

About

USC Suzanne Dworak-Peck is the oldest school of Social Work in the West and the largest in the country, enrolling over a thousand new students annually across virtual and campus platforms, two master's degrees, and two doctoral degrees. A leader in research, policy, and practice in the field, the Suzanne Dworak-Peck School of Social Work has leadership roles nationally and locally including with the National Institution of Health's Clinical and Translational Science Initiative and the Los Angeles Homelessness.



7% Admit Reduction: greatly improving
quality of admissions 89% Accurate in
predicting application fallout!



Objective

Every time an applicant to USC's Suzanne Dworak-Peck School of Social Work fails to qualify, or drops within 30 days of enrollment (known as "melt"), the school misses out on enrollment quotas as well as potential tuition income and profit margin. The School's focus is on **decreasing this application drop rate**.

Solution

Using existing student enrollment data points from the school i.e. distance from school, undergrad, residency, scholarship, **BigSquid.ai** and USC's Suzanne Dworak-Peck School of Social Work worked together in BigSquid.ai's machine learning platform, Kraken, to build a model that would help admissions identify those students likely to drop within 30 days.

The model provided a probability percentage for each student that allowed the admissions and student learning departments to identify those students with the highest likelihood to drop.

Outcome

From this model, we were also able to begin to look for **patterns of characteristics** that were similar amongst those with the highest likelihood to drop and create proactive screening requirements or learning resources that could be offered beginning from the first day of enrollment, should a new applicant have similar high-risk characteristics. With this model, we were able to achieve an **89% accuracy rate** in predicting which applicants were likely to drop and which metrics indicated a non-enrollment. Now that USC's Suzanne Dworak-Peck School of Social Work can better predict "melt" rate and diagnose why applicants fail to enroll, their focus has turned to taking action and proactively reaching out to those applicants who may need more guidance, support, counseling and tutoring services.