



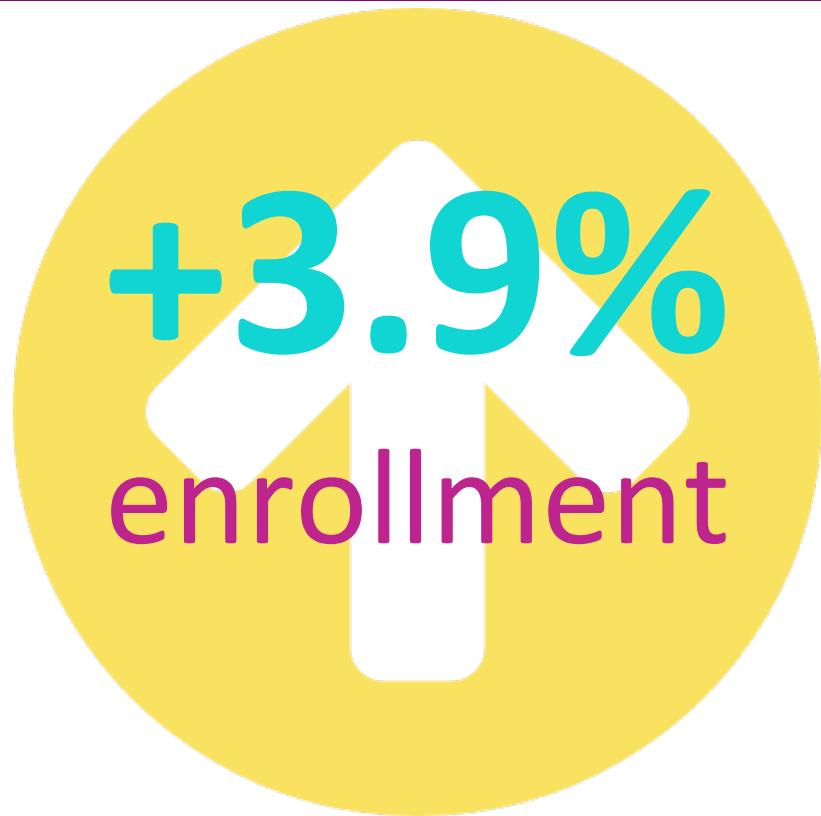
Student Centric Communication with AI

Brian Ruhlmann





Georgia State University 2016 RCT Results



90% engagement

With incoming students

32% more engagement

With Pell students

21.4%

decrease in summer melt

16.9%

increase in flawless FAFSAs

Positive increase

in every area of intervention



AdmitHub

AI Powered Platform + Conversational Strategy + HigherEd Services
= Right Support to the Right Student at the Right Time



Web Bot



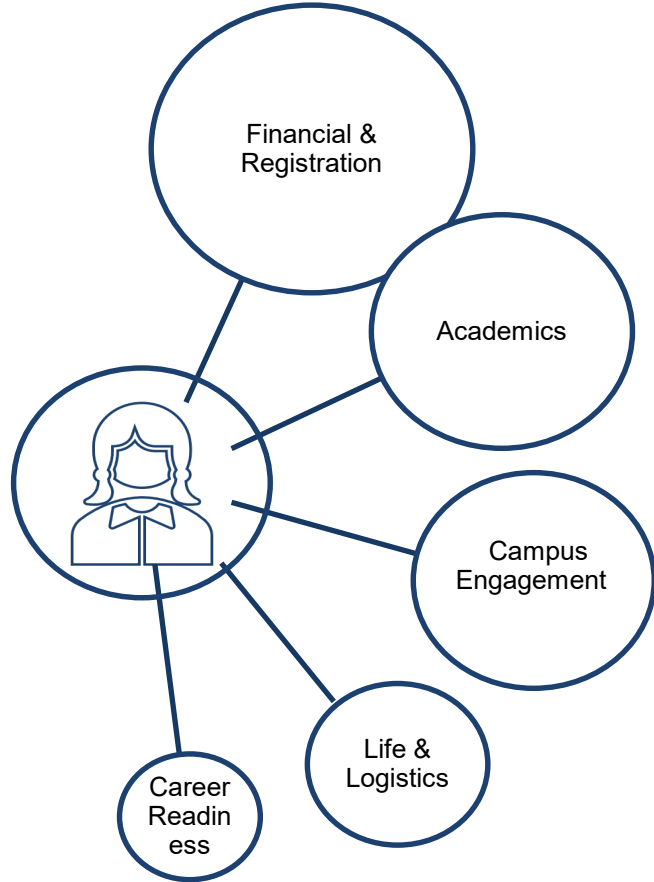
Facebook Bot



Text Bot

Omni-Channel Student Engagement

The Challenges of Student Centric Communication in 2019



- + Institutions are reacting to this environment by putting students first to guide them through the college experience better and succeed.
- + Without centralized communication it can be a struggle to implement initiatives effectively.
- + With shifts in engagement and alternatives to education, colleges must meet students where students are and engage in the manner they prefer
- + How do colleges pull the right levers to drive impact and student success?

