



CASE STUDY

PARTNER PROFILE

The University of Providence (formerly known as University of Great Falls) is a private Roman Catholic university located in Great Falls, Montana. The university is accredited by the Northwest Association of Schools and Colleges.

- Undergraduate enrollment: **1,052**
- Avg cost after aid: **\$18K**

KEY RESULTS

University of Providence experienced an increase of 42% for new incoming freshman enrollment in the 2018/19 cycle, (adding 39 new students). Of those 39 new students, 19 indicated they would not have enrolled without having access to the program. This will lead to a projected \$396,000+ in additional net revenue for the institution, even after accounting for the LRAP fees for all covered students.

42%

Increase of incoming freshman enrollment for 2018/19 cycle an overall increase of 39 students.

19

New students who would not have enrolled without an LRAP.

\$396K

Additional net-net revenue through graduation from only those who would not have enrolled without an LRAP after the LRAP fees for all.

"I was considering attending Providence before I got offered the program, but now I'm certain that I will be attending University of Providence."

- KAJISIA T.

"The loan repayment assistance program helped me in deciding to attend Providence, and to be able to not worry about life after college."

- LEAH T.

"My parents and I were worried I'd have a lot of student debt after college. Finding out that the loan repayment program was available to me was great. It was like a weight was lifted off our shoulders."

-LILLIAN H.

THEIR STORY

University of Providence partnered with Ardeo for a pilot and, pleased by the demonstrated results, university leadership expanded the program. In fact, they created a new flagship distinction for their university brand: The Argo Advantage.



MAKING A POWERFUL, DISTINCTIVE PROMISE

The Argo Advantage, powered by Ardeo, was marketed to the public at large. Other partner institutions have taken a similar approach, recognizing the power of the LRAP promise: if your income after graduation is modest, we will help you repay student and parent loans. Team Ardeo provides those partners who seek to market their programs broadly with additional help to develop their customized LRAP. In the case of The Argo Advantage, we assisted in the creation of the program logo and branding, calling attention to their distinctive new initiative.