



rnl national conference
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empowering higher education



RNL's Innovative Generative AI Strategy: Revolutionizing Enrollment Funnels

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Introduction to the Presenters



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Presentation Agenda

1. Objective
2. **WHY:** Significance of AI in current Higher Ed market
3. **WHAT:** Importance of enrollment funnels, (Campus partners' Pain points/Challenges)
4. **HOW and WHEN** can RNL's approach in AI can help revolutionize enrollment funnels: Demo: Use cases
5. Client's 360 picture together = Digital Strategy + Product + AI
6. Key Takeaways
7. Discussions/ Q/A



**"Invest in the
Recruitment Process"**

Objective



Objective

- The session will highlight how **RNL's teams of AI, Product, and Digital Strategy have together identified the transformative potential of integrating innovative Generative AI solutions within our clients' enrollment funnels** and mapped their pain points/challenges to potential use cases where generative AI can serve as a game changer in maximizing enrollments!
- Understanding of Generative AI into campus enrollment funnels. This will be an opportunity to showcase RNL's a.) newly built muscle of Artificial Intelligence capabilities, b.) tentative roadmap/blueprint and c) Based on client's pain points, and challenges in enrollment funnel, demonstrate the possible use cases/scenarios where this might be a game changer



79%

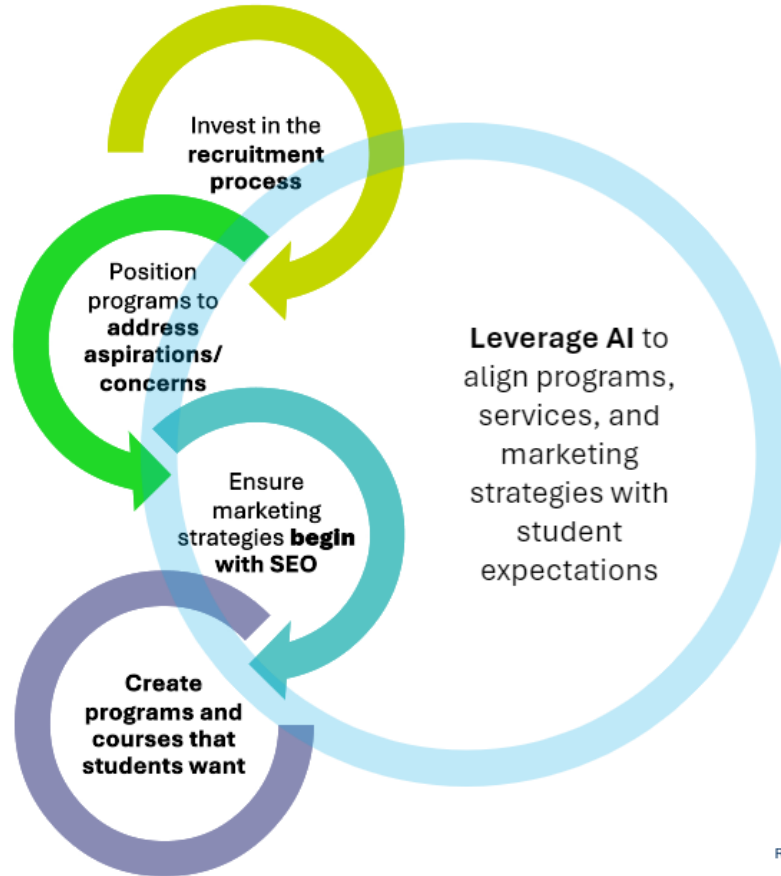
of online students used AI chatbot on a program page/institution site during their search

