



Promoting Access and Affordability

CASE STUDY

KEY RESULTS

Newberry College (Newberry, SC) has experienced a game-changing 34.8% enrollment increase among incoming freshmen and transfers in the 2 years since partnering with LRAP, and an 18.9% increase in fall 2017.

Since their deployment of the Newberry College Loan Repayment Promise, a white label offering of LRAP Association's Loan Repayment Assistance Program, the school is projected to recognize over a million dollars* of incremental net revenue through graduation, even after backing out the fees for the program.

18.9%

FALL '17 INCREASE OF INCOMING FRESHMEN AND TRANSFERS

34.8%

TWO-YEAR INCREASE OF INCOMING FRESHMEN AND TRANSFERS

\$1,715,068

*INCREMENTAL NET REVENUE THROUGH GRADUATION

"Having this option made Newberry College a front-runner in colleges we looked at. It was a big pro for us."

- NEWBERRY COLLEGE PARENT

"LRAP has been a trusted partner since day one. They've become an extension of our recruiting efforts..."

- JOEL VANDER HORST, VICE PRESIDENT OF ENROLLMENT AT NEWBERRY COLLEGE

THEIR LRAP STORY

Our conversations with Newberry College began the way many of our conversations begin; enrollment was on the decline, and pressure was mounting. Their team was working hard to zero in on the problem and discovered that, despite several attempts to ease students' minds, students were still ruling out the college because of cost and fear of student debt.

Through the LRAP Association backed Newberry College Loan Repayment Promise, the school now gives students, parents, and caregivers freedom from that fear. Newberry provides LRAP for all of their incoming students, and the impact is obvious.

NOT OUR LRAP, YOUR LRAP

Every school we partner with is unique, and we customize LRAP to best meet their needs. Newberry didn't immediately offer their LRAP program to all students during recruiting. Initially, the school piloted the program only to a targeted set of prospects.

These were students who knew that going to Newberry was right, but for whom the fear and doubt about the cost of that choice was too great. It wasn't long, however, before the team at Newberry realized that providing the LRAP program to all students could have a significant impact on enrollment.

Newberry soon became the first institution in South Carolina to offer LRAP to all incoming students, drawing media attention, and demonstrating a clear commitment to addressing access and affordability. Each year, LRAP works diligently with Newberry (and all our partner schools) to help them tailor, explain, and promote their LRAP program. We do this because we believe every student, parent, and caregiver deserves the right to make their college choice free from fear and doubt.

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