

## LRAPs Change Enrollment Decisions in Favor of Your Institution

Speaker 1 ([00:03](#)):

Our students still borrow an average of around \$30,000 by the time they graduate, which is right around the national average. And you know, that's still a scary number to a lot of students and families. There's still a lot of anxiety about borrowing to pay for your education. So even though at the undergraduate level I was dealing with a much lower average loan debt, I knew it was still a concern for our students and their families and thought that, an LRAP would go a long way towards helping them feel more comfortable about taking out the loans that would be necessary for them to enroll at the institution or to stay at the institution. The one story that you know always sticks in my mind is actually one of the students who deposited, when we first used this on a stale funnel approach, and she was ready, she had been accepted to PLU but was just nervous about coming because of the cost and because of having to borrow loans.

Speaker 1 ([00:55](#)):

And she was ready at that point, at the end of May when we offered her the LRAP. She was ready at that point to attend a community college. But being offered an LRAP really turned her around in terms of her decision making. And she is actually the feature student in the story that we used with our local newspaper when we finally decided to go provide to all, because she really did a 180 in terms of where she was going to decide to go on to post-secondary education after high school. It went from community college and a 180 turn back to PLU simply because of this product. One of the best things about using this tool is the calling team that Ardeo has and the follow up they can do with our students to one, make sure that they're familiar with the product to see if they have any questions. And a lot of times it's the folks who are able to get in touch with these students sometimes when we're not able to or to get other information from them that we're not able to, and we're able to, you know, feed this over into our CRM and our admission counselors are able to use, you know, additional information in their recruiting that they otherwise wouldn't have.