AI for Student Success:
Tapping Chatbots to Reverse Summer Melt

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About Generation Z

Personalization through AI

How does AI work?

Impact

Q&A
In 1987 there were 2 ways to communicate: phone and letter.

Today there are more than 20.

150 times a day

98% open rate

Email: 6% daily | 23% open

45 seconds
Will wait for response before moving on
Meeting students where they are to get them where they’re going

Engaging Generation Z

Personalization
Relationship Building
Instant Fulfillment
Anytime, Anywhere
Behavioral Science meets Artificial Intelligence

- **Nudges**: Text nudges have been shown to increase matriculation rates by up to 11% points.
- **Artificial Intelligence**: Automate 99% of all conversations with AI.
- **Joy**: Emoji, GIFs, and encouragement drive engagement.
Transforming the Student Experience with AI

**On-Demand Assistance**

Students can ask any question and receive a response.

**Joy**

The bot makes interactions fun through graphics and wit.

**Proactive Outreach**

The bot can send information to students and get some in return.
Inside A Chatbot’s Brain

- Academics
- Student Life
- Athletics
- Enrollment Checklist
- Visiting Campus
- Student Organizations
- All Other FAQs
- Financing Education
Hey {First Name}, do you plan to park a car on campus? 🚗

Yes

Cool! Would you like me to help you get a parking permit?

Yes

Visit bit.ly/parking to see parking fees and rates, and to figure out what option will best fit your needs. To register your vehicle and get a permit, please create an account here: bit.ly/parkpermit.

No

OK. For future reference, visit bit.ly/parking for parking info. 🚗 For other modes of transportation (shuttles 🚌, the metro 🚄, bike shares 🚴, Zipcar, etc.) go to bit.ly/transit.

No
Conversations Change Behavior

- Move students to action
- Collect important student data
- Deliver a personalized experience
- Encourage bot interaction
Research Study on Summer Melt
Summer Melt RCT: Enrollment Results

- 3.3%pt increase in enrollment
- 21.4% decrease in summer melt
- 16.9% increase in flawless FAFSAs
- 14.9% increase in loan counseling
Summer Melt RCT: Student Engagement

Empowering students to take action

Average Engagement

- First-Gen Students: 9.4%
- Low Income Students: 31.7%

MESSAGES
Impact

ABOUT

LOCATION
Winston Salem, North Carolina

STUDENT POPULATION
4,647 undergraduates

SEGMENT
HBCU, Mid-size Public

CHALLENGES
Staff Efficiency, Yield

SUMMARY

WSSU was finding that their returns with traditional communication tactics like email and mail were diminishing quickly. They wanted to provide more service to the students that needed it most, but were bogged down by repetitive questions.

GOALS

• Automate FAQ’s to ease burden on staff
• Increase freshman yield and overall school enrollment
• Better communicate with students so that they can better engage with their education and arrive to campus more prepared

IMPACT

INCREASED UNIVERSITY enrollment

DECREASED INCOMING phone calls

INCREASED ON-TIME bill payment

INCREASED immunization compliance

36% ↓

74% ↑

37% ↑

2% ↑
Student Activity

80,355 messages sent
17,264 students texted
Student Engagement

INCOMING MESSAGES BY DAY OF WEEK

INCOMING MESSAGES BY TIME OF DAY (EDT)

* Since 3/14/2019
Wayne State is laser focused in their commitment to improving student success, and found that they couldn’t connect with all students through big mailers and giant checklists. They wanted to remove themselves as a barrier to pursuing education.

**SUMMARY**

- Build a strong relationship between students at WSU
- Close achievement and access gaps for underserved and minority populations in Detroit and beyond

**GOALS**

- **ABOUT**
  - LOCATION: Detroit, Michigan
  - STUDENT POPULATION: 17,297 undergraduates
  - SEGMENT: R1 Urban-Serving
  - CHALLENGES: Summer Melt, Yield

- **IMPACT**
  - INCREASED
    - 18% first-gen population
    - 13% Pell-eligible population
    - 14% class size
21,822 Messages
forwarded to staff:

Students Texted: 32,512
Messages Sent by Bot: 302,916

214 Messages sent to W:

360+ Hours of Staff Time Saved
(given 1 minute per response)
173 campaigns sent

**Campaign Highlights**

- **Pre-Orientation Surveys** had a response rate above 49%.
- **FAFSA Verification Surveys** saw a 49.4% response rate.
- **Innovative content** on sense of belonging and enrollment blockers.

- **Nudges**: 65 (37.6%)
- **Intros**: 100 (57.8%)
- **Interactive Campaigns**: 8
Conversations with W

**T** do you have a business program?

There are bachelor's, master's and doctoral programs in business in areas such as accounting, finance, ISM, supply chain management, management and marketing. Visit ilitchbusiness.wayne.edu for more info.

**T** do you have a physics program?

We offer a great program in physics! Learn more here: bit.ly/wayne-physics

**T** cool thanks 🙌

**T** what GPA do I need to get into Wayne?

The average high school GPA of the admitted freshman class at Wayne State University was 3.3.

**K** How do I know if I'm accepted?

Your admissions decision should be on the way! If you are worried, reach out to our admissions office to make sure you will be contacted with the decision.

**K** Will I receive an email if I'm accepted?

You will receive an email and also a letter in the mail with your admission decision. You can check your status online at bit.ly/wayne-status at any time.

**K** Scholarships?

You can find information on different types of scholarships, how to apply, and other info here: bit.ly/wsu-scholarships-info

**K** How's your day

Awesome!

**K** Thanks 😊

**Y** Medical program?

WSU's Pre-Med provides advising, and academic support for all WSU students interested in going to med school! Click here: bit.ly/wsu-pre-health to learn more.

**Y** Do you like Wayne State?

I LOVE Wayne State!!! Everyone is so sweet and the academics are amazing!

**Y** How old is Wayne State?

Wayne State has been an innovative urban center of higher learning since 1868. Learn more about our history here: bit.ly/wsu-history
Chat With W the Warrior!

Send a text to: 313-462-2087

Financial Aid
What is the FAFSA? When is the FAFSA due?
What are the hours of the financial aid office?
Do I qualify for financial aid?

Application Process
How can I apply? What’s my application status?
What are the admission requirements? Will I get in?

Enrollment Steps
When can I register for orientation? Where do I send transcripts?
Is orientation mandatory?