

Brandi Chauncey, Manchester University (00:04):

Brandi Chauncey, Director of Admissions at Manchester University. I've been working in admissions for about 15 years. In 2022, we partnered with the LRAP. Manchester was having a very, we're struggling enrollment and so we did a late push trying to just get some late interest enrollments. We targeted social work students. We had some students in our pipeline that had not either committed to Manchester or actually had moved forward in process. We saw the potential. So the next year in '23, we added more academic areas, specifically targeting arts and humanities. And we expanded to some geographic. We had about a 12% growth in our incoming class. So we in '24, we expanded more and we kept those academic programs, but geographically we added a couple more counties. Our enrollments with LRAP. Manchester's up about 20% from last year. We had almost doubled the students who attended Manchester and added LRAP. One of our counties. We doubled the enrollment specifically from that county. So a lot of great success there. Working with Ardeo team has actually been a lot of fun.

(01:17):

I enjoy our monthly check-ins, seeing the data, talking not only just about where we are with LRAP, but talking higher education in general. What Manchester is doing, I feel very supported. When I reach out to our representative and ask questions, I get quick responses. The feedback we've received from students and families about LRAP has been overwhelmingly positive. Where Manchester is located, we have a lot of first generation. We have families that are working families, never sent a child to college, don't understand financial aid, and so all they hear about is debt. And when we present LRAP and Ardeo does a great job with their calling center and talking families through what LRAP actually means, 25 to 30% of our students that are offered LRAP are saying, I would've not chose to come to Manchester or come to college at all because of my concern about debt. But LRAP gives me some of that ease, makes me feel more confident in my choices.