

# **Spend Less Time Searching and More Time Succeeding with RNL Answers**

SoHye Park, AVP, Applied AI



# Speakers



**SoHye Park** — AVP, Applied AI, Product Owner of RNL Answers, Insights, and Project Lead of RNL Evaluate  
Park is a product manager specializing in AI/ML with a strong foundation in data science, natural language processing, and applied linguistics. She currently leads strategy and development for three AI-driven products at Ruffalo Noel Levitz, RNL Answers, Insights, and Compass. With an academic background in statistics and applied linguistics, SoHye blends technical expertise with product leadership to deliver measurable impact.



Information  
Search & Retrieval



Q & A

## RNL ANSWERS

Your Multi-purpose Gen AI Assistant



Content  
Generation



Brainstorming



Content  
Evaluation

# RNL Answers

## Chat Interface

The screenshot displays the RNL edge chat interface. On the left is a sidebar with a 'New Chat' button and a list of categories: General question, Enrollment, Financial Aid, Fundraising, Graduate Online, and Marketing. The main area features a header 'How can I help you today?' and a large text input field with a placeholder 'Select a topic from the left, or go ahead and ask me a question'. Annotations with arrows point to various elements: 'Start new Chat defined by selected topic/-s below' points to the 'New Chat' button; 'History of previous chats' points to the 'History' tab; 'Categories of provided sources in Document Library' points to the category list; 'Document Library: PDFs only' points to a document icon in the top right; and 'Write your prompt here to start chat with your documents' points to the main text input field.

Start new Chat defined by selected topic/-s below

History of previous chats

Categories of provided sources in Document Library

Document Library: PDFs only

Write your prompt here to start chat with your documents

**RNL edge**

**How can I help you today?**

Select a topic from the left, or go ahead and ask me a question

**Category** History

☐ General question

or narrow your topic to:

☐ Enrollment

☐ Financial Aid

☐ Fundraising

☐ Graduate Online

☐ Marketing

New Chat

# Real World Examples

## Streamlining workflows

Use Case

1

2

3

+

- Summarize meeting notes and highlight my key action items.
- Create a dynamic agenda for our upcoming admission event, including interactive activities and engaging presentations.
- Based on this donor's interests, craft a year-end giving letter designed to compel them to give to the annual fund.



