PREDICTIVE MODELING

BETTER MODELS
+ BETTER DATA
BETTER ROI

College Raptor's Predictive Modeling service gives admission offices the insight they need to target students that are most likely to apply, deposit, and enroll. Our unique approach incorporates an institution's historical enrollment data and College Raptor's proprietary algorithms, which other providers cannot include, to build the most accurate and comprehensive predictive model.
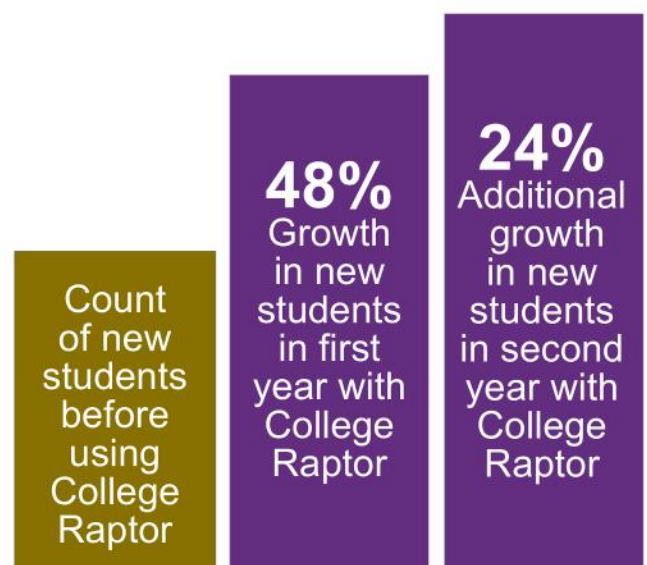
PROVEN EFFECTIVENESS. PROVEN RESULTS.

Remove the guesswork in prioritizing prospective students and let us turn student data into actionable recruitment tasks. Campuses that utilize College Raptor's predictive models typically generate more than 80% of their enrollees from only 20% of their prospect pools. This saves time and money by focusing limited resources on the best prospects and strategies to enroll them.

CASE STUDY:
48% ENROLLMENT GROWTH THROUGH COLLEGE RAPTOR PARTNERSHIP

A private Midwestern college enlisted the expertise of College Raptor consultants and its predictive modeling service to achieve a strategic goal of dramatically increasing new student enrollment and growing net-tuition revenue. By leveraging the custom predictive model to identify prospects with the highest propensity to enroll and yield strategies provided by the College Raptor team, the campus exceeded enrollment and revenue goals while improving their academic profile.

Count of new students before using College Raptor

48% Growth in new students in first year with College Raptor

24% Additional growth in new students in second year with College Raptor

For more information, contact College Raptor at **sales@collegeraptor.com** or **319-849-7101**

A NEW DIMENSION IN PREDICTIVE MODELING

College Raptor's revolutionary approach to predictive modeling builds on historical enrollment data by adding comparative fit scores for each prospective student. These fit scores show how a campus' pricing, academic profile, majors, location, and other facets stack up to competitive institutions for each student based on their unique attributes. No other provider uses this multidimensional approach of including fit score data like relative net price, giving you a robust model that can only be built by College Raptor.

HOW WE BUILD, SCORE, AND IMPLEMENT OUR MODELS

- The institution gathers and shares historical admission and financial aid data from enrolling and non-enrolling students
- College Raptor's analysts run each record through proprietary algorithms to append relative fit scores that are unique to College Raptor's service
- Using advanced statistical methods, College Raptor builds actionable predictive models
- The institution supplies data on current prospects, inquiries, and applicants that College Raptor scores to determine each student's likelihood of applying and enrolling
- Bi-weekly scoring evaluates new prospects and reprioritizes existing prospects
- Ongoing tracking to measure success throughout the enrollment cycle

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