Significance of AI in Higher Ed Market



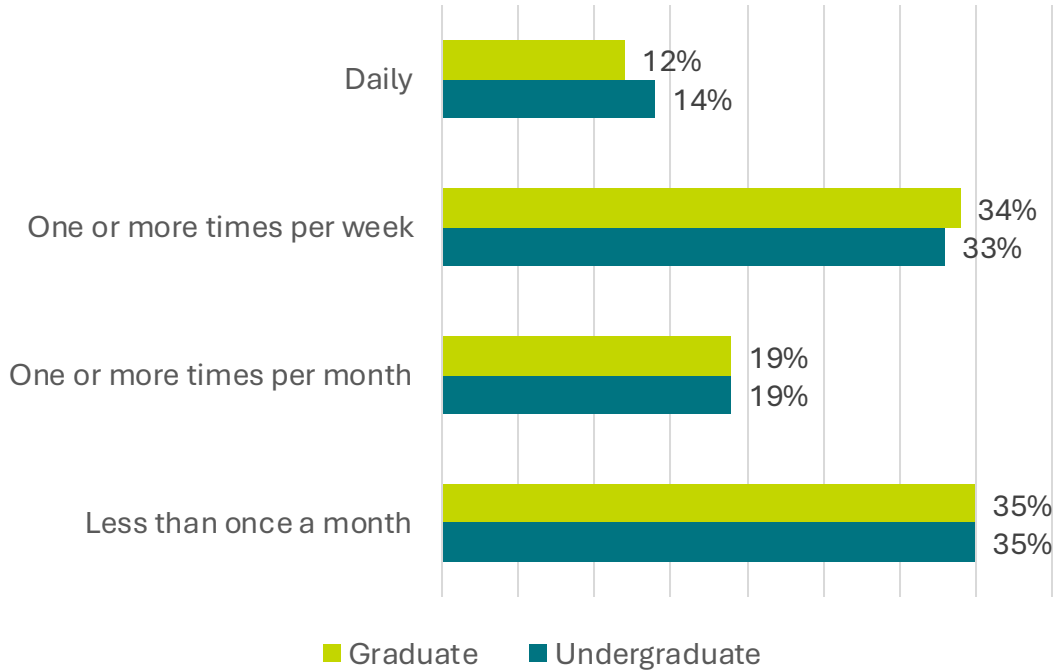
AI In Current Higher Education Strategies

1. 79% of online students used AI
2. Investing in AI to boost Enrollment



Use of AI in daily life

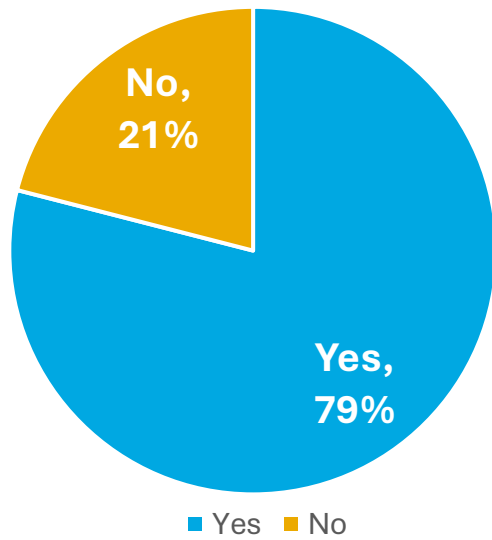
How often do you use an AI platform (ChatGPT, Gemini, etc.)?



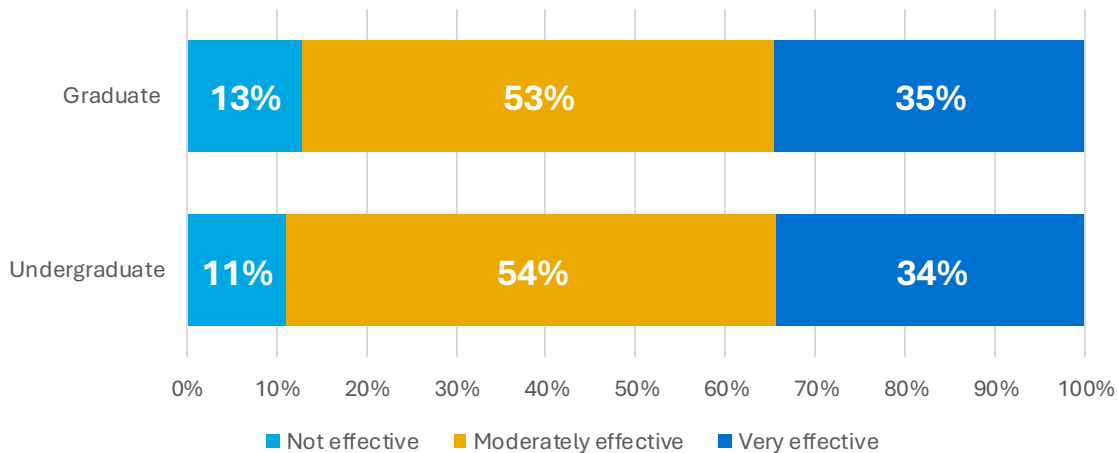
Frequency of Use of an AI Platform – by Generation	GenZ	Millennial	GenX+
Daily	16%	14%	10%
One or more times per week	39%	34%	25%
One or more times per month	19%	20%	14%
Less than once a month	27%	32%	52%

Online students use – and are satisfied with – AI chat

Did you use an AI chatbot during your program search?



