

# Rapid Insight Enables Automated Student Placement and Improved Registration Efficiency

## Rowan University



- **About:** Rowan University is a public university in Glassboro, New Jersey with around 22,000 students and an 86% retention rate.
- **Challenge:** As Rowan University's first-time degree-seeking undergraduate student enrollment grew to around 3,500 students, the process of manually assigning students to appropriate courses and placement tests became unsustainable, and a massive strain on Testing Services, Advisors, and the Registrar's Office. Staff had to manually evaluate student records, test scores, and course requirements, leading to a time-consuming and error-prone workflow.
- **Solution:** Using Construct, Rapid Insight's analytics and dashboarding platform, Bharathwaj Vijayakumar, Assistant Vice President, Institutional Data & Analytics and Samyukta Alapati, Director, Institutional Data & Analytics along with their Data Analytics team, seamlessly connected multiple data systems, applied complex placement rules, and generated clean, actionable outputs for the Registrar and Advising teams in the form of a new Freshman Instructional Guidelines (FIGS) dashboard. Construct's visual interface and enterprise collaboration tools made process development and maintenance fast, flexible, and scalable.
- **Impact:** Implementing the FIGS dashboard reduced manual efforts for Testing Services by 125 hours and saved student advisors an additional 90 hours, totaling 200+ hours, or **over 5 weeks of FTE staff time saved annually**. This effort eliminated human error in student placement and dramatically streamlined the registration process. Advisors, testing staff, and curriculum planners regained time for high-value work, improving both operational efficiency and the freshman student experience.

### Impact Highlights

## 200+

Hours of staff time saved annually

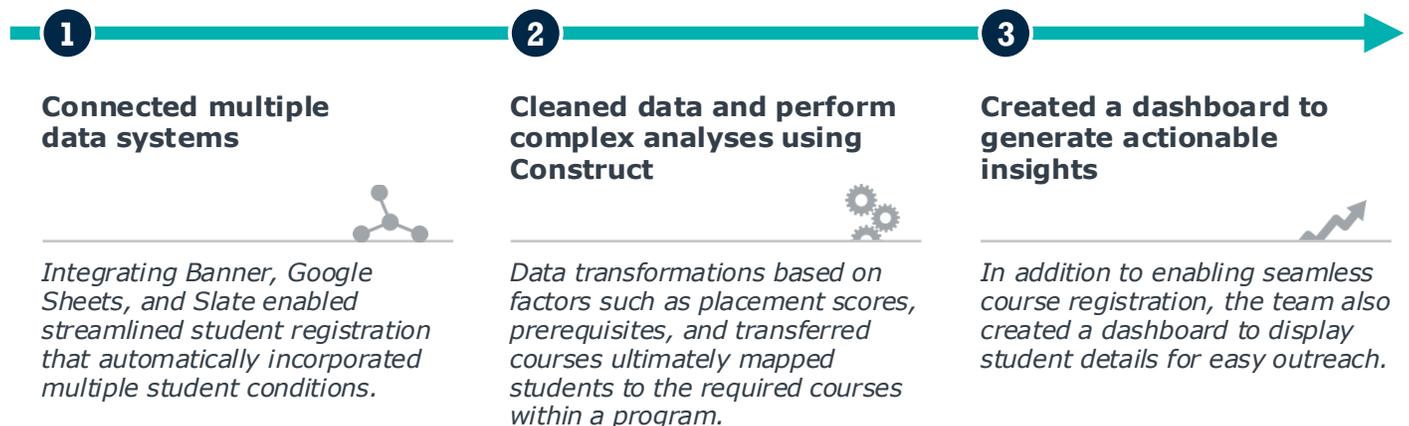
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[Rapid Insight] helped us create data required for wide range of dashboards across multiple departments at Rowan, supporting day-to-day operations while also enabling more effective strategic planning.”

-Samyukta Alapati, Director,  
Institutional Data & Analytics

## Streamlining the Registration Workflow

Automation and Dashboards Enable Seamless Course Planning



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These tools have helped us move beyond basic reporting and really use data to guide decisions, and they've **played a big role in the growth we've seen in enrollment and student retention.**

—Bharathwaj Vijayakumar, Assistant Vice President, Institutional Data & Analytics

Learn more and request a demo at [eab.com/rapidinsight](https://eab.com/rapidinsight).