

LRAP CASE STUDY

Corban University

From Pilot to Promise: Increasing usage for increased results



"It's every college student's dream to land a meaningful job after graduation, one that utilizes their strengths and education. Repaying student loans adds significant pressure, and we want to provide our students and families with peace of mind."
- Sheldon Nord, President

Challenge:

Corban University is a private, independent college in Salem, Oregon that is ranked as a Best College in the West and a Best Value School by *U.S. News and World Report*. Despite these rankings, Corban was losing students over concerns about debt and needed a way to address those concerns without increasing institutional aid.

Solution:

Corban began offering LRAP, as a pilot, to students in Fall 2012. They gained 33 freshmen and 3 transfer students. With that evidence in hand, Corban offered LRAP to a larger group of applicants in Fall 2013 and experienced a significant improvement in their yield rate. Convinced of the program's effectiveness, Corban began offering LRAP, branded as The Corban Promise, to all incoming freshmen and transfers in Fall 2014.

Corban realized that the more LRAP was known throughout the college community, the more effective it would be. In addition to marketing to students and families, the entire Corban community came together to promote the program, including faculty and staff. The positive word of mouth helped reinforce the value of the program.

Results:

The Fall 2015 entering class was the largest in the college's history, enrolling 260 new freshmen and 63 transfer students. Since implementing The Corban Promise, Corban has grown the size of its incoming class by 17.9%

**THE CORBAN
PROMISE** 

17.9%

Two-year increase in incoming freshman.

\$1.5M

Projected net revenue through graduation.

"The Corban Promise is helping because I'm getting a good education where I want to be. Also, I'm confident that I can go find a job that I really want to do and not have to worry about, "well, is this going to pay enough?"
- Mara, Student