How effective did you find the AI chatbot in providing the information you needed?



Read the report for the types of information they'd like to access via an AI-driven chatbot.

Enrollment Funnels



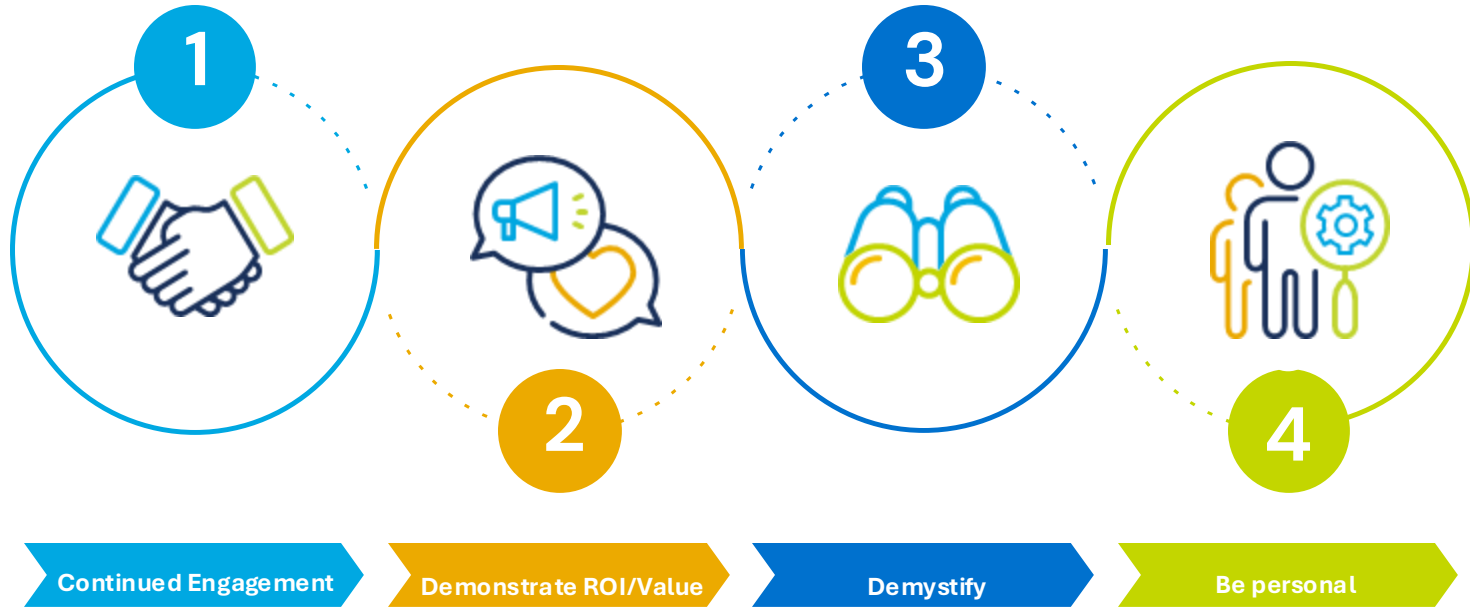
Valuable Insights into Enrollment Funnel

1. Importance of enrollment funnels, in Higher Ed industry
2. typical stages of an enrollment funnel.
3. Campus partners' Pain points/Challenges
4. Optimizing these funnels
5. Maximizing enrollments



Enrolling your admitted students

Multiple layers to this approach



The Journey from a "Conversion" to "New Student"

