Leveraging AI to Drive Student Enrollment & Retention Amid COVID-19

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WHO WE ARE

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AGENDA

- **Intros**
- **The Challenge**
  - Admissions Crisis
  - Impact on Fall Enrollment
  - Go Forward Roadmap
- **The Opportunity**
  - Admissions Priorities & Tradeoffs
  - Why You Need AI
  - Scenarios
- **Q&A**
OCELOT QUICK FACTS

410
College Clients Nationwide
(Largest deployed US Higher Ed Chatbot Network)

47
States

1.5 M
2019 Interactions
ADMISSIONS UNCERTAINTY - SUMMER VS FALL

Unclear value proposition for remote learning

COVID-19

Shrinking Budgets

NACAC Code of Ethics Changes

Enrollment Uncertainty
### GUESSING STUDENT PREFERENCES

<table>
<thead>
<tr>
<th>Student/Family Sentiment</th>
<th>What it Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% of families’ finances affected by pandemic</td>
<td>Families will be forced to reevaluate finances and plans</td>
</tr>
<tr>
<td>63% of students feel the switch to remote learning is worse or a lot worse vs. normal learning environment</td>
<td>Spring transition impacts students’ perceived value of instruction for Fall</td>
</tr>
<tr>
<td>20% of students say they are likely or highly likely to NOT attend school this Fall due to the pandemic</td>
<td>The already increased competition for students hits overdrive</td>
</tr>
</tbody>
</table>

Source: SimpsonScarborough Survey
# TOP CONCERNS FOR SCHOOL PRESIDENTS

<table>
<thead>
<tr>
<th>#</th>
<th>2-Year Public</th>
<th>4-Year Public</th>
<th>4-Year Private</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fall or Summer enrollment</td>
<td>Fall or Summer enrollment</td>
<td>Fall or Summer enrollment</td>
</tr>
<tr>
<td>2</td>
<td>Long-term financial viability</td>
<td>Long-term financial viability</td>
<td>Long-term financial viability</td>
</tr>
<tr>
<td>3</td>
<td>Sustaining an online learning environment</td>
<td>Emergency aid for students</td>
<td>Laying off faculty and/or staff</td>
</tr>
</tbody>
</table>

# THE GO-FORWARD ROADMAP

### Institutional Planning Priorities
- Crisis planning
- Remote learning
- Remote working

### Student Communication Priorities
- Reactive support for influx of student questions
- Topics: Academics, Financial Aid, Housing, Mental Health

### Triage
- CARES Act clarity
- Fall enrollment
- Reopening plans

### Stabilize
- Revenue model
- Operations model
- Faculty/admin training

### Transform*
- Open Question: Aggressiveness in recruiting per changes to NACAC code of ethics

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*Triage, Stabilize, Transform framework courtesy of Huron Consulting
WIDEN THE FUNNEL OR INCREASE YIELD - WHERE TO PRIORITIZE?

• 10-20% of admitted high school seniors that indicate they intend to matriculate never make it to the first day of class

• Substantial barrier of complex, new processes that disproportionately impacts low SES students

• Considerations: funding gaps, FAFSA, health forms/insurance, housing/roommates, school supplies, travel, employment, orientation

EAB: The 5 key stages of college enrollment—and which metrics to track during each | December 06, 2019
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>Will consider recruiting students who have already committed to another institution (54% for small schools)</td>
</tr>
<tr>
<td>35%</td>
<td>Will recruit previously admitted students currently enrolled at other four-year institutions</td>
</tr>
<tr>
<td>11%</td>
<td>Will consider recruiting students currently enrolled at other four-year schools regardless of previous-admit status.</td>
</tr>
<tr>
<td>31%</td>
<td>Will consider increasing the size of their enrollment deposit to discourage committed students from withdrawing</td>
</tr>
</tbody>
</table>

