

MARKETING LRAPs BROADLY TO INCREASE ENROLLMENT

Ardeo's loan repayment assistance programs (LRAPs) help you drive enrollment and increase your net tuition revenue. The promise of a loan repayment assistance program motivates prospective students to enroll and graduate from your institution.

Imagine being able to make this powerful promise to your students and families: If your income after graduation is modest, we will help you repay your federal student, parent PLUS and private alternative loans.

Why market an LRAP broadly?

- Distinguish your institution.
- Reach more students and families.
- Increase prospect engagement earlier in the recruitment funnel.
- Customize your LRAP for seamless integration into your current marketing materials.

How does it work?

- Your institution markets its LRAP to all incoming freshmen students (or all incoming freshmen and transfers).
- Students review and sign their LRAP award.
- Students enroll, retain and graduate from your institution. You only pay for those students who enroll and borrow.
- Students begin their career and we help them repay their loans if their income is modest.

FAST FACTS

24.8%

Percentage of parents who said their student (borrowing matriculant) **would not have enrolled without an LRAP**, across Credo's 15 institutions utilizing Admitted Student Research.

2x

Preference for the college nearly **doubled** among parents of inquiries when an LRAP was introduced, according to one Stamats study.

97%

Client satisfaction rating (survey of clients who indicated being satisfied with Ardeo's Client Service)



CASE STUDY

Alderson Broaddus University, a private university in Philippi, West Virginia, grew their Fall 2019 enrollment by offering an LRAP to all incoming students. The university's customized loan repayment assistance program — the AB Advantage — is offered to all incoming freshmen students.

Results for AB include:

10% enrollment increase over the 2018 incoming class.

14.1% of surveyed students who indicated they would not have enrolled without an LRAP.

\$463K estimated additional net-net revenue through graduation from only those who indicated they would not have enrolled without an LRAP, after accounting for the LRAP fees for the borrowing students.