



Wabash.

Type of Institution: 4-Year Private
Campus Location: Crawfordsville, IN

STUDENT POPULATION

Undergraduate students	862
Students eligible for Pell Grants	25%
Students receiving federal loans	68%
Typical federal loan total	\$23,625-
debt after graduation	\$27,000
Average annual cost	\$21,870
Graduation rate within 8 years	73%

Source: collegescorecard.ed.gov

Wabash College Stands Behind Every Student

Wabash College is a small, 4-year private college located in Crawfordsville, Indiana. They are one of only three remaining all-male liberal arts colleges in the country. Wabash has graduated Rhodes Scholars and Academic All-Americans and has only one rule of conduct for their students, known as their Gentlemen's Rule. It states, *"The student is expected to conduct himself at all times, both on and off campus, as a gentleman and a responsible citizen."*

The Challenge and Goal

Wabash's default prevention challenge isn't about needing to reduce their Cohort Default Rate (CDR), which is already low. Rather, it's about acting in the Wabash way and being a responsible corporate citizen by helping a small number of students who need a little extra help to find repayment success. And, finding a way to accomplish it in smart and cost-effective way.

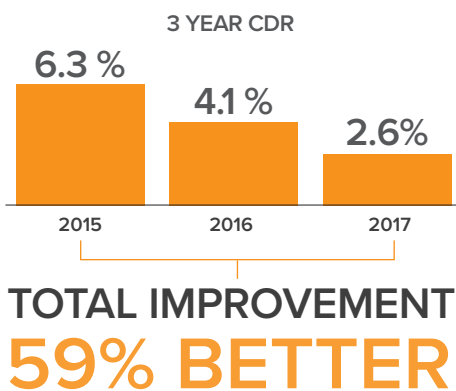
According to Alex DeLonis, Director of Student Financial Aid, Wabash College, *"We're a small staff, and we know that it takes a lot of outreach, time, and effort to be able to get through to students. It might take numerous phone calls, letters, and messages to even get one response. And that's a big effort for a small staff with a lot on our plate."*

Case Study: Wabash College

Knowing Wabash could partner with Ascendium and pay per transaction, given their small student population, made smart sense. *“There are vendors out there that would say here’s the flat fee, this is how much you would pay for the service—and it’s similar to what a large public would pay. That just doesn’t make good fiscal sense for a small school like ours,”* said Alex.

Wabash’s mission is *“to educate men to think critically, act responsibly, lead effectively, and live humanely.”* So it’s not surprising they’re going after the lofty goal of zero students in default. Alex went on to say, *“We know that prospective families may use default rates as something to evaluate the health and strength of Wabash. So, the lower the default rate the better. It’s a health indicator of our school.”*

Wabash College reduced
their cohort default rate
using **Cohort Catalyst**



The Solution

In 2018, Wabash added Ascendium’s default prevention counseling and outreach services to their arsenal of tools and services to fight student loan default. The main reason being they could get closer to achieving their goal of zero students in default. Counseling includes emails, phone calls, and skip trace research from a group of experts who mirror the care and respect Wabash has for their students.

The Results

Alex and the Wabash team are more than satisfied with the outcome. *“We were working with another company that we went away from to work with Ascendium. And our staff has nothing but great things to say. I’ve been very, very impressed... we are more than satisfied with our return on investment,”* said Alex.

“We are more than satisfied with our return on investment.”

Alex DeLonis Director of Student Financial Aid, Wabash College

Learn more at attigo.com

