

GUIDE FOR

ENGAGING

POWERING STUDENT SUCCESS

GENERATION

WITH INTELLIGENT MOBILE MESSAGING

Z

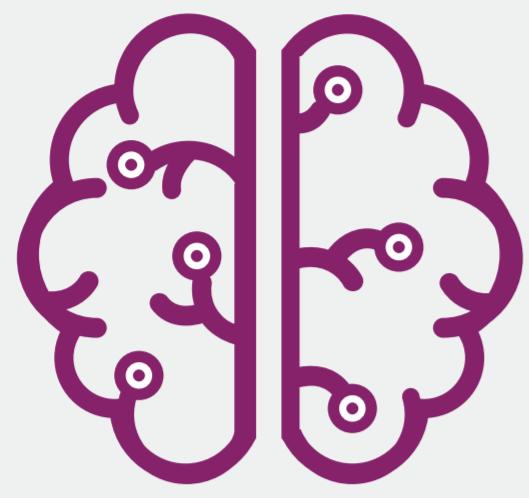


AdmitHub

Summary

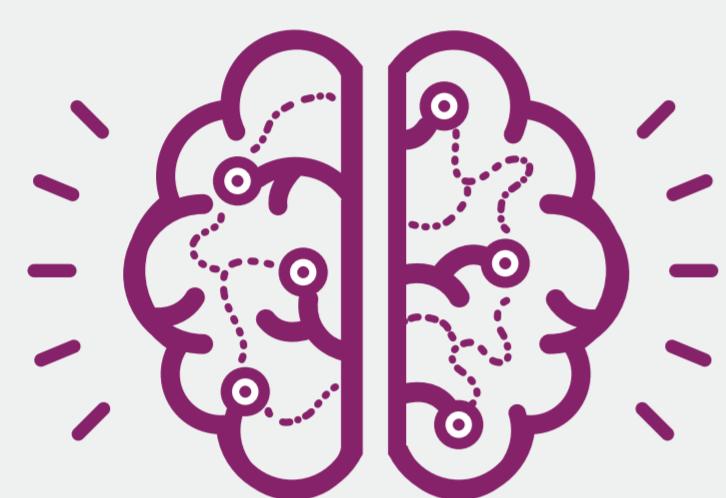
- + Gen Z is bombarded with information across more platforms than ever before. As a result, they **put up their blinders** to information not relevant or timely to them.
- + Competition for new students is at an all-time high for colleges as enrollment continues to drop. Schools are rethinking how they engage and support students adopting a **student-first communication** strategy to drive student success.
- + The way students communicate has increasingly become **conversational**, with national trends shifting to messaging services and solutions.
- + Advancements in Artificial Intelligence have made it possible to overcome the challenge of **scaling individual conversations**.

