The Forge in Practice:
Using Scoring and Modeling

Integrating Scoring and Predictive Modeling

Two Tools, One System

Engagement scoring and predictive modeling *serve different roles, but they can work together.*





From Insight to Action

- *Scores highlight engagement.*
- *Models estimate likelihood.*
- *Both exist to support decisions, not replace them.*

Why This Matters

- *Strategy with tools inform and strengthen your daily work of prioritization, planning, intervention.*
- *A smith without their hammer struggled to make impact.*



TARGET

Projections: Tuition Aid and Recruitment Goals Estimation Tool

Setting Direction.

TARGET aligns scoring and modeling to clear enrollment goals by projecting individual student enrollment likelihood and translating those projections into class size, net tuition revenue, discount rate, and financial aid planning assumptions.





Establishing Guardrails

TARGET creates boundaries for action, not rigid rules.

Why TARGET Works

Without direction, insight floats.
With TARGET, insight aims.



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CRAFTing your Class: Customized Recruitment Actions using Forecasting and Targeting

CRAFTing

Intentional Design

CRAFTing uses scoring and modeling to shape outcomes deliberately.





Testing & Refinement

Segments, interventions, and tradeoffs are adjusted over time.

Why CRAFTing Works



- The class doesn't 'happen."
- It's built with care and intent.

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NUDGE: *Nurturing User Decisions with Guided Engagement.*

Timely Intervention

NUDGE connects insight to well-timed action.





Targeted Outreach

Messages are shaped by engagement, likelihood, and model factors to guide and curate the student journey.

Why NUDGE Works

- *Small actions, delivered at the right moment, compound.*



BEACON

Data Mining: Behavioral and Ecospherical Analytics for Conversion Optimization and Navigation.

Guiding Communication



BEACON uses insight to guide messaging and marketing.



Audience Alignment

Messages are shaped by who students are and where they are.

Why BEACON Works



- Not louder.
- Clearer.

GPS

Resource Allocation - Guided Prioritization Strategy

Prioritizing Effort

GPS helps teams decide where attention matters most.





Allocating Resources

Time, travel, and outreach are guided by insight.

Why GPS Works

- Clarity reduces burnout and guesswork while impacting the students that are most reachable.



SCOUT

Recruitment: Strategic Community Outreach and University Travel

Recruitment in Motion



SCOUT turns insight into adaptive recruitment strategy.



Responsive Tactics

Events, search, and territories evolve with feedback.

Why SCOUT Works



- Recruitment becomes responsive, not reactive.

THRIVE

Targeted Human-centered Resources and Intervention for Vital Empowerment

Beyond the Admit

THRIVE extends insight into student success.





Targeted Support

Risk and momentum guide intervention.

Why THRIVE Works

- Enrollment succeeds when students do.



Bringing It All Together

Adaptive Enrollment Management

Tools Are Only the Beginning

Scoring and modeling are shaped by values and intent.





Practice Creates Value

Insight matters only when it informs action.

Craft Over Completion

- There is no final version—only iteration.

