



Summer Prep for Smarter Fall Decisions with Rapid Insight's Predict

June 26, 2025



Meet Your Presenters



Lily Brennan

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Data and Analytics*

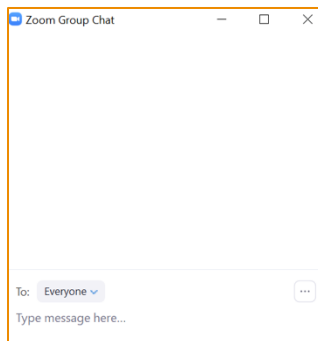


James Cousins

*Senior Strategic Leader,
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Using Zoom

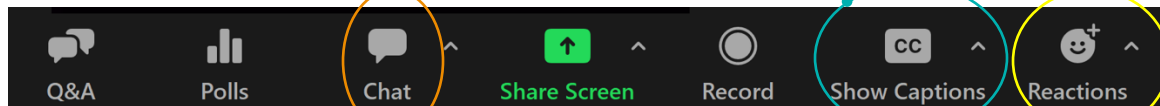
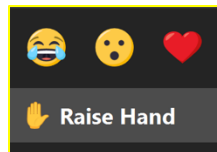
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Join the Discussion

Use the **chat** to share your thoughts, experiences and resources

Enable Closed Captions and Show Subtitle or View Full Transcript



Give the Chat a Try!



If you could use predictive modeling to answer one question (at work or in your personal life) what would it be?

Which admitted students are most likely to enroll at our institution?

Will this be the year my garden survives past August?



How likely is my toddler to actually eat the dinner I make tonight?

Which students are most likely to struggle in our intro-level math courses?

or something else!



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- 1 Overview & Objectives
- 2 Understanding Predictive Modeling
- 3 Demo: Building a Model in Predict
- 4 Tips and Inspiration for a Solid Predictive Model
- 5 Q&A and Next Steps

Today's Objectives



Understand how Predict can support **quick, practical questions**.

1

2

Demystify predictive modeling—no coding, no stress.

Spark ideas for use across departments.

3

4

Help you **get started** with what you have now.

By the end of today's session, we'd love you to leave with an idea of how Predict could support your institution.



Understanding Predictive Modeling

Predictive Modeling's Powerful Insights

SECTION

2

Predictive Modeling 101



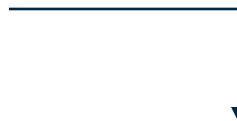
Predictive modeling is a way to **use your existing data to make informed guesses about what might happen next.**

You can use patterns from **past** students, like:

GPA

Engagement with support services

Credits attempted



To predict which **current** students might be at risk of stopping out.

Predictive modeling helps IR teams move from **what happened** to **what's likely to happen**, so you can act earlier, plan smarter, and support your institution more effectively.

6 Steps to Build a Predictive Model

You're closer than you think!

Catherine – Change to 3 levels:
Fully automated: 1 and 5
Partially automated: 4 and 6
Not automated: 2 and 3

1

Collect Relevant Data

You're collecting considerable data already: LMS, registrations, applications, etc.

2

Organize into a Single Dataset

Focus on a core set of variables for now

3

Clean for Modeling Use

Start with fields already used in reporting

4

Create New, Useful Variables

Think creatively: What flags or derived fields already help you understand student success?

5

Choose a Methodology

Start with peer use cases ([AIR](#) Forums, [NACAC](#), [NASPA](#), and other consortia)

6

Build the Model

Predict handles the heavy lifting of executing your predictive model

What is Predict?

A No-Fuss, No-Stress Entry into Predictive Modeling

Lily – Add screenshot of Predict interface here

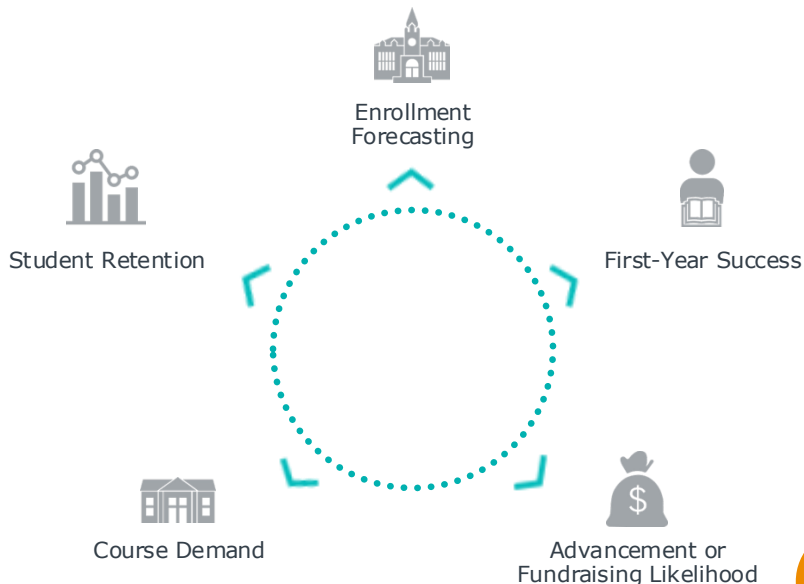
Key Features

- Visually-driven modeling
- No coding required
- Include as many data points as you want
- Instant model insights and diagnostics

When Would You Use Predict?



