

# LRAP

## CASE STUDY

Promoting access & affordability

Hiwassee College



### DEBT HOLDING STUDENTS BACK

Hiwassee College (Madisonville, TN) needed to grow its enrollment of students pursuing bachelor's degrees. While Hiwassee had been offering bachelor's degrees for some time, its students primarily sought associate's degrees — driven in large part by cost. Hiwassee sought a profound way to promise that a bachelor's degree from Hiwassee would be worth the investment.

### AN UNPRECEDENTED COMMITMENT

In early 2016, Hiwassee partnered with LRAP Association to create the Hiwassee College Advantage, a loan repayment assistance program. The program would be provided to an unprecedented group: not only freshmen and transfers, but also rising sophomores returning to campus the following fall. In so doing, Hiwassee became the first college in Tennessee to offer LRAP broadly to its students.

### DOING WELL BY DOING GOOD

The results of making such a powerful commitment were substantial. Less than one year after announcing the Hiwassee College Advantage, the college saw the number of incoming freshmen and transfers grow by more than 14%. Survey results indicate that much of this increase was due to LRAP — 75% of incoming students surveyed indicated that the Hiwassee College Advantage positively impacted their decision to enroll. Through graduation, the incremental net revenue from additional students gained in just the first year of LRAP will be more than \$214,000.

**14%**  
growth in incoming  
freshmen and transfers

**+34**  
additional new students

**\$214,046**  
incremental net revenue  
through graduation

*"We believe so strongly in our academic programming we are investing in this program for our students to provide them with a cutting edge advantage."*

— DR. ROBIN TRICOLI PRESIDENT

*"This repayment assistance program will help ease much of the stress of student loans and allow me to focus more with on-the-job learning during my first few years of teaching."*

— MCKENZIE  
STUDENT

**LRAP.ORG**  
**877.577.5727**

To learn more about how LRAP can help your institution achieve your enrollment goals, visit us online at: [LRAP.org](http://LRAP.org)

