

LRAP

USE LRAP TO SHAPE
ENROLLMENT WITHIN
TARGETED GROUPS

TARGETED USE STRATEGIES

LRAP is customizable to your enrollment goals.

Many institutions market their loan repayment assistance program to pre-qualified groups of students, enabling the college to reach students and families who need the reassurance LRAP provides. Other partners use LRAP as a creative solution for specific areas of enrollment emphasis. Examples include:

OFFER LRAP TO INCOMING TRANSFER STUDENTS WITH DEBT CONCERNS

- Offer LRAP to transfer students who express concern about cost and student debt.
- Help overcome the price and loan shock of the transition to a private institution.

EXAMPLE



RESULTS

- 41 additional transfer students over 2 years.

USE LRAP WITH FINANCIAL AID APPEALS

- LRAP fees are much less expensive than the amount of institutional aid necessary to change decisions.
- Shape your class while also supporting your mission.

EXAMPLE



RESULTS

- 19 additional students.

OFFER TO FAMILIES WHO BORROW PRIVATE AND PLUS LOANS

- Offer LRAP to families who have a gap in their financial aid package and need to take out PLUS and private loans.
- Because LRAP covers PLUS loans, it provides peace of mind to students and parents.

EXAMPLE



RESULTS

- Provided LRAP to 98 families, helping to ease concerns about student debt.

MULTI-FACETED APPROACH

- Offer to those who withdraw their deposit.
- Include LRAP in certain Financial Aid Matrix cells.
- After a certain date, offer to applicants who haven't yet deposited.

EXAMPLE



RESULTS

- 25 additional students.

USE LRAP IN FINANCIAL AID MATRIX CELLS

- Boost headcount and revenue.
- Lower discount rate.
- Shape your class with students in more financially desirable cells.

EXAMPLE



RESULTS

- 5 percentage point increase in yield, and a 2.4 percentage point drop in discount rate.

OFFER LRAP TO ALL NON-DEPOSITS

- After a date of your choosing, make LRAP available to your funnel (all non-deposits).
- Helps students/parents off the fence, without repackaging them.
- Stay true to your "best and final" financial aid offer while adding value.

EXAMPLE



RESULTS

- 22 additional students.

INTERESTED? LRAP.ORG

