



# FINANCIAL AID LEVERAGING

## HIT YOUR ENROLLMENT & NET REVENUE GOALS

Maximizing yield while recognizing financial aid budgets and net tuition revenue constraints can be challenging. College Raptor develops aid strategies to optimize an institution's enrollment and revenue goals and meet other key objectives.

### DATA-DRIVEN SOLUTIONS TO ENROLLMENT CHALLENGES

Campuses utilize College Raptor's Financial Aid Leveraging service to:

- ✓ Improve student yield
- ✓ Increase net revenue
- ✓ Grow new student enrollment
- ✓ Enhance academic profile
- ✓ Manage discount rate

### THE ART OF DATA SCIENCE

College Raptor's team of experts have worked with hundreds of campuses to address and conquer their enrollment challenges. Advanced statistical modeling incorporating proprietary fit scores combined with intuition acquired over decades of professional experience, College Raptor's consultants interpret and contextualize a campus' situation and provide strategies to meet their goals. There is no cookie-cutter financial aid solution. We collaborate with our campus partners to ensure success.

### CASE STUDY:

**INCREASED HEADCOUNT BY 34%**  
**GENERATED \$1.1 MILLION IN REVENUE**

By partnering with College Raptor for Financial Aid Leveraging, a private institution reached its strategic goal by growing freshmen headcount by 34% and \$1.1 million in additional annual net revenue. The campus benefited from College Raptor's expertise in data modeling and financial aid strategies to build a plan for success.

**+34%**

First-year student enrollment growth after the initial year of partnering with College Raptor

**+\$1,100,000**

The additional net revenue resulting from incorporating College Raptor's financial aid model

For more information, contact College Raptor at [sales@collegeraptor.com](mailto:sales@collegeraptor.com) or 319-849-7101



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## CUSTOM STRATEGIES TO HELP SCHOOLS & STUDENTS

Campus objectives are often more complex than just growing enrollment or increasing net revenue. Throughout the exploration process, we continually evaluate multiple options with financial aid teams and explore how each approach could address campus-specific goals. College Raptor tailors its advice and models to keep targets at the forefront of the college's financial aid strategy.

### THE COLLEGE RAPTOR DIFFERENCE

Every enrollment stage is important in our financial aid modeling process.

- ✓ Analysis begins with historical awarding and enrollment data to create an institution-specific base model. Because College Raptor can estimate any student's EFC at the ZIP +4 level, our models can measure the impact of financial aid strategy for students even if they have not applied or submitted a FAFSA.
- ✓ We then layer in College Raptor's predictive modeling algorithms to add competitive insights from other colleges and create headcount, revenue, and discount rate forecasts for various awarding methodologies.
- ✓ College Raptor's enrollment experts will work throughout the year to help make sure its campus partner is on track to achieve enrollment and revenue objectives.



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