FULL FUNNEL REPORTING

Conversions 836,033.90	Raw Inquiry 566,974	Prospective Inquiry 457,370	Contacted Inquiry 264,644	Qualified Inquiry 194,074	Submitted Applicant 50,429	Completed Applicant 32,470	Admitted Student 26,477	Registered Student 15,405	Start New Student 9,312
Impressions 1,617,354,611		Raw Inq to Prospective Inq Rate 80 %	Prospective Inq to Contacted Inq Rate 58 %	Contacted Inq to Qualified Inq Rate 73 %	Qualified Inq to Submitted App Rate 26 %	Submitted App to Completed App Rate 65 %	Completed App to Admitted Stud Rate 81 %	Admitted Stud to Registered Stud Rate 58 %	Registered Stud to Start New Stud Rate 60 %
Cost \$43,267,701	Cost/Raw Inquiry \$76	Cost/Prospective Inquiry \$95	Cost/Contacted Inquiry \$163	Cost/Qualified Inquiry \$223	Cost/Submitted Applicant \$858	Cost/Completed Applicant \$1,333	Cost/Admitted Student \$1,634	Cost/Registered Student \$2,809	Cost/Start New Student \$4,646

Here, we can highlight :

1. Value of this deep insight
2. Stages of funnel: Top, Mid, Bottom
3. Drop Off Pain Points: Touchpoints
4. How RNL GPT can boost student Experience at each stage



How RNL's AI approach can help revolutionize these enrollment funnels



Use Cases to address Challenges:

1. Personalized Full-Funnel Enrollment Assistant
2. Automated Student Application Clustering and Review
3. Program Offering Demand Analysis/Campus Curriculum R&D
4. Forecasting/Predictive Modeling for Program Demand/Enrollment Scenario Planning

AI's potential Use cases addressing the enrollment funnel challenges



Read this Blog: [Generative AI in Higher Education: A 360-Degree Approach](#)

