

Lipscomb University Attains Record-Setting Retention and \$18 Million in Additional Revenue with Rapid Insight

"Rapid Insight has been a game changer at Lipscomb University."

— Matt Rehbein

Director of Institutional Research, Lipscomb University



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Problem

Lipscomb University sought to improve its retention rate. The school needed a way to identify which students posed an attrition risk and offer direct, meaningful assistance to retain those students. Additionally, they sought to measure the impact of their interventions and continually improve their efforts.

Solution

Lipscomb used Rapid Insight Construct to blend the school's wide variety of data sources together and create actionable reports. They determined which factors indicated that a student would benefit from academic assistance, flagged students who required help, and tracked which interventions succeeded.

Outcome

Lipscomb set new retention records for first-time freshmen, netting the school \$18 million in tuition and fees. Additionally, Rapid Insight's tools improved inter-departmental communication and encouraged collaboration between Admissions and staff across Lipscomb's campus.

Future Plans

Using Rapid Insight Bridge, a cloud-based dashboard platform, Lipscomb will equip staff in nearly every department with direct access to the data they need, further expanding the school's capacity to collaborate and develop effective programs to serve its students.