Common IR Requests that Benefit from Predictive Modeling



Some Disclaimers

- Predictive modeling requires historical patterns
- You can't model when no prior data exists (though you can use proxies or external benchmarking)



Tip: EAB's [Strategic Advisory Services](#) can help with forecasting when you don't have historical data.

What the next step here for SAS? Do we want them to reach out in the Chat for more info on SAS, then we pass the lead?

How Predict Fits Into Your IR Workflow



In Focus Today: Construct and Predict

Rapid Insight empowers 'citizen' data experts to explore, combine, and process their data.

Construct a data-informed environment



Access, prepare, and explore your data in a **code-free but code-friendly** environment suited for all skill levels



Predict institutional outcomes



Build custom, **automated predictive models** for institutional and student success

ANALYZE DATA FROM:

- SIS, CRM, LMS
- Databases and data warehouses
- Text files and spreadsheets

BUILD PREDICTIVE MODELS FOR:

- Admission and enrollment
- Student success
- Institutional Research
- Advancement
- And more

Predictive Modeling Opportunities are Everywhere

14

Department

Potential Projects



Academic Affairs

- **Net enrollment forecasting:** Predict which of your students will retain to the next year in order to predict overall enrollment at the institution
- **GPA trends:** Identify which students are most likely to see a decline in their GPA (based on course load, cumulative GPA to date, major change or declaration, campus involvement)



Advising and Student Success

- **Proactive advising outreach:** Predict which students are most likely to have low GPAs and proactively schedule advisor outreach
- **First-to-second term persistence:** Identify students who are likely to stop out between terms and would benefit most from tutoring, advising, or mentorship programs



Enrollment Management

- **Melt prediction:** Identify students who accept offers but are unlikely to matriculate
- **Scholarship impact modeling:** Analyze how financial aid or scholarship offers influence likelihood of enrollment



Eye on the Headlines: Use Predict to explore timely, emerging trends showing up in institutional research journals, forums, or the news.



Demo

Executing Your Model in Predict

SECTION

3

Interpret Your Model

16

How do you turn data points into decision support?



Data Points

All students



**Predictive Model
Output**

Students who need support



Decision Support

Recommend Next Steps with Confidence

Group students by risk level and offer tailored support:

- High risk: 1:1 outreach
- Low risk: Scaled support via email, text, Navigate360, Starfish

Highlight significant predictors to:

- Recommend policy changes
- Identify experiences driving success or attrition
- Spark new areas for analysis





Tips and Inspiration

For a Solid Predictive Model

SECTION

4

Tips for Better Modeling (and What to Avoid)

For a Reliable Predictive Model:

Use at least 3-5 years of data

Partner with subject matter experts

Use all the data you have available;
let Predict evaluate variable importance

Iterate and improve over time

Watch out for:



Anachronistic variables

(e.g. a second-term GPA in a model measuring first-to-second-term retention)



Surrogate variables

(e.g. “withdrawal reason” as a predictor of retention)



Sparse data

(More data missing than expected)



Misaligned outcomes

(e.g. retention rate in model dataset is 54% when actual retention rate is 78%)

Choose Your Predictive Model



Summer melt



First-year success



First-to-second term
retention



Course demand
spikes



Yield prediction





Q&A

+ Next Steps

SECTION

5

Start Small for Big Impact



Small Projects = Big Value

You don't need a massive dataset or months of prep to build a useful predictive model.

Even simple, targeted questions can surface powerful insights for action.



Predictive Modeling is a Big Picture Practice

Predictive modeling isn't always about scoring—it's often about:

- Understanding what factors influence key outcomes
- Exploring patterns in available data
- Identifying where further analysis is needed



What If I Don't Have Historical Data?

- EAB's [Strategic Advisory Services](#) (SAS) can help with forecasting when you don't have historical data.
- Let us know in the closing poll if you want us to reach out with more information about SAS.

Want Help with Your Predictive Model This Summer?

Rapid Insight Skills & Solutions Session July 8 2:00-2:45PM

Join us for a quick, low-pressure training session to enrich your predictive modeling practice.

Schedule a One-on-One Session

Meet with Lily to brainstorm project ideas or get help with a current project.

Lily – How do you want them to schedule a support session?

On-Demand Resources

Help Center Articles:

- [Predictive Modeling](#)
- [Getting Started in Predict](#)

On-Demand Webinars:

- [Using Predictive Analytics to Forecast Financial Aid](#)
- [Predicting Student GPA](#)

Other Resources:

- [Blog: How to Build a Predictive Model in Higher Education](#)

Final Poll

Please provide feedback on today's session.

After today's session, how comfortable do you feel creating predictive models in Rapid Insight?

Would you like to register for the Skills & Solutions Session on July 8 or schedule a one-on-one meeting with Lily for support?

Are you interested in learning more about Strategic Advisory Services?