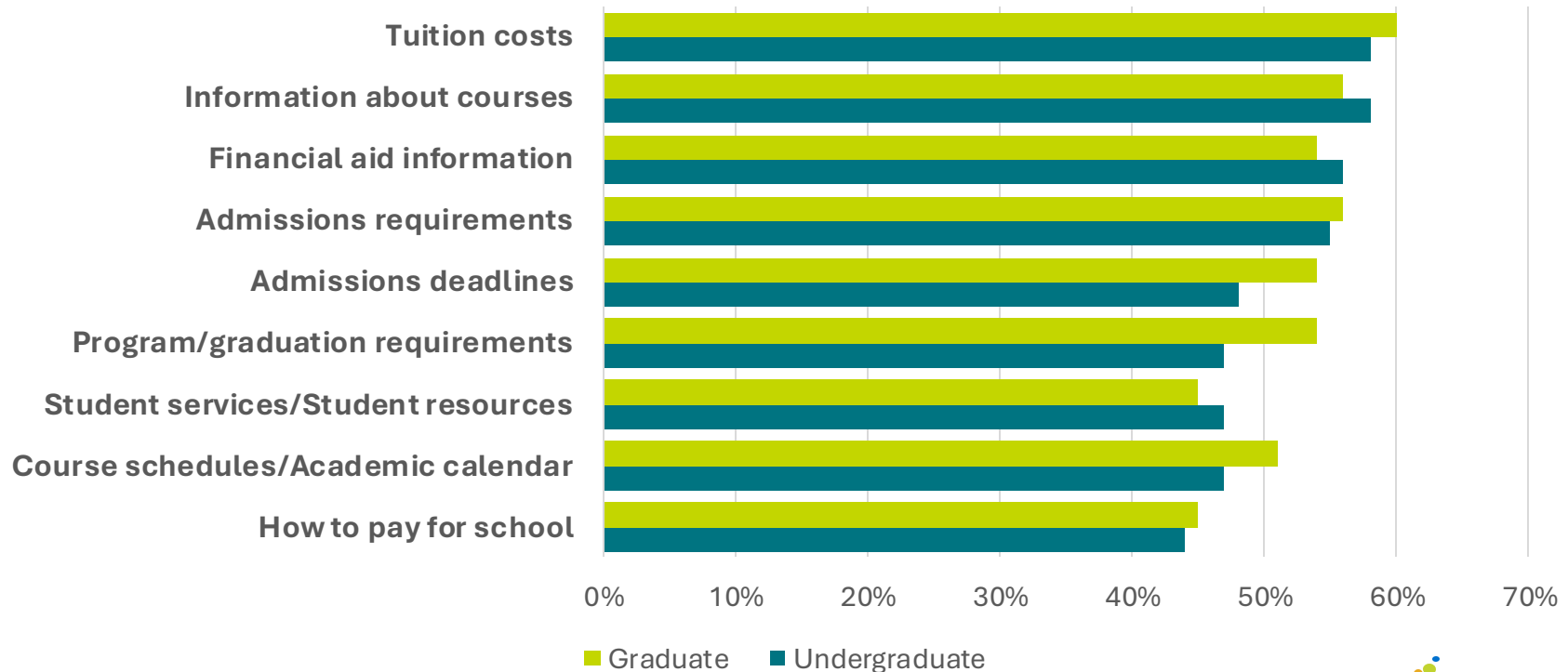


Read this Blog: [Why Timely Response Is Critical to Enrolling Online Students](#)



Online students use AI chat for most basic questions

Which of the following would you want to be able to find on an AI-driven chatbot?

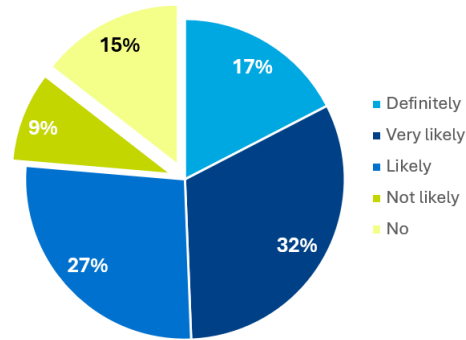


Why Speedy Response throughout Student Journey is crucial?

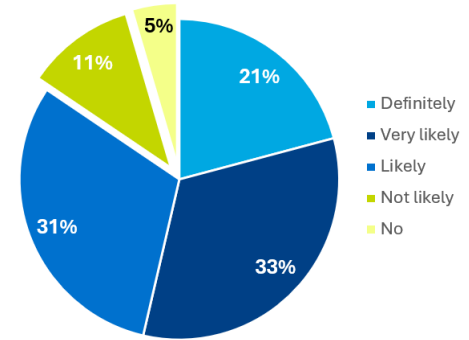
Why is all of this SO important?

1. Speed To Lead (Right after RFI subm
2. Application Processing
3. Transcript processing
4. Application Decision

Likelihood of Enrolling:
First Program to Respond



Likelihood of Enrolling:
First Program to Admit

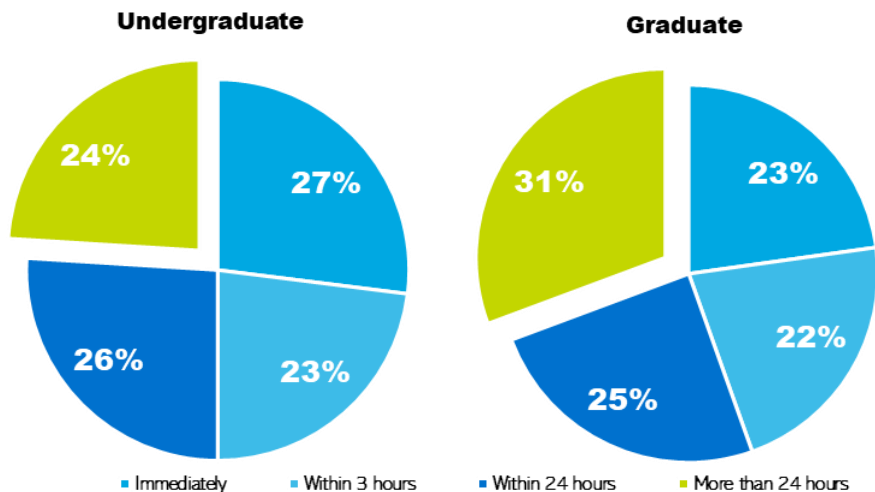


Source: 2024 Online Student Recruitment Report, RNL.