Information  
Search & Retrieval



Content  
Evaluation



Brainstorming



Content  
Generation

# Real World Examples

## Streamlining workflows

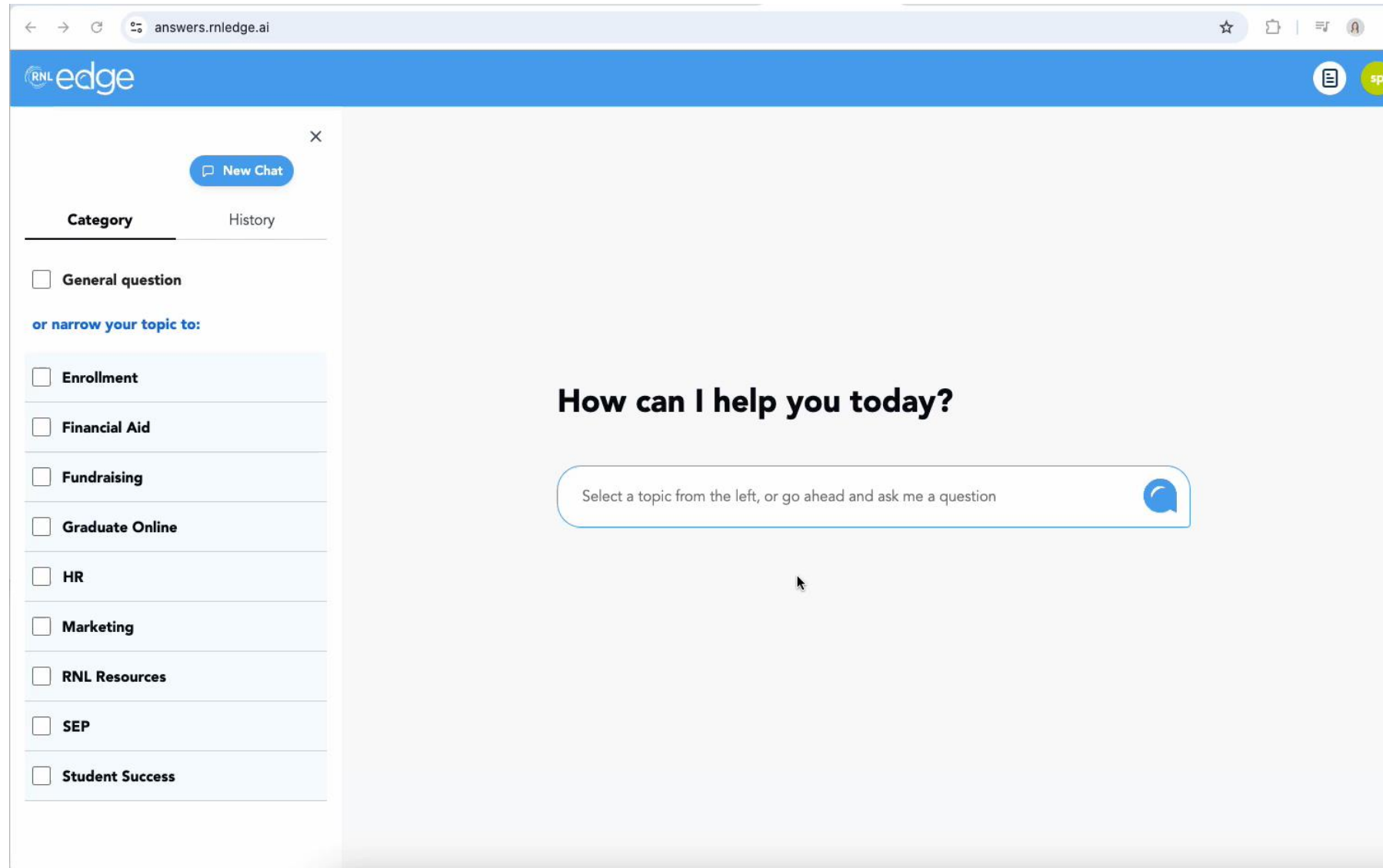
Use Case

1

2

3

+



# RNL Answers

## Document Library

 New Chat

## History

## □ General question

**or narrow your topic to:**

## Enrollment

## Financial Aid

☐ Fundraising

 **Graduate Online**

HR

## Marketing

## RNL Resources

SEP






























### Student Success

## Document Library

Q

↑ d



	Document name	Category	Visibility	 Upload details	Status 	Download	
	2023-SEP_Book-Chapter 1.pdf	SEP	All Users	08/19/2024 @ 11:17 AM			
	2023-SEP_Book-Chapter 2.pdf	SEP	All Users	08/19/2024 @ 11:17 AM			
	2023-SEP_Book-Chapter 4.pdf	SEP	All Users	08/19/2024 @ 11:23 AM			
	2023-SEP_Book-Chapter 5.pdf	SEP	All Users	08/19/2024 @ 11:23 AM			
	2023-SEP_Book-Chapter 7.pdf	SEP	All Users	08/19/2024 @ 11:23 AM			
	2023-SEP_Book-Chapter 9.pdf	SEP	All Users	08/19/2024 @ 11:23 AM			
	2023-SEP_Book-Chapter 10.pdf	SEP	All Users	08/19/2024 @ 11:37 AM			
	2023-SEP_Book-Chapter 11.pdf	SEP	All Users	08/19/2024 @ 11:37 AM			
	2023-SEP_Book-Chapter 12.pdf	SEP	All Users	08/19/2024 @ 11:37 AM			
	2023-SEP_Book-Chapter 14.pdf	SEP	All Users	08/19/2024 @ 11:37 AM			
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	2023 Graduate Student Recruitment Report.pdf	Graduate Onl...	All Users	08/19/2024 @ 11:38 AM			
	2023 SPS Strengths Challenges_4yr-PRIVATE_1.pdf	Graduate Onl...	All Users	08/19/2024 @ 11:38 AM			
	2023 SPS Strengths Challenges_4yr-PUBLIC_1.pdf	Graduate Onl...	All Users	08/19/2024 @ 11:38 AM			
	2023 SPS Strengths Challenges_ADULT_1.pdf	Graduate Onl...	All Users	08/19/2024 @ 11:38 AM			

# RNL Answers

## Document Library: Document Upload

The diagram illustrates the document upload process. It starts with a PDF icon and a 'Document Upload' button. An arrow points to a 'Document Upload' modal window. The modal has two steps: Step 1 (Select the category) and Step 2 (Select the visibility level). Step 1 shows a list of categories: Enrollment, Financial Aid, Fundraising, Graduate Online, HR, Marketing, RNL Resources, SEP, and Student Success (selected). Step 2 shows a list of visibility levels: Only Me, All Users (selected), User, and Nerds. A 'Continue' button is at the bottom of each step.

