

# Financial Aid Leveraging

The best financial aid strategy comes from the best data. With College Raptor, we analyze your historical enrollment information along with real-world competitive market data. This additional dimension allows us to develop the smartest awarding strategies possible for your campus. Our personalized, consultative approach has helped our campus partners increase headcount, grow net tuition revenue, manage discount rate, shape class profile, and more.

## Competitive Insights

In addition to your historical information we use market research, individual student enrollment predictors, competitor analysis, and more to help you build truly comprehensive and optimized awarding models. Our models are driven by data and designed to achieve your specific goals.

## Full Funnel

Financial aid is important at every stage of the enrollment cycle, not just during yield season. We can include estimates of your prospective students' EFC, enabling you to model the impact of different pricing and awarding strategies across the full spectrum of your prospective student pool, regardless of whether they've applied or filed a FAFSA.

## Multiple Custom Strategies

Your institution, students, and values are unique, and your financial aid awarding strategy should be too. We develop hundreds of scenarios based on your goals and then test them all to understand the impact on headcount, net revenue, and class profile, and work with you to arrive at the best plan for your needs.

## Customized, Continual Support

The work doesn't end when we deliver your awarding strategy. We know that any number of factors can impact enrollment throughout the cycle so we believe in ongoing personalized support. We monitor enrollment progress, rescore students regularly, and discuss possible adjustments in order to maximize emerging opportunities. With College Raptor, you will have constant access and complete commitment because your successes define ours.

**+34%**

Growth in first-year student headcount after one cycle with College Raptor



**+\$1.1M**

Increased net tuition revenue by more than a million dollars in first year of partnership

*"We had lofty goals for enrollment growth each year, but our freshmen numbers never quite reached those aspirations. We had been in a recurring cycle using the same financial aid leveraging system for many years and our results were predictably similar. The approach we took with College Raptor took the focus off of the financial aid consultant and put it squarely on the data and empowered our college's leadership team to make an informed decision about the strategic path we wanted to pursue. This process increased the engagement of our entire leadership team and helped to foster a shared sense of responsibility and accountability surrounding our enrollment goals."*

Lucas Faust, Vice President for Enrollment, Wisconsin Lutheran College

LEVERAGE

# A more intelligent approach to enrollment services

College Raptor is a strategic enrollment management service provider like no other. Powered by artificial intelligence (AI) and built on our revolutionary college matching platform, we leverage unique competitive data and analysis to help you make the best strategic decisions and achieve your enrollment goals.

Our customized higher education solutions include financial aid leveraging and optimization, predictive modeling for recruitment and retention, early EFC estimates, competitor financial aid insights, student lead generation, and the best net price calculator available today.

We're trusted by hundreds of colleges and universities across the country and have helped them effectively communicate affordability, target the right students, boost yield, grow headcount, increase net revenue, shape class profile, and more.

We are committed to the success of our campus partners and we invite you to learn more about what College Raptor can do for you and your institution.



# ENROLLMENT



Let us help you achieve your enrollment goals. Contact us by email at [sales@collegeraptor.com](mailto:sales@collegeraptor.com) or by phone at (319) 849-7101.