



ENROLLMENT SERVICES

Achieve your enrollment goals with AI,
competitive data, and customized solutions.

CollegeRaptor 

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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

Net Price Calculator

College Raptor's industry-leading NPC helps you communicate affordability and value to your prospective students in the best possible way.

Mobile-Friendly Design

College Raptor's net price calculator was designed to look great and function flawlessly across all devices, allowing you to meet students where they are and provide useful information with a great user experience.

Seamless Website Integration

By integrating the NPC into your website you can increase engagement, maintain brand consistency, and deliver a superior user experience. We also make implementation easy, matching your exact colors and font and embedding into any of your web pages with only a few lines of code.

Fully Customizable

We believe it's important to provide accurate, personalized net price estimates to all of your prospective students. We build each NPC from scratch to reflect your unique financial aid strategy, and we do all the programming work for you. Just send us your costs and awarding parameters, and we'll deliver a net price calculator tailor-made for your institution.

High Completion Rates

We provide multiple pathways for students and parents to complete the calculator depending on how much financial information they have on hand at the time. Pair that with our smart design, and you get the best combination of high completion rates, accurate results, and user-friendliness available today.

Integrated Lead Generation

Our campus partners generate thousands of qualified inquiries each year through their NPC alone, making it a critical component of their enrollment strategy. With easy usage report delivery and on-demand access to your data, you'll have the tools to increase conversions and meet your goals.

#1

College Raptor was recently rated the top enrollment services software provider on Enrollify.org

99%

Over 99% of College Raptor's current NPC partners would recommend us to others in their networks

"College Raptor's calculator has been a great addition to our recruitment toolkit. In addition to their great customer service, the calculator alone has demonstrated how affordable a USD education can be and generated quality leads for our recruitment team."

Scott Pohlson, Vice President for Enrollment, Marketing and Communication, University of South Dakota

220+

More than 220 colleges and universities use College Raptor to deliver their net price calculator

1000s

Your College Raptor NPC can help you generate thousands of qualified inquiries every year, increasing ROI and better supporting your overall enrollment strategy

VALUE

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

Predictive Modeling

College Raptor's ground-breaking predictive modeling solution harnesses the power of advanced AI and proprietary algorithms to help you target and recruit the best class possible, as efficiently as possible.

The Student Perspective

You might know how well a student fits your institution, but do you know how your institution fits within that student's various college options? We do—because of our innovative college discovery platform—and this unique, comparative, and powerful insight into the student perspective allows us to build revolutionary predictive models that go far beyond simple historical enrollment analysis.

Net Price Consideration

Affordability is an important factor in college choice and it plays an important role in our modeling as well. College Raptor's unique ability to estimate any student's EFC at any enrollment stage helps us create more accurate and insightful models by understanding that crucial data point.

Constant Monitoring

We support you throughout your entire enrollment cycle, providing you with regular scoring updates for new prospects and inquiries, and reprioritizing existing ones. Expect expert guidance as we work alongside you to track your enrollment success.

Proven Effectiveness

College Raptor's innovative, one-of-a-kind predictive modeling service produces remarkable results. One campus partner dramatically increased their new student enrollment: up 48% in the first year with College Raptor, and up an additional 24% the following year, exceeding headcount and net revenue goals.



+24%

Additional growth in new students in second year with College Raptor

+48%

Growth in new students in first year with College Raptor

Count of new students before using College Raptor

PREDICT

FinanceFirst®

College Raptor's FinanceFirst® service provides you with personalized estimates of Expected Family Contributions (EFCs) for every prospect, inquiry, and applicant—even before they file the FAFSA. This unique insight allows you to optimize comm flows, addressing affordability and communicating value earlier in the cycle, and it can also help you identify strategic opportunities based on your specific prospect pool.

Personalized Estimates for Every Student

Using aggregated financial data based on the student's location (down to the ZIP+4 level) we give you personalized EFC estimates for every prospective student in your database—earlier than ever before.