Terms



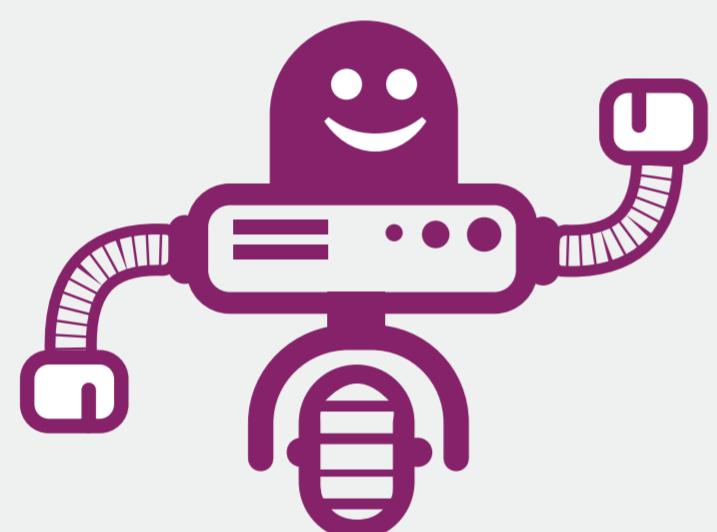
AI

when a machine mimics
“cognitive” functions



MACHINE LEARNING

ability to “learn” without
explicit programming



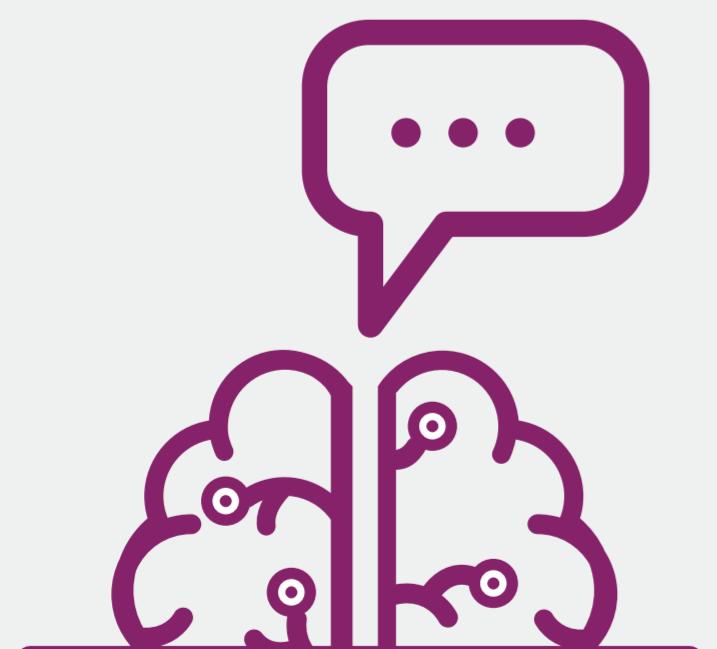
AI ASSISTANT

a bot that performs tasks or
services for an individual



CHATBOT

a bot that uses human
language to communicate



NLP/NLU/NLG

interaction between computers
and humans using natural
languages

Generation Z

is entrenched in mobile technology unlike any of their predecessors. Research has proven that to truly engage them, educators must meet Gen Zers on their own turf: on mobile.

Messaging students over mobile has become the most effective way to foster productive conversations throughout the college experience. The challenge for enrollment and student success teams is scaling these conversations—and personalizing them—with a mass audience. With the rise of artificial intelligence (AI), colleges have a great opportunity to use this technology to their advantage in meeting students where they are, 24-7, employing messaging to support students on their path to and through college.



BORN
Mid 90s
or later

POPULATION
25% of U.S. population
70+ MILLION PEOPLE

iGEN
Never lived in a world
without the internet

GLOBAL CONVERSATION
Engages with anyone and everyone
at the touch of a button

ON-DEMAND
Expects instant access to
information, movies, and music

Conversational Support

- + Messages should be easy, attractive, social, timely, and personalized for maximum engagement.

Hey Aaron! I see you haven't submitted a FAFSA yet. Are you interested in applying for financial aid?

Yes.

Great! You can submit the FAFSA here: fafsa.ed.gov

When is the deadline to submit the FAFSA?

The priority deadline for submitting the FAFSA is April 1, but I would recommend getting it out of the way when you can!

I just did it.

Way to go, Aaron! 🎉

+ Advanced AI can intuitively respond up to 70% of student inquiries before reaching student-facing teams.

73% of high school seniors would welcome a text message from colleges, yet only 29% of seniors received one.

– Ruffalo Noel Levitz 2018 E-Expectations Report

Leaders in the industry are putting the student first when they think about how they get from first inquiry to graduation. The goal is to make that journey as seamless as possible, removing barriers and ensuring support is accessible, personalized, and on demand.

