

LRAPs WORK

Whether offered broadly to all incoming students, to a targeted group within defined criteria, or selectively to debt-averse applicants, LRAPs change enrollment decisions in favor of your institution.

A SUMMARY OF THE IMPACT LRAPs HAVE AT PARTNER COLLEGES



ALL FRESHMEN USAGE:

Client Results of Marketing LRAPs to All Freshmen



Share of students and parents with knowledge of their LRAP award, who said it **positively influenced** their enrollment decision*

16.9% Average **1st year increase** among those who provide an LRAP to all incoming freshmen



SELECTIVE USAGE:

Client Results of Using LRAPs with Selected Individual Students

60.6%

Share of surveyed students who would not have enrolled without an LRAP.



TARGETED USAGE:

Sample of Client Results, Using LRAPs with Targeted Groups of Students

STRATEGY:

Used an LRAP in targeted financial aid matrix cells:

RESULT:

+40% enrollment increase in targeted cells.

Offered an LRAP to an affinity group (denomination):

15.9% students with an LRAP indicated they would not have enrolled without it.

Offered an LRAP to a targeted program:

57% increase in targeted population enrollment.

Offered an LRAP to freshmen at risk of attrition:

15 students retained.

Used an LRAP for financial aid appeals:

17 additional students.

Targeted out-of-state non-athlete students:

19 additional students.

Offered an LRAP to inquiries, applicants, and non-depositors who had not engaged in 30+ days:

17 additional students.

Offered an LRAP to families below specific AGI:

25.2% students with an LRAP indicated they would not have enrolled without it.

Offered an LRAP to families with gap after financial aid:

29.7% students with an LRAP indicated they would not have enrolled without it.

Tested giving an LRAP against additional financial aid for appeals:

50% more students enrolled with an LRAP than with additional aid.