

Leveraging AI in Enrollment Management for Higher Education

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AI In Enrollment Management



What We Will Be Discussing

- Admission and Recruitment
- Student Retention and Graduation
- UT Tyler's AI Journey
- AI Solutions

AI Opportunities in Recruitment and Admissions

- 1) Targeted marketing – AI to identify potential students
- 2) Personalized Marketing Campaigns
- 3) Virtual Assistants
- 4) AI to leverage CRM data analytics



AI Opportunities in Recruitment and Admissions



- 5) Application Processing
 - A) Automating the review of applicants
 - B) Predictive Analytics for assessing student success
- 6) Bias reduction – Ensuring fair and unbiased decisions through AI algorithms
- 7) Transcript intake and evaluation

AI Opportunities in Retention to Graduation

- 1) Early Warning Systems
 - A) Identify students at risk through data analytics
 - B) Proactive Student interventions to support services
- 2) Personalized Learning – Adaptive learning platforms tailored to individual student needs



AI Opportunities in Retention to Graduation



- 3) Academic Advising
 - A) AI-driven advising tools to help students stay on track
 - B) Predictive models to forecast graduation timelines
- 4) Career Services AI tools for job matching and career planning



**What AI Products are you
utilizing at your
institutions?**



Microsoft Co-Pilot



- AI powered assistant
- Secure Environment for 365 users
- Document Creation
- Language Translation
- Learning Support
- Image Generation

Liaison AI – Orthot Integration

- AI and predictive analytics provides actionable data to maximize student prospective, student generation and yield
- Shift from static modeling to Dynamic Analytics



RNL Insights

Analyze: Enable your 24/7 virtual data analyst



The dashboard layout features a top header with the 'RNL insights' logo and a tagline. Below this is a grid of four analytics modules: Fundraising Analytics, Enrollment Analytics, Uncover Insights, and Leadership Enablement. At the bottom is a large button for talking or chatting with the data.

RNL insights Actionable, executive-level insights at your fingertips.

- Fundraising Analytics**
- Enrollment Analytics**
- Uncover Insights**
- Leadership Enablement**

Talk/Chat with your data

- **Instant Responses:** Access critical data anytime, with your own virtual data analyst available 24/7
- **Data Navigator interface:** Take advantage of dashboards that highlight key metrics and allow you to analyze any part of your data with just a few clicks.
- **Secure Platform** data is kept safe and confidential
- **Combine Multiple Data Sources:** Bring together up to three different data sources on a single platform, providing you with more comprehensive insights and actionable items

Slate AI

- AI Reader – Summarization Tool
- AI Tasks – Task Management
- AI Queries – Quicker Queries
- AI Insights – Ask questions for real-time insights
- AI Dashboards – Combine dashboards with LLM
- AI Rules – Provides customization and optimization in SLATE
- AI Voice – Allows generated voices to provide automated custom messaging
- AI Knowledge Base – AI companion to assist users with the SLATE platform

slate

One Origin AI: Vaigus



- Real-time Course Builds
- Create + Manage Assignments
- Automated Grading
- Plagiarism Check
- Tutor on Demand
- Handwriting recognition
- LMS Integration

Anthology - BlackBoard

- Real-Time Course builds
- AI Design Assistant
- Plagiarism Detection
- LMS Integration
- Student Progress Analytics



Questions



Thank You



David Barron

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