Nudging to Success



nudge verb

To give (someone) a gentle reminder or encouragement

EMERGING SUCCESS STRATEGIES

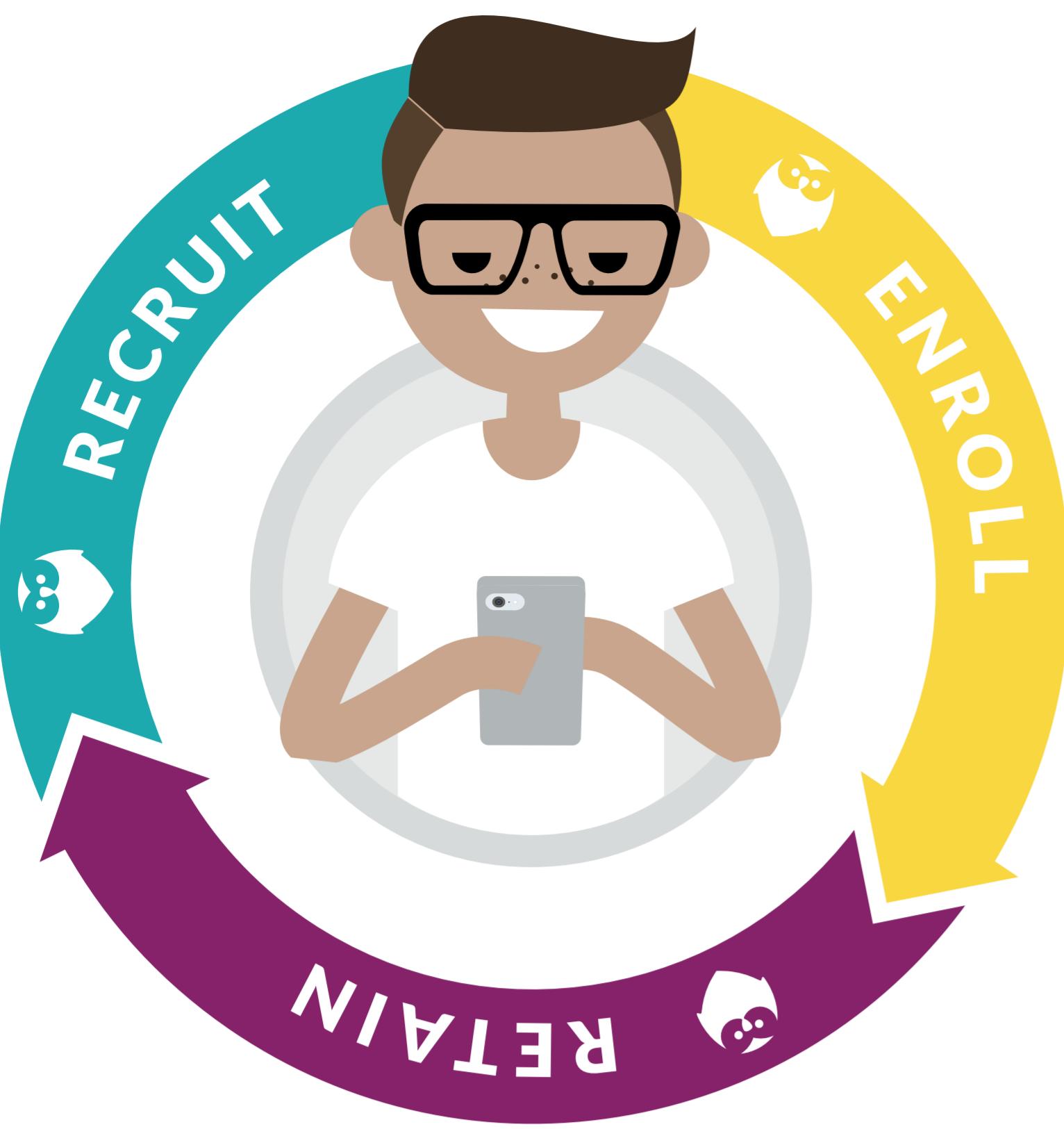
— Dr. Lindsay Page, “Small Nudges Can Improve How Students Apply to College”

- + Educators need to shift from thinking about whether students apply to college to how students navigate the college search and application process.
- + Beyond thinking about the application process broadly, educators should focus on understanding the large set of procedural micro-barriers involved.
- + Students benefit from proactive outreach, encouragement, and support.

A PATH OF LEAST RESISTANCE TO AND THROUGH COLLEGE

— Richard Thaler and Cass Sunstein, “Nudge: Improving Decisions About Health, Wealth, and Happiness”

- + Each year, students go through processes of applying to college, applying for financial aid, registering for classes, and multiple other tasks. Behavioral researchers Richard Thaler and Cass Sunstein found that the way these tasks are presented to students can have drastic effects on the completion rate of these tasks. Thus, by nudging and creating a path of least resistance for college-bound students, administrators can help increase student success on the path to and through college.



- + Students welcome timely and relevant communication at key points in the enrollment cycle.
- + Rapid response times to students' text messages are crucial to building strong connections.

24/7 ANSWERS TO THOUSANDS OF QUESTIONS

- + Artificial intelligence can be an enrollment team's best friend, handling the majority of repetitive Q&A so team members can focus on the students who need the most support.

Making Messaging Feasible

- + Admission staff must be at-the-ready for timely responses

Average reply rate for text messaging is 40%

- + Messaging apps that are conversational in nature dominate the app market.



CHATBOTS

- + Poised to take over apps in terms of engagement

Simple, easy to use, and present zero friction

- + Can use entire databases of information to personalize conversations to suit your needs.

Case Study

WINSTON-SALEM STATE UNIVERSITY

WSSU, an HBCU in North Carolina, is an innovator in Higher Ed space and #1 in the UNC school in system for graduates receiving jobs in North Carolina after graduation.