EAB: Enrollment Strategy After the NACAC Vote
WHY YOU NEED AI TECHNOLOGY TO DRIVE ENROLLMENT & RETENTION

Every Student Counts - Guide Students Through Enrollment

Tight Budgets Mean You “Do More With Less”

Engagement that Students Respond To

Expand Staff Impact for Value-Add Projects

Leading Indicators to Adjust Game Plan

(Images and icons provide visual support for the text.)
AI COMPONENTS FOR ADMISSIONS & ENROLLMENT MANAGEMENT

- **Campaigns**
  - Proactive Outreach
  - Guide Through Enrollment
  - Leading Indicators

- **Chatbot**
  - Reactive Support
  - Scalable AI + Live Chat
  - Triage to ID Tier 1 Issues

- **Content**
  - The “Brain”
  - Text and Video
  - SIS Integration

AI Student Engagement to Increase Enrollment, Retention, and Improve Outcomes
CHATBOT USAGE IS UP 262% SINCE COVID HIT AND SCHOOLS WENT REMOTE

- We answered 18,255 questions for Bakersfield College in May
- UNC Greensboro went from 3,689 questions answered in March to 10,995 in May
- Riverside City College 1,102 to 12,899
- On pace to answer 4.5 million questions in 2020
# Effectiveness of Text + Chat as Communication Mechanism

<table>
<thead>
<tr>
<th>Text</th>
<th>Chatbot</th>
</tr>
</thead>
<tbody>
<tr>
<td>98% Open rate of text messages vs. 20% for email</td>
<td>97% Chatbot interactions successfully answered</td>
</tr>
<tr>
<td>90% Text messages read within the first 3 minutes</td>
<td>40% Chatbot interactions that occur after hours</td>
</tr>
<tr>
<td>82% People report reading every single text message received</td>
<td>30% Reduction in emails and phone call service load</td>
</tr>
</tbody>
</table>
THE POWER OF THE NUDGE

Experiment

Text Message Engagement

Result

6% Registration Rate

UCF Registration Reminder: The deadline to add classes is today. Fri, Jan 13. To register, please visit my.ucf.edu

40% Registration Rate Remediation Opportunity

This is the UCF registrar. We notice you haven’t registered. If you’re planning on returning reply Y. If you’re not planning on returning reply N.

EAB: The Power of the Nudge: A Guide to Behavioral Interventions for Student Success
Hi Morgan. Congratulations again on being admitted to Ocelot College! We haven’t heard from you - are you planning to attend in the Fall? (Y/N/IDK)

IDK...I’m having trouble figuring out how to pay full tuition. I’m probably going to go to a less expensive school.

We know paying for school can be overwhelming. There might be an opportunity to reduce some of your costs or maximize financial aid options you haven’t pursued yet. Let’s connect you with a counselor to explore. What’s the best way to reach you?

Responses provide analytics on enrollment barriers and competition.

Guide prospective students to enrollment; question posed to prompt engagement.
Hi Morgan! We’ve received your Enrollment Deposit but it looks like you haven’t applied for financial aid yet. Do you need help applying for financial aid? (Y/N)

Yes, I guess I do need help. I thought my mom did that. What am I supposed to do?

We’re here to help. The first step is to complete the FAFSA (here). Let’s also connect you with a Financial Aid Counselor who can better assist you. What would be the best way for us to reach you? (Email/call/text)

Continue to nudge students through the process; question posed to prompt engagement

Responses help triage students so they received the level of service they need

Relevant action plan is put into place; school personalizes the engagement
Hi Morgan. We’re thrilled you decided to spend your summer with us. Community Colleges continue to be a great value for your education. Why not continue in the Fall? Click here to see our Fall schedule.

5 days later...

Hi again Morgan. Checking in to see if you had a chance to think about the Fall term. Lots of opportunities to continue your education with us. Are you planning on taking classes with us this Fall? (Y/N/IDK)
Thank You

info@ocelotbot.com
ocelotbot.com/demo

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