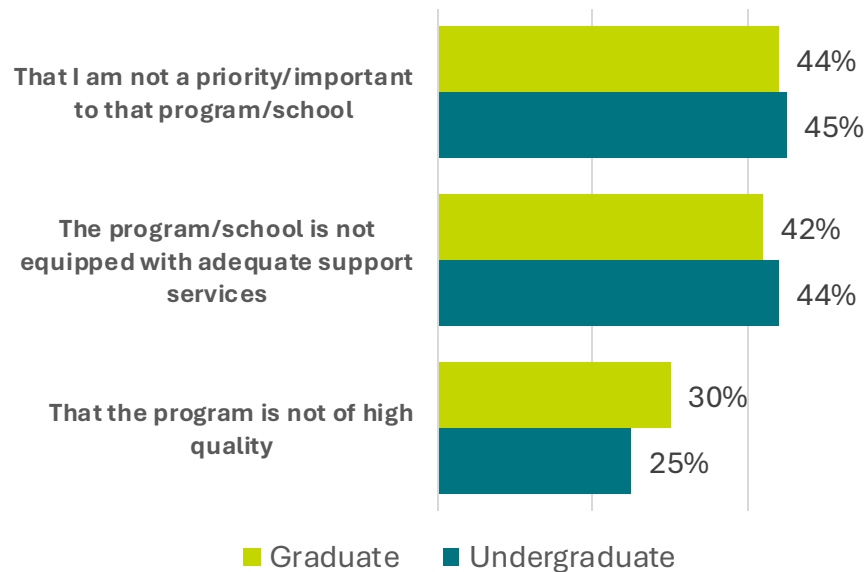
RNL 29

Online students expect a speedy response both initially and throughout their experience.

How soon after submitting an inquiry do you expect to hear from the program?

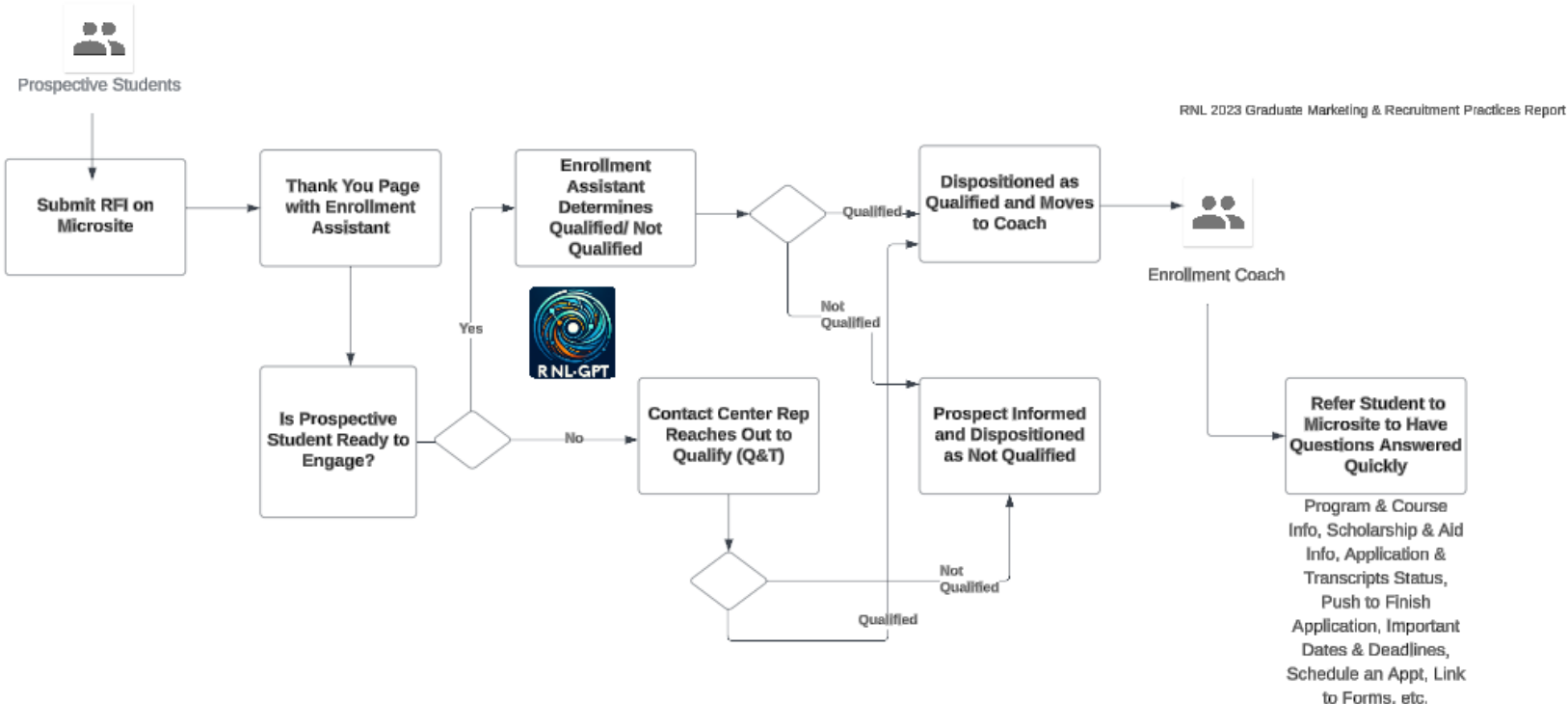


What does a slower than expected response signify to you?