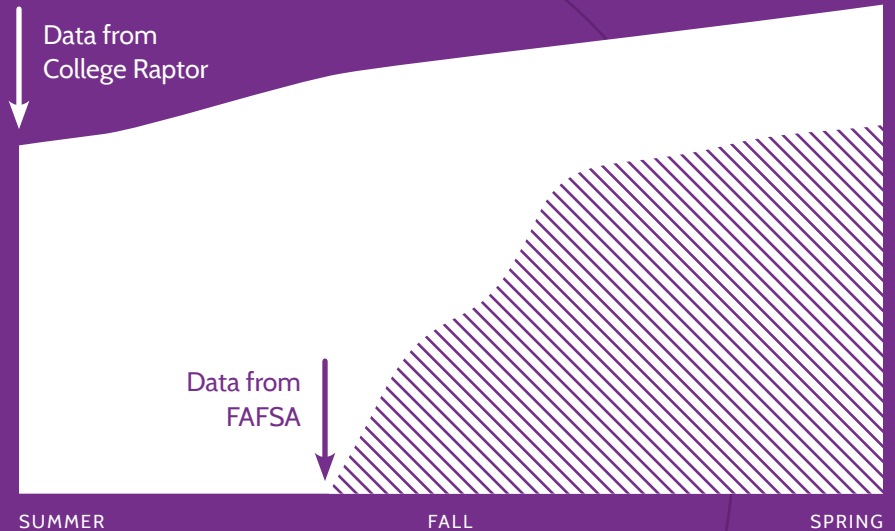
Tailor Your Communications

With this metric in hand, you can segment communication flows and shape content to address potential affordability concerns early. You can deliver the right messages about cost and aid to the right students at the right time in order to increase conversions and give students the insights they need to enroll.

Create Better Forecasts and Strategies

Incorporating EFC data for all of your prospective students into your funnel analysis at the beginning will give you deeper insights and better understanding. You'll have the tools to develop more accurate forecasts and identify more opportunities for strategic outreach.

EFC Data



ESTIMATE

InsightFA®

Understanding your competition is crucial to meeting your enrollment goals. You need to know your differentiators, how your value proposition compares, and importantly, how your financial aid awarding strategy stacks up. With InsightFA® from College Raptor, you get competitive financial aid awarding insights that give you the intelligence you need to be a step ahead.

Advanced AI

Our advanced AI data models are used to estimate each of your prospective students' net price and overall fit score at up to 20 selected competitor institutions. This wholly unique service gives you valuable comparative insights and the power to build smart, informed strategies.

Early Aid Awareness

Early awareness of competitors' estimated aid packages can provide an important perspective on how your net price positions you in your market, and can empower you to develop the most advantageous awarding strategies.

Improve Your Yield

This unique competitive advantage can be used to improve your yield by strategically optimizing your awarding strategies in the context of your competition. Keeping you one step ahead of your market will help you meet your enrollment and net revenue targets.



INSIGHT

Student 1

INSTITUTION A
56.4 **\$21,357**
MATCH SCORE NET PRICE

INSTITUTION B
68.1 **\$34,091**
MATCH SCORE NET PRICE

INSTITUTION C
68.8 **\$20,002**
MATCH SCORE NET PRICE

Student 2

INSTITUTION A
80.9 **\$20,871**
MATCH SCORE NET PRICE

INSTITUTION B
76.7 **\$32,977**
MATCH SCORE NET PRICE

INSTITUTION C
59.6 **\$25,340**
MATCH SCORE NET PRICE

Student 3

INSTITUTION A
91.1 **\$20,443**
MATCH SCORE NET PRICE

INSTITUTION B
78.3 **\$33,101**
MATCH SCORE NET PRICE

INSTITUTION C
89.7 **\$24,490**
MATCH SCORE NET PRICE

Student 4

INSTITUTION A
57.4 **\$18,650**
MATCH SCORE NET PRICE

INSTITUTION B
79.3 **\$33,229**
MATCH SCORE NET PRICE

INSTITUTION C
58.5 **\$26,126**
MATCH SCORE NET PRICE

Student Lead Generation

College Raptor's one-of-a-kind college discovery platform creates a uniquely detailed database of prospective student records. And our proprietary matching algorithms do all the work to determine the students with the highest enrollment probability for your institution. With College Raptor, name buys have never been easier.

Strongest Matches

One of the most important indicators of lead quality and likelihood of enrollment is fit. College Raptor's advanced algorithms match students to your institution by analyzing comparative data on unique variables, including net price, academics, and college preferences to deliver the highest-converting leads.

Extensive Database

Prospective college students are visiting College Raptor's college discovery website and user-friendly mobile app every day. Learn who those qualified students are real-time and connect with them earlier in their search process to drive inquiries, applications, and enrollments.

Data-Rich Lead Files

College Raptor gives you a competitive advantage in every lead file. Each student record contains valuable information including estimated EFC to empower your recruitment strategy and increase your ROI.

Real-Time Delivery

Unlike traditional search services, College Raptor's leads are delivered constantly throughout the year. This allows admissions teams to connect with qualified prospective students right away, increasing engagement, creating lasting relationships, and building commitment to your institution.

"Great product and service."

"Top-notch product backed with the best in customer service!"

"Top notch service and cost effective!"

"Great to work with."

"Made a Complicated Process Easy"

6 Million

annual College Raptor users

50+

data points on each student, including grades, test scores, and EFC estimates

"They do the heavy lifting!"

"Supportive and Responsive Staff"

"Easy Implementation"

"Provides great customer service!"


"Excellent response time to data adjustments"

DISCOVER

Enrollment Services

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



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collegeraptor.com/enrollment-services