



## Success Story



UNIVERSITY OF  
SOUTH CAROLINA

# Predicting Success

## *ENROLL Brings South Carolina's Record Class Into Clearer Focus*

In 2017, the University of South Carolina women's basketball team had just won an NCAA National Championship and the men's team had made a surprise run to the Final Four. All of this happened after the university sent out its offers for admission. The result — the Gamecocks enrolled 700 more freshmen than the previous year!

**For 2018, USC wanted a better idea of what their class would look like, so they turned to the Capture's ENROLL for help.**

A good problem to have but enrolling hundreds more students than expected put a strain on resources. The university needed to find places for these freshmen to live and faculty to teach them.

For 2018, USC wanted a better idea of what their class would look like, so they turned to ENROLL, one of three predictive modelling products within Capture's Behavioral Intelligence Platform. Capture's comprehensive predictive engine uses machine learning to achieve 98% enrollment accuracy across Capture's partners. ENROLL gave the Gamecocks an even clearer picture of what their class would look like:

<b>Prediction:</b>	5,884
<b>Actual Enrollment:</b>	5,848
<b>Accuracy:</b>	99%

With the luxury of having plenty of applicants, the admissions counselors at South Carolina could turn their attention toward deciding how many students to admit. The model helped them understand just how selective the university could afford to be and still make its class. It also helped them predict the in-state/out-of-state breakdown of likely-to-enroll students.

This helped them bring in their most diverse and academically talented class ever!

What did that class look like? Here are the highlights:

- Entering freshmen at the Columbia campus have the highest SAT, ACT and high school grade point average in USC's history.
- 567 freshmen are enrolled in the South Carolina Honors College and 1,346 freshmen are participating in the Capstone Scholars Program.
- 19% increase in applications to Columbia compared with last year.
- 60 incoming Columbia campus students were valedictorians at their high school.
- 12% increase in African-American freshman enrollment at the Columbia campus compared to last year; 40% increase since 2016.
- 19% of Columbia's freshman class are underrepresented minorities; 30% of all new students from South Carolina are minorities.
- 54% of the Columbia freshman class are women.
- Nearly 3,000 South Carolinians in the freshman class, the most residents ever on the Columbia campus.