SEGMENT:

Regional Public/ HBCU

USE CASES:

Yield/Melt + Staff Optimization

CHALLENGE

WSSU saw traditional outreach methods yielding less engagement. With staff fielding 12,000 phone calls a month, they also needed to increase staff efficiency.

GOALS

+ INCREASE
YIELD

+ INCREASE
TRANSFER
ENGAGEMENT

+ SUPPORT
RETENTION

IMPACT

AS OF 9/10/18

↑ 8%
INCREASED YIELD

↑ 2%
ENROLLMENT
highest since 2014

↓ 36%
INBOUND CALLS

POSITIONING STUDENTS FOR SUCCESS

Coming out of move-in weekend:

First-time freshman:

- + 74% ahead on paying their bill
- + 37% ahead on immunization compliance

Graduate and

professional students:

- + 10% ahead on paying their bill

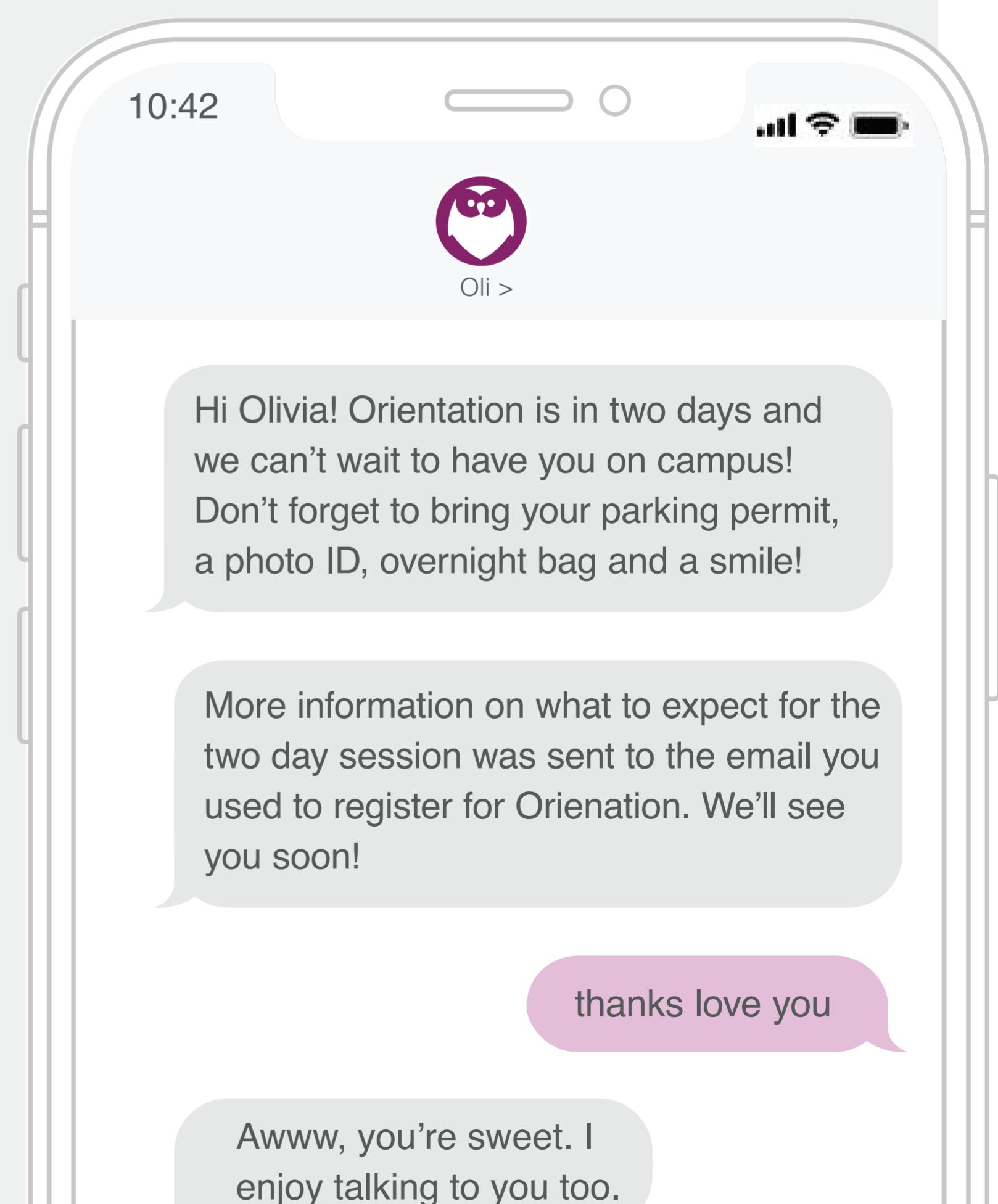
Transfer students:

- + 6% ahead on paying their bill
- + 55% ahead on immunization compliance

Texting Best Practices

If you are considering text messaging with prospective students, here are a number of best practices to ensure a positive, efficient experience for everyone involved:

- + Introduce who you are in the initial message.
- + Make sure you have a clear way for students to opt out of messaging.
- + Follow legal texting guidelines.
- + Devise a communication plan for outgoing texts that is proactive.
- + Use a student's first name in some of the initial messages or when you haven't messaged them in a while.
- + Respond to messages quickly. Less than two hours is ideal, but more than two days creates a poor experience.
- + Text to be helpful. Communicate only what is relevant for that particular student.
- + Be short and concise with messaging.
- + Use a mobile messaging platform so students' messages don't slip through the cracks.
- + Use AI to decrease response time to students and increase the efficiency of your team.
- + Make the texting fun! Use GIFs and emoji.



Impact of an AI Advisor

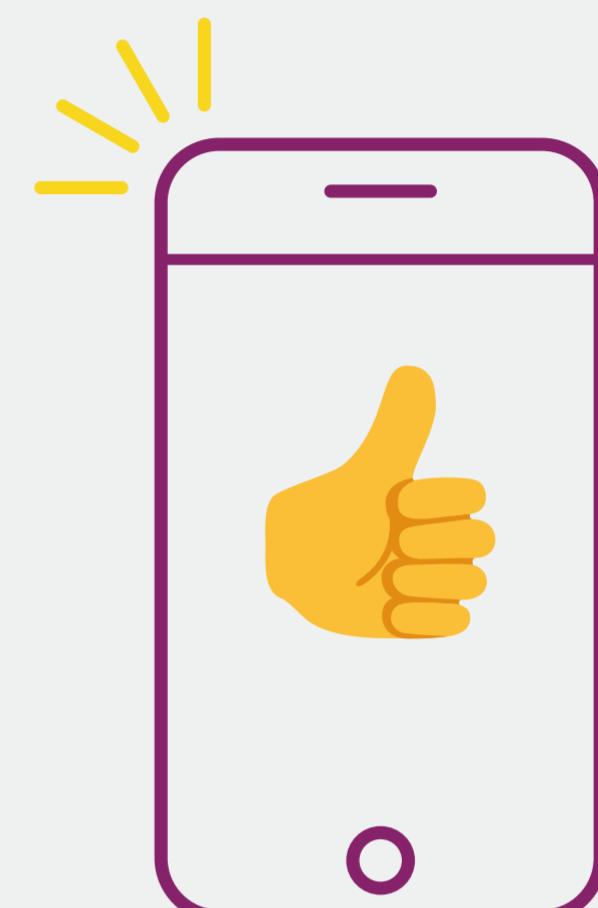
MAXIMIZE STAFF IMPACT FOR STUDENT SUCCESS

WITH AN AI ADVISOR:

65-75%

of student inquiries are

RESOLVED WITHIN SECONDS



AI advisors allow your student-facing teams time to focus on students and areas where they can make the biggest impacts.

As an idea of the staff time needed to respond to messages without an AI advisor, here is an example of the volume required over the course of a yield season:

YIELD SEASON

138 DAYS: MID-APRIL - END OF AUGUST:

3,200
FIRST-YEAR STUDENTS

SEND

50,000
INCOMING MESSAGES

**IF YOU HIRE A SUPERHUMAN TO RESPOND TO MESSAGES,
IT WOULD TAKE**



30
seconds
per message

=

417
hours of responding
to messages

52
DAYS

Enhanced with AI

- + In education, an AI virtual assistant can be “hired” to work in tandem with an educator to dramatically increase efficiency in supporting students at scale.
- + A chatbot armed with knowledge base software can dramatically boost an enrollment team’s ability to handle the large volume of communications that takes place each day.
- + Best of all, the more students engage, the greater the knowledge base grows, and the “smarter” the AI becomes.

READY FOR MORE?

GET A FREE COPY OF THE FULL BOOK:

Engaging Generation Z:

Supporting College-Bound Students with Intelligent Mobile Messaging

This in-depth resource provides a thorough understanding of Generation Z and its expectations for communication, knowledge of communication methods that meet those expectations, clarity on how messaging capitalizes on those methods, and insight into how artificial intelligence can supercharge your staff and scale student support.

*Get your free book, including case studies
and best practices for messaging*

REQUEST A FREE BOOK