Read the report for the times of day they inquire, how they inquire, how they prefer you to respond, and more.

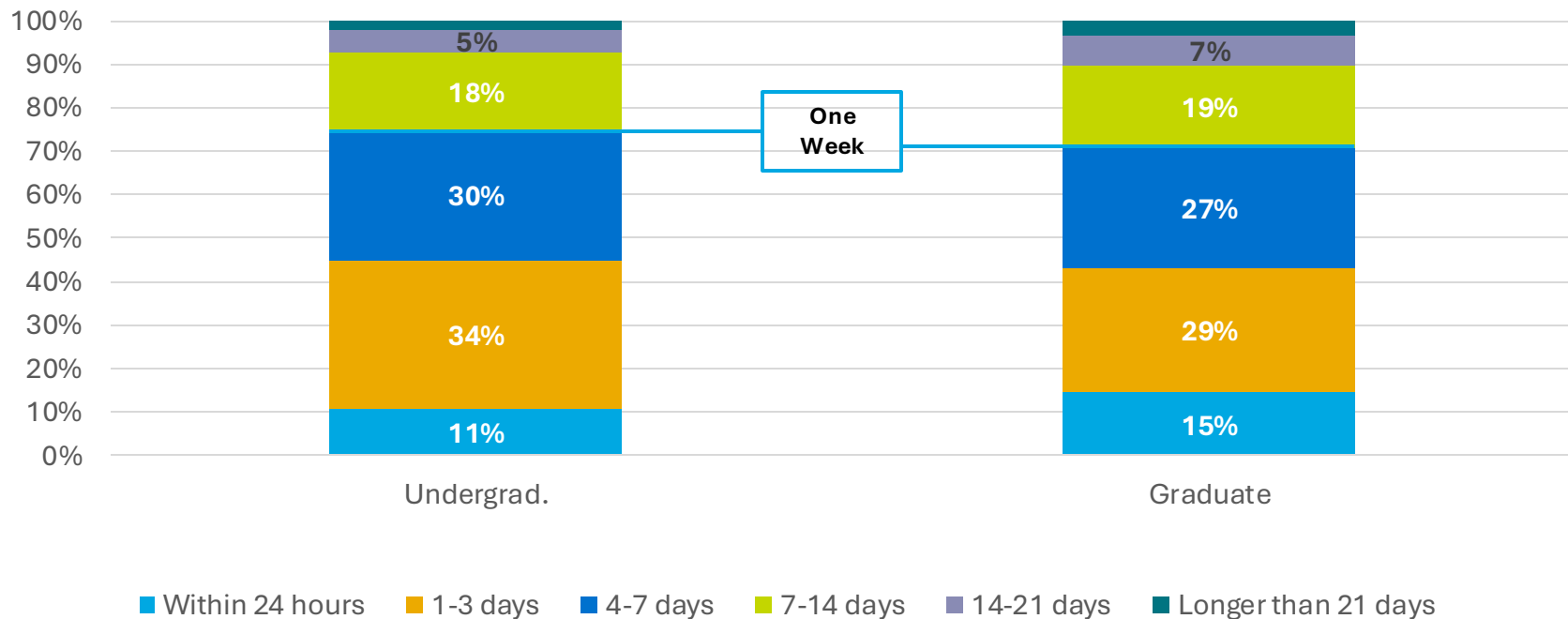
Personalized Full-Funnel Enrollment Assistant



