

Katie Condon-Martin, Eastern Michigan University ([00:04](#)):

So my name is Katie Condon. I'm vice President of Enrollment Management at Eastern Michigan University, and we use our LRAP in a variety of different ways. We wanted to ease the burden for student loans for our students, and so being mindful of the students that we were recruiting to our campus, there was some loan aversion that we had experienced. And on top of that, we had also experienced several years of enrollment declines. And so we needed another tool in our toolkit to be able to recruit students to Eastern, especially because we're not always the first choice school for students. They're looking for those big brand schools, but we are really confident in the education that we can provide to students and the opportunities that we provide at the cost that we provide. And so we wanted to make sure that loan aversion was not part of the equation when students were choosing Eastern Michigan University.

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And so that's one of the reasons, and that's one of the ways that we're using the LRAP is to make sure that we're serving our mission and our students in the best way possible. Our use of LRAP has impacted our enrollment. We are new in using LRAP for our enrollment at Eastern Michigan University, but this year we used it as a yield tool really late in our funnel thanks to all of the FAFSA issues that we did encounter. And we were able to enroll over 40 students after June 15th, which is a great metric for us. One piece of feedback that we've received from students and families in regards to their LRAP offer from Eastern Michigan University has been that it has helped them make their college decision and moved Eastern to be their top choice of schools that they were considering. So Eastern Michigan University started as a teacher's college, and so we're using our LRAP as an opportunity for us to continue that mission and support future educators because we know that there's a lot of hurdles to be an educator in Michigan and in the U.S. And so this is another way for us to show the support and just show that Eastern supports future educators.

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My experience in working with the Ardeo team has been excellent. What we've seen, especially at Eastern over this last year was the LRAP was actually more beneficial and more impactful to our enrollment than doing things like one-off housing grants that you may try to do late in the funnel to try to fill your class and looking at this as an opportunity to be able to meet students where they are and set your institution apart a little bit.