

ARE PROSPECTIVE STUDENTS STUCK IN YOUR FUNNEL?

LRAP helps engage unresponsive prospects and move them through your admissions funnel by addressing fears caused by the need for student and parent loans.

Below are results from just two of our partner colleges who experienced enrollment success by offering LRAP selectively to prospective students whom they identified as unresponsive or disengaged.



Cairn University targeted inquiries, applicants, and non-deposited prospects who had not engaged in 30 days or more.

17 additional new students enrolled after being offered LRAP, 11 freshmen and 6 transfers.

40% of students indicated they would not have enrolled at Cairn without LRAP.

\$102K of additional net revenue was projected, through graduation, from only those students who would not have enrolled without LRAP, after LRAP fees for all.

Seattle Pacific University targeted admitted prospective students who had been unresponsive for 60 days or more.

99 additional new students enrolled after being offered LRAP.

42% of students said they would not have enrolled at SPU without LRAP.

\$1.7M of additional net revenue was projected, through graduation, from only those students who would not have enrolled without LRAP, after LRAP fees for all.

"Without [LRAP] I probably wouldn't be able to come to Cairn. I believe this is an awesome opportunity and... I'm excited about what the future holds."

CAIRN UNIVERSITY STUDENT

"I was undecided on what my options [were before LRAP]. I know now I can finalize my registration with peace of mind."

CAIRN UNIVERSITY STUDENT

"I would not have been able to come to Seattle Pacific University if it weren't for [LRAP]."

SEATTLE PACIFIC UNIVERSITY STUDENT

"The Seattle Pacific University loan repayment assistance program has allowed me to enroll at Seattle Pacific University without concern that I won't be able to pay back my loans."

SEATTLE PACIFIC UNIVERSITY STUDENT

Regardless of the size of your entering class or scope of your enrollment goals, you likely have stale prospects stuck in your funnel. LRAP engages those stalled prospects by addressing their fears about student and parent debt.

What's more, LRAP will help ensure success by clearly communicating the value of the program to prospects and their families, allowing your already busy team to focus on prospects that are engaged; both currently and those that LRAP's efforts re-engage.

Both university partners above began by targeting unresponsive prospects, and, after favorable results, expanded their use of LRAP. A pilot program using LRAP to drive action in stalled prospects provides solid "proof of concept" for your campus.

WANT TO LEARN MORE? [LRAP.ORG](https://www.lrap.org)

