



Sweet (Briar) Increase

Sweet Briar College welcomed one of its largest and most academically gifted classes in school history. The size of its class of first-year students increased by 42% from the previous year with increases in mean grade point average and SAT scores.

Capture Higher Ed is involved in all aspects of the student decision journey at Sweet Briar, from suspect status to enrollment. The college's enrollment counselors actively use Capture's predictive engine, Envision, on a daily basis to determine which prospective students they should communicate with.



Proof Point

42%

Year-over-year increase
in first-year student
enrollment