest *housing capacity/undergraduate enrollment* ratio in Fall 2018 and in 5-year average.
- 3) 88% of undergraduate students are living on campus, which is the highest rate among the top five Pennsylvania competitor institutions.
- 4) 50% of undergraduate students are from out-of-state. The same percentage decreases to 5%-34% interval in our top five Pennsylvania competitor institutions.
- 5) Lowest *room and board* in Fall 2018 and in 5-year average.
- 6) Second lowest *in-state tuition and fees* in Fall 2018 and in 5-year average.
- 7) Lowest *out-of-state tuition and fees* in Fall 2018 and in 5-year average.
- 8) Lowest *in-state total cost of attendance* in Fall 2018 and in 5-year average.
- 9) Lowest *out-of-state total cost of attendance* in Fall 2018 and in 5-year average.
- 10) Highest *average amount of grant or scholarship aid* for undergraduate students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 11) Highest *ratio of students receiving grant or scholarship aid* for undergraduate students in 2017-2018 AY.
- 12) Highest *average amount of PELL grant* for undergraduate students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 13) Highest *average amount of grant or scholarship aid* for full-time, first-time students in 2017-2018 AY and second highest *average amount of grant or scholarship aid* for full-time, first-time students in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 14) Highest *average amount of PELL grant* for full-time, first-time students in 2017-2018 AY and in 5-year average from 2013-2014 AY to 2017-2018 AY.
- 15) Second highest *endowment assets per undergraduate student* in 5-year average from 2013-14 FY to 2017-2018 FY.

## **Competitive Advantage Analysis**

### **Lincoln University vs. Competitor Peer Institutions**

#### **According to U.S. News in 2019-2020 Academic Year:**

- 1) Highest *ratio of full-time, first-time students who received need-based scholarship or grant aid* in 2019-2020 AY.
- 2) Second highest *average amount of non-need-based scholarship or grant awards* for full-time, first-time students in 2019-2020 AY.
- 3) Highest *average amount of non-need-based scholarship or grant awards* for undergraduate students in 2019-2020 AY.
- 4) Lowest *indebtedness (\*)* in 2019 graduating class (\*).
- 5) Second largest campus size among top five Pennsylvania competitor institutions.
- 6) Highest percentage of small size classes (fewer than 20 students).
- 7) Lincoln University offers highest number of countries for study abroad.

## Competitive Advantage Analysis

### Lincoln University vs. Competitor Peer Institutions

#### Glossary

- **2019 graduating class:** all students who started at Lincoln University as first-time students and received a bachelor's degree between July 1, 2018 and June 30, 2019.
- **Eight-year graduation rate** is calculated as the total number of degrees awarded within 200% of normal time divided by the first-time full-time Fall 2010 cohort, as of August 31, 2018.
- **Endowment assets per undergraduate student ratio** calculated as value of endowment assets at the end of the 2017-18 fiscal year divided by Fall 2018 undergraduate enrollment number.
- **Housing Capacity per undergraduate enrollment ratio** shows the relation between maximum numbers of students for which an institution can provide residential facilities over total undergraduate enrollment.
- **Indebtedness:** Aggregate dollar amount borrowed through any loan program (federal, state, subsidized, unsubsidized, private, etc.; excluding parent loans) while the student was enrolled at an institution.
- **One-year retention rate** shows first-time full-time Fall 2017 cohort's retention rate in Fall 2018.
- **Six-year graduation rate** is calculated as the total number of degrees awarded within 150% of normal time divided by the full-time first-time Fall 2012 cohort, as of August 31, 2018.
- **The total cost of attendance** includes the followings: tuition and fees, room and board, books and supplies, transportation, and personal expenses.