

LRAP CASE STUDY

Oklahoma Wesleyan University

Helping students and families overcome the fear of debt and reinforcing the value of a college degree



“OKWU is passionate about giving every student the opportunity to pursue [their calling] and our program allows them to do so without undue concern about repayment of student loans.”
- Dr. Everett Piper, President

Challenge:

Oklahoma Wesleyan University’s commitment to mission and quality academics led to their recognition as a top-tier university by US News & World Report and Forbes – but their students and families were still concerned about the long-term impact of educational debt. Under the leadership of Dr. Everett Piper, President of OKWU, the enrollment team began searching for innovative solutions to relieve undue student loan concerns, while reinforcing the lasting value of their degrees.

Solution:

OKWU partnered with LRAP Association to create the PURSUE Loan Repayment Assistance Program (LRAP). Their leadership team recognized the program’s alignment with their mission and values, and decided to become the first university in Oklahoma to provide LRAP to their entire incoming class – thereby securing a competitive advantage in the region.

Results:

First-year results for the PURSUE LRAP were impressive. They secured their largest incoming class ever, experiencing a 12.7% increase in freshmen. Acknowledging the PURSUE LRAP as one of the key reasons for their growth, OKWU secured an additional 23 students which resulted in an additional net revenue of \$345,000 in their first year, and a projected full benefit of more than \$1 million through graduation. **LRAP works.**

PURSUE

12.7%

Increase in incoming freshman

\$1.0M

Projected Net Revenue through graduation

“We had record enrollment this year, a 12.7% increase in freshmen. LRAP was one of the key reasons for our growth. Many of our students would not have entertained a conversation with us before they had LRAP.”
- Samantha Peterson, Associate Vice President of Enrollment