

RNL Survey: How Student Debt and LRAPs Impact Family Decisions

A survey of 6,400+ families on how concerns about loans — and an enrollment tool that relieves those fears — impact college choice



What are LRAPs?

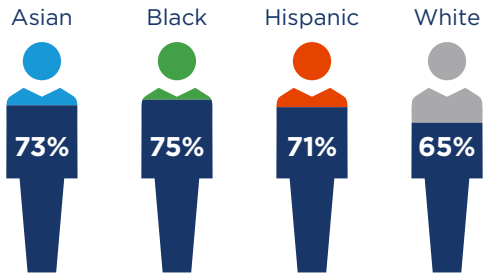
Loan Repayment Assistance Programs (LRAPs) are an enrollment tool college administrators use to impact yield and improve access. By promising to help repay student and parent loans if income after graduation is modest, LRAPs provide the financial peace of mind families need to commit to your institution.

How do concerns about debt impact students' college planning?

68%

Families that said loan concerns are negatively impacting their students' college planning

How student loans negatively impact college planning, broken down by ethnicity



How student loans negatively impact college planning, broken down by family income

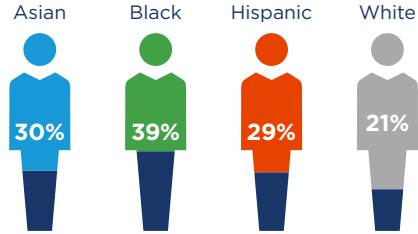
Less than \$30,000	76%
\$30,000 to \$59,999	74%
\$60,000 to \$99,999	76%
\$100,000 to \$149,999	68%
\$150,000 or more	61%

How do LRAPs influence enrollment?

23%

Families that would likely favor an institution offering an LRAP.

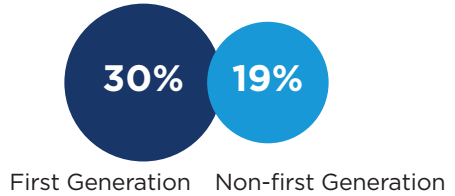
LRAPs influence enrollment, broken down by ethnicity



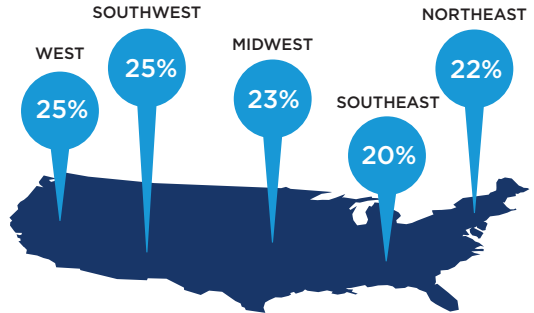
LRAPs influence enrollment, broken down by family income

Less than \$30,000	54%
\$30,000 to \$59,999	39%
\$60,000 to \$99,999	34%
\$100,000 to \$149,999	22%
\$150,000 or more	15%

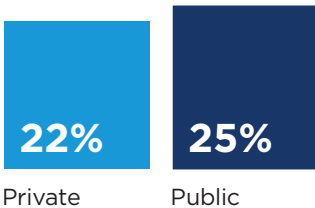
LRAPs influence enrollment, broken down by first generation status



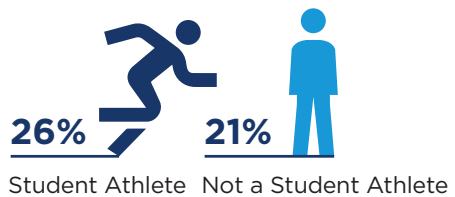
LRAPs influence enrollment, broken down by region



LRAPs influence enrollment, broken down by institution type



LRAPs influence enrollment, broken down by student athlete status



A Proven Enrollment Solution

In 2021, RNL surveyed 1,200 families of matriculant and non-matriculant students at several of Ardeo's partner institutions. The survey found:



16.1%

Matriculated families that said their student would not have enrolled at their chosen institution without LRAP.



65.3%

Matriculated families that strongly agreed or agreed LRAPs positively influenced their student's decision to enroll.



24.6%

Matriculated families of color that said their student would not have enrolled without LRAP.

Do you have a minute to spare? Get a quick overview of how LRAPs help institutions improve access and enrollment on our website.



ardeoeducation.org/how-lraps-help

Ardeo Education Solutions is a public benefit company dedicated to improving access to the life-changing impact of higher education.

Citations

Ruffalo Noel Levitz, CampusESP & Ardeo Education (2022). Prospective Family Engagement Report. Cedar Rapids, Iowa: Ruffalo Noel Levitz.

RNL and Ardeo Education Solutions (2021). 2021 Admitted Student Family Report. Cedar Rapids, Iowa: Ruffalo Noel Levitz.



ardeo.org | info@ardeo.org