Predictive Modeling Process and Deliverables

**Step 1: Model Development**

Using historical enrollment data (ideally, at least 3-5 years’ worth), a predictive model of enrollment will be created. The source data typically reside in the institution’s CRM and are delivered in an Excel spreadsheet that will look something like:

A screenshot of a computer

Description automatically generated with medium confidence

In this example, a 0/1 in the Enrolled column indicates whether the admitted student ultimately did or did not enroll. “Enrolled” is the dependent variable in our model - the variable which we want to predict going forward. We will use the other variables in the spreadsheet to create the model of enrollment propensity.

Because we know the enrollment outcomes of these historical records, we can understand how the model is likely to perform on data in the future when we don’t already know the enrollment-related outcome.

**Step 2: Predicting Forward-Looking Data**

We will run applicants through the model and add two columns to what you supplied before returning it to you: A true/false prediction as to whether that student will or will not enroll as well as a percentage likelihood score that ranges from 0-100%.

A screenshot of a calendar

Description automatically generated with medium confidence

The propensity scores associated with each prospective student can be used to inform recruitment strategy. For example, those prospective students with higher enrollment likelihood scores might receive higher levels of outreach from admissions. Understanding the characteristics contributing to enrollment propensity can inform verbal and visual messaging strategy.

**Pricing**

* $10,000 for initial model development
* $0.50 per applicant with scoring of new names performed weekly