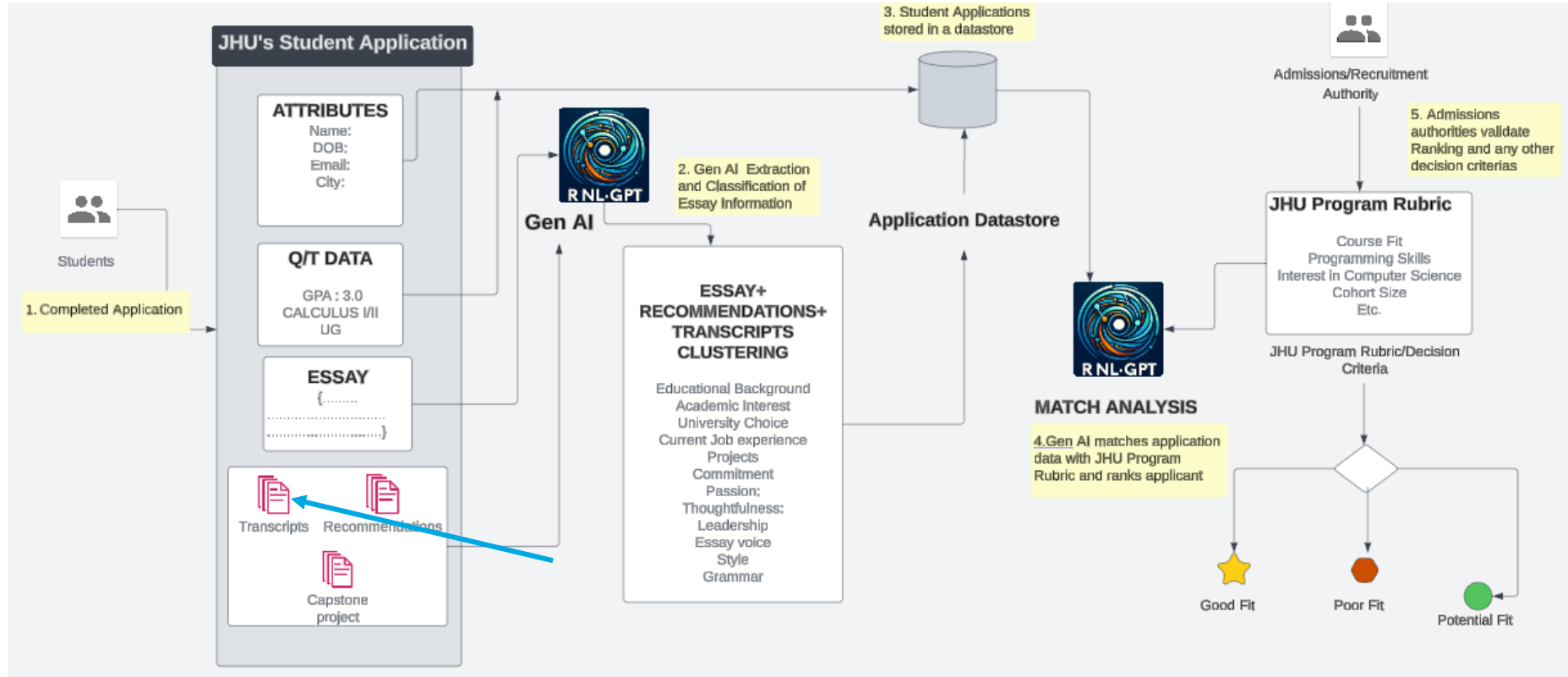
RNL 2023 Graduate Marketing & Recruitment Practices Report

Online students expect a speedy admissions (and apply to more than 1 program).

How quickly do you expect an admissions decision from your online program of choice?



Automated Student Application Clustering and Review



**Client's 360 picture together
= Digital Strategy + Product + AI**



The Collab of Digital Strategy + Product + AI = 360 picture



- How the collaboration between the Digital Strategy, AI, and Product brings the 360 picture together
- Specific applications of generative AI in the higher education sector, based on the customer challenges we've identified in full funnel. We can highlight the alignment with strategic goals and vision. We can take an example of how we identified JHU's down funnel challenges, being an Enable partner, and explored strategies to help them leveraging Gen AI's capabilities.

Key Takeaways



Discussions Q/A



The background is a blue-tinted photograph of graduates in caps and gowns. The focus is on a graduate in the foreground on the right, wearing a black mortarboard cap and a white stole over a dark gown. The rest of the scene is blurred, showing other graduates in the background.

Thank you!



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Dallas, Texas | July 23-25, 2024