

Lipscomb University uses Digital Engagement Data to Overhaul Enrollment Models after COVID-19

Rapid Insight equipped us to better identify those applicants who were likely to apply, better spend our marketing dollars, and develop a strategy for who to send admissions materials to.

— Kelley Graham

Director of Enrollment Technology
Lipscomb University



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challenge

In 2017, Kelley Graham, Lipscomb University's Sr. Director of Enrollment Technology, built a predictive model to forecast enrollment likelihood. The model identified on-campus visits and test scores as the highest indicators of likelihood to enroll. COVID-19 abruptly made both indicators irrelevant. Graham had to quickly identify alternatives to keep the model viable.

solution

With the shift to fully-online education, Graham dedicated resources to measuring online applicant engagement across Lipscomb's graduate, undergraduate, and online schools. Using this digital engagement data, Graham updated her existing model to incorporate the newly-established enrollment engagement score.

outcome

Lipscomb's recruitment team expected that, as a result of COVID-19, they'd be unable to focus outreach the way they had in the past. Instead, thanks to Graham's efforts and Rapid Insight's flexible tools, Lipscomb had a functioning predictive model and could continue to conduct targeted, efficient outreach.

future plans

The enrollment engagement score and model addressed Lipscomb's immediate needs, but graham plans to develop the model further. She will compare engagement modeling scores to Lipscomb's geomarkets. This will help Lipscomb identify and capitalize on new market opportunities.