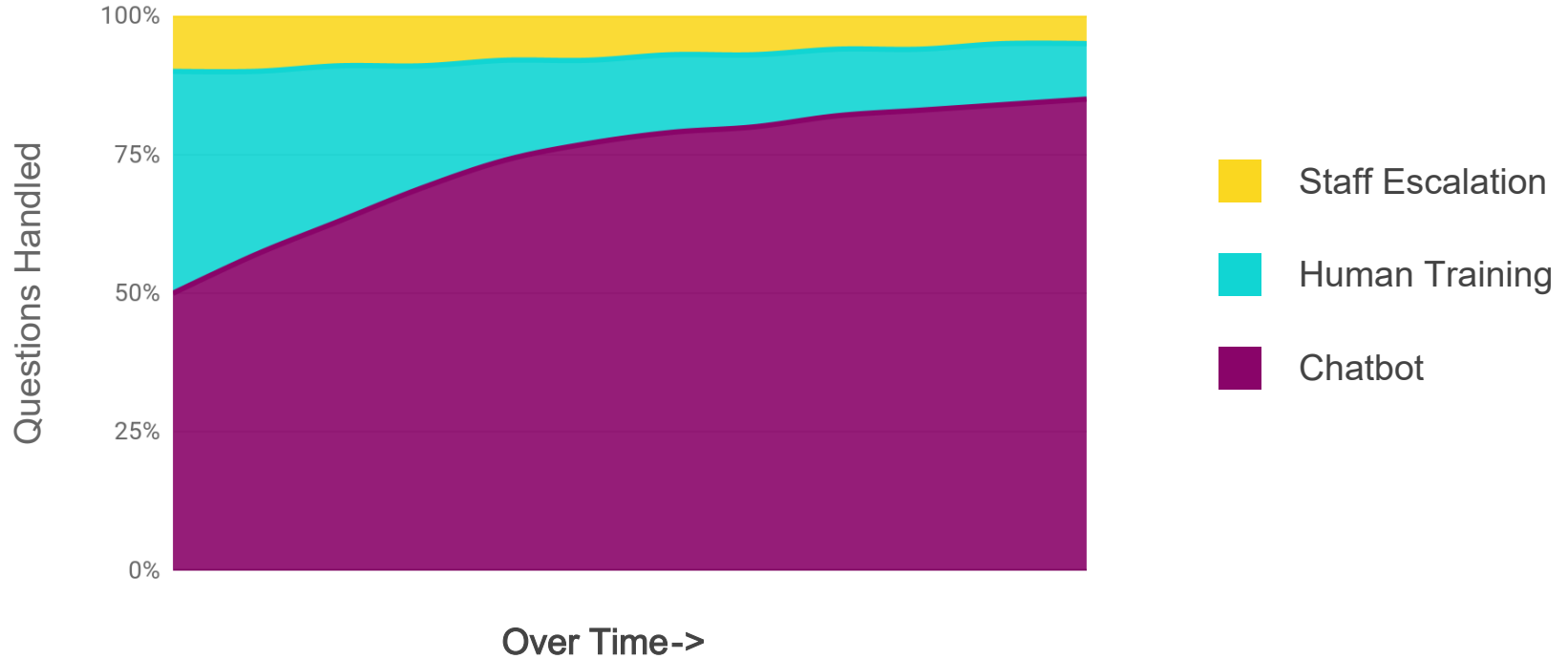


Life on Campus in 2019





AI Chatbots improve in accuracy over time



Ocean County College approach to SCC





Success Story



ABOUT

LOCATION

Toms River, New Jersey

STUDENT POPULATION

8,176 enrolled students

SEGMENT

Community College

CHALLENGES

Yield, Persistence,
Staff Effectiveness



SUMMARY

With college enrollments trending downward in the state, the team at OCC was charged with increasing enrollments and retaining currently enrolled students. They chose an AI chatbot to engage first-time freshmen, “stopouts,” and current students.



GOALS

- Increase **enrollment**
- Increase retention by 5% over next 5 years
- Provide 24/7 experience for students



IMPACT 2017 - 2018

↑ 1.9%

INCREASE in Fall Enrollment

↑ 7.4%

INCREASE in Summer Enrollment





What We Know

Students Expect Instant Answers

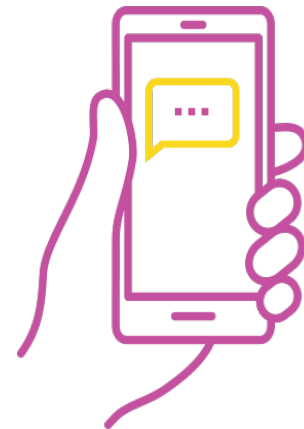
24/7 | Website | Social Media | Texting

Interactive Conversations Change Student Behavior

Student Response 4X Higher | Behavioral Nudges vs. Blast Messages

College Staff Can't Do It All

60-80% Routine Questions | Evenings & Weekends | -11 VERY TimeIntensive
| Listen For Trends @ Scale





Guiding questions evaluating student centric communication

When students have questions related to Enrollment and Student Services

1. Where do they go to get answers to their questions?
2. How quickly are they getting answers?
3. How consistent are those answers and how is it being measured?

Thank you!

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