PREDICTING ENROLLMENT WITH SMARTER DATA
A Focus on Freshman Warriors

Wisconsin Lutheran College, an independent, nationally-ranked Christian college in Milwaukee, faced years of flat enrollment and revenue. College Raptor's Predictive Modeling and Financial Aid Leveraging guided a strategy that refined WLC's approach to get more students to campus.

WLC'S CHALLENGE

Wisconsin Lutheran had previously worked with a large consulting firm for many years, but WLC was unable to hit its goals. Freshman enrollment growth was stagnant. Year after year, they relied on the same methods with consistently lackluster results.

Both the admissions and leadership teams knew that the college needed a creative approach to revitalize their recruitment efforts and focus financial aid dollars on the right students.

"College Raptor took the focus off the financial aid consultant and put it squarely on the data. It empowered our college's leadership team to make an informed decision about our strategic path."

—Lucas Faust
Vice President of Enrollment

COLLABORATING WITH COLLEGE RAPTOR TO OVERCOME ENROLLMENT CHALLENGES

Campus leaders noticed an immediate change—they were empowered to make critical decisions to grow applications and improve yield rates. These new tools helped WLC allocate their budget where it was needed most.

College Raptor's unique method takes a wider, holistic approach by combining the college's historical enrollment data with insights on competitors and each student's individual situation using College Raptor's proprietary algorithms.

24% growth in admitted students

74 additional freshman

$1.1M increase in net revenue

"College Raptor provided an opportunity for our campus leaders to truly assess data and overlay that with competitor data. We moved from the back seat to the driver's seat in developing our plans for leveraging precious financial aid dollars."
—Lucas Faust

Struggling to optimize your recruitment efforts?
Contact College Raptor at **sales@collegeraptor.com** or **319-849-7101**.