



COMMITTED TO AFFORDABILITY

Newberry College (Newberry, SC), like many colleges, faced challenges in addressing issues of affordability. Prior to partnering with LRAP Association, Newberry employed several initiatives that sought to ease students' minds with regard to student debt. Newberry officials nonetheless discovered that many prospective students were still ruling out the college because of cost and student debt.

EMPOWERING STUDENTS, PROMOTING ENROLLMENT

During the Fall of 2015, Newberry administrators decided to make an even greater commitment to addressing student debt concerns. They partnered with LRAP Association to provide a resolute solution to students and families considering Newberry: the Newberry College Loan Repayment Promise. Through the program, Newberry would effectively be making a pledge to its students: if your income after graduation is modest, we'll help you repay your student and parent loans.

Newberry became the first institution in South Carolina to offer a loan repayment assistance program (LRAP) to its students, drawing significant media attention.

IMMEDIATE BENEFIT

First-year results of the Loan Repayment Promise were remarkable: a 10.1% increase over the previous year in the number of incoming freshmen and transfer students. These additional students alone represented \$405,964 in additional net tuition revenue, after LRAP fees, through graduation.

10.1%

growth in incoming freshmen and transfers

+34

additional new students

\$405,964

incremental net revenue through graduation

"LRAP has been a trusted partner since day one. They've become an extension of our recruiting efforts and we are very appreciative and thankful of their support and efforts to help us succeed."

- JOEL VANDER HORST DEAN OF ENROLLMENT MGMT

"The Loan Repayment Promise demonstrates our belief in the value of a Newberry College education and our commitment to helping students pursue the career or

- DR. MAURICE SCHERRENS PRESIDENT





