



Brigham Young University-Idaho  
Rexburg, ID  
www.byui.edu

#### Industry:

Education & Research

#### Employees:

1,100

#### Oracle Products & Services:

Oracle Crystal Ball

**“University enrollments affect most areas and departments on campus. Crystal Ball helps us accurately predict enrollments and make strategic decisions. It also helps us manage the risk involved with the many ‘unknowns’ involved in enrollment planning. Crystal Ball has been a great tool to help us meet our enrollment goals and objectives at BYU-Idaho.”** – Rob Garrett, Director of Admissions, Brigham Young University-Idaho

## Brigham Young University-Idaho Builds a Roadmap for Student Growth with Predictive Analysis Tool

Brigham Young University-Idaho (BYU-Idaho) is continually working to raise the quality of each student’s experience, while searching for cost-effective ways to make its education available to many more of the Church’s youth. BYU-Idaho is establishing an innovative educational model that blends a traditional liberal arts education with specialized professional training for more than 21,000 students annually.

### Challenges

- Evaluate the risk involved in revamping the university’s admissions and enrollment structure to accommodate its shift from a two-year to a four-year institution
- Implement a forecasting system that allows the university to determine how many offers to make to prospective students
- Predict student enrollment and tuition stream to improve operational efficiency and make more informed decisions about enrollment and staffing
- Manage the university’s scholarship program more effectively

### Solution

- Deployed Oracle’s Crystal Ball to assess the inherent risk in altering the university’s enrollment model
- Used the application to make better predictions and improve the university’s decision-making process for enrollment, tuition, and scholarships
- Provided a roadmap to allow the university to predict student body growth
- Built an accurate predictive model that helped the university save money
- Enabled the university to better predict the number of scholarships it could offer in a year and where the funding would come from—thus avoiding exceeding its scholarship budget or undercapitalizing on available funding