

CASE STUDY

Targeted Academic Support Outreach Generates \$18 Million in Retention Revenue

Lipscomb University, a small private university in Nashville, TN

- **About:** Lipscomb University is a private Christian university with 4,884 students, an 86% retention rate, and a 69% six-year graduation rate.
- **Challenge:** Facing a dip in retention, Lipscomb sought to create an efficient, impactful data strategy to correct course. Lipscomb wanted to identify students struggling with coursework, contact those students, and invite them to the Academic Support Center. However, compliance reporting took two months for their one-person Institutional Research team to complete, limiting time to focus on this initiative. Disorganized data and a lack of up-to-date outreach lists posed additional obstacles.
- **Solution:** Lipscomb implemented Rapid Insight's data analytics tools (Construct, Predict, and Bridge) to organize student data, flag students at risk of attrition, and structure Academic Support outreach lists using live data. Lipscomb also used Construct to automate the time-consuming accreditation reporting process.
- **Impact:** A 15 percentage-point retention rate improvement over nine years generated \$18 million in tuition and fee revenue. Additionally, Lipscomb now completes its accreditation reporting in two days rather than two months—a 95% reduction in required staff time.

Impact Highlights

15 percentage-point
Retention increase across
nine years

\$18M
Additional tuition and fee
revenue from improved
retention rate

95%
Faster accreditation
reporting process due to
Rapid automation

Rapid Insight Tools Enable Data-Informed Retention Strategies

Lipscomb Lacked the Clean, Actionable Data Required for Tailored Outreach

Disorganized data stored in multiple formats made efficient analysis difficult

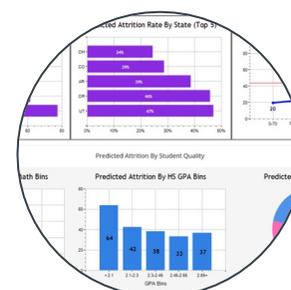
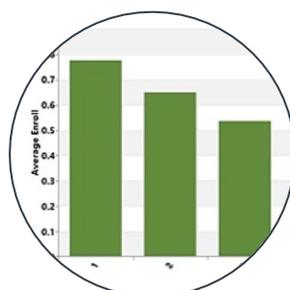
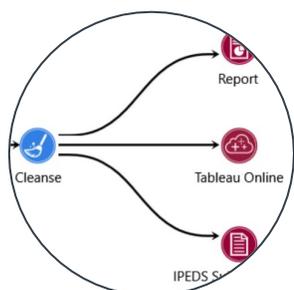
Academic support staff did not have a method for identifying students in need of guidance

Outreach lists could not be prioritized with live, easily-accessed information

Construct organizes data from across campus to create trustworthy datasets

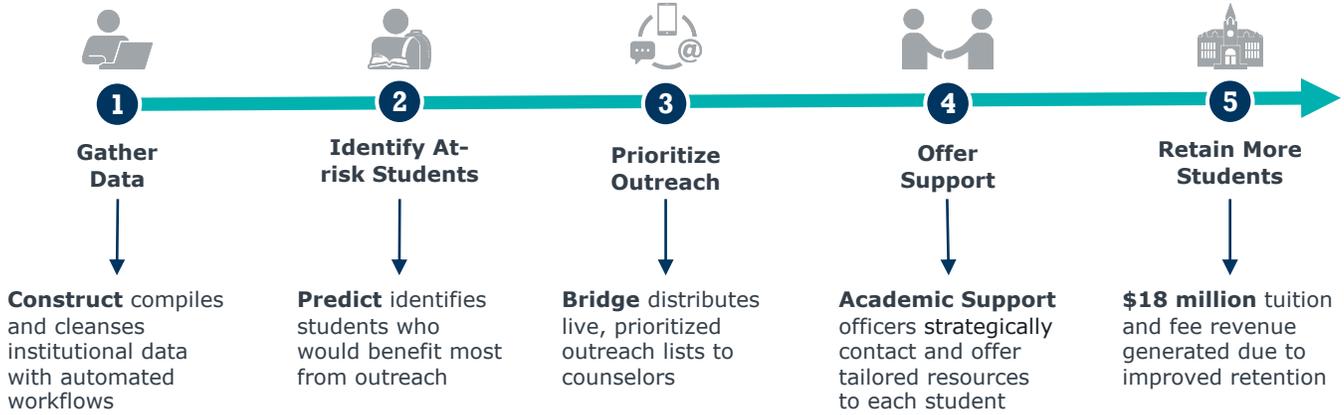
Predict uses predictive models to flag students in need of help

Bridge equips Academic Support counselors with up-to-date retention probabilities



Rapid Insight Improves Every Stage of Lipscomb's Retention Effort

Improved Strategic Outreach Process Provides Support to the Students Who Need it Most



Report Automation Results in Huge Time Savings

Lipscomb drastically reduced time-to-completion for its annual accreditation reporting

BEFORE

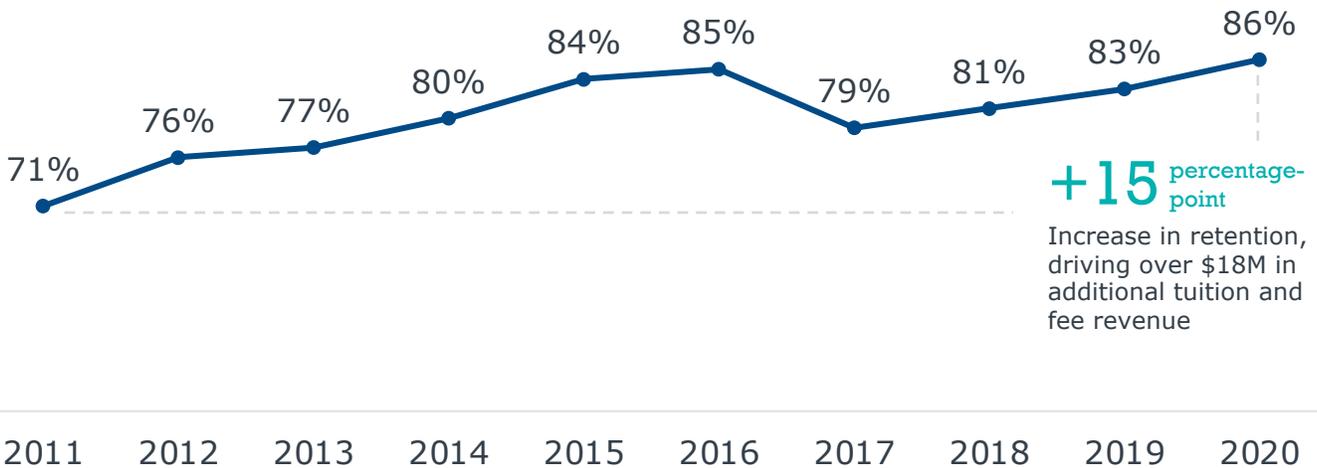
Complex credit hour reports took **two months** of staff time to compile and submit

AFTER

Rapid Insight's automated workflows reduced completion time to **two days**

Retention Rate Climbing as Data Becomes More Accessible

Full-Time Freshman Retention Rate Since Launching Rapid Insight in 2012



“Rapid Insight expanded my ability to say yes to projects—and even gave me the confidence to be proactive and take on new responsibilities... We went from **the stone age to the space age** in a matter of days with Rapid Insight.”

Matt Rehbein, Director of Institutional Research