**Document Upload:**

Document name: 749R Meta Syllabus.pdf

**\*Document Category:** (select one)

- ☐ Enrollment
- ☐ Financial Aid
- ☐ Fundraising
- ☐ Graduate Online
- ☐ HR
- ☐ Marketing
- ☐ RNL Resources
- ☐ SEP
- ☒ Student Success

**Continue**

**Document Upload:**

Document name: 749R Meta Syllabus.pdf

**\*Document Category:** Student Success

**\*Visibility:** (optional)

- ☐ Only Me
- ☒ All Users
- ☐ User
- ☐ Nerds

**Continue**

**Step 1.**Select the category

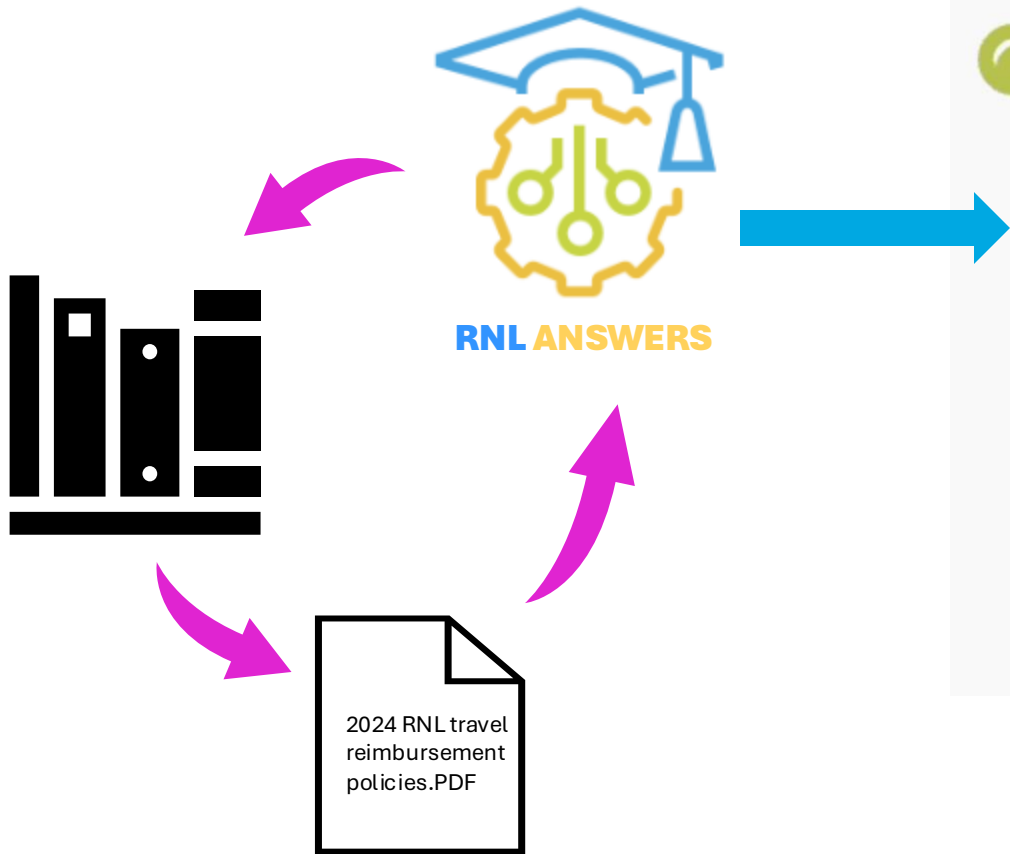
**Step 2.**Select the visibility level



# RNL Answers

## Example: HR Category

What is our travel reimbursement policies about airport parking?



Employees will be reimbursed for reasonable airport parking charges. When choosing transportation to the airport, employees should compare the total costs of driving and parking a personal vehicle against all other means of ground transportation. Employees who drive personal vehicles to the airport should choose the lowest-cost parking option that provides for their personal safety. Most airports offer variations of short-term, long-term, and off-site parking that are priced based on proximity to the terminals. Short-term parking is generally the most expensive and should not be used [1], [2], [3], [4], [5], [6], [7].



☰ Sources [10]



# Enrollment Management





**How can I help you today?**

Select a topic from the left, or go ahead and ask me a question



# Graduate Online





**How can I help you today?**

Select a topic from the left, or go ahead and ask me a question



# RNL Evaluate

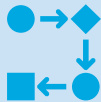


# Use Case Description

## *Evaluating a large batch of application essays using Answers*



This use case involves summarizing a significant volume of applicants' written submissions (e.g., Personal Statement) using the RNL Answers API, aligned with the acceptance criteria set by USC Gould School of Law. This process promises enhanced efficiency in handling and processing written submissions.



The short-term goal is to enable Answers' batch processing capability to support USC Law admission staff in reviewing applicants' essays during their busy season.



The long-term goal is to develop a product that automates the ingestion of application components—such as essays—from a client's CRM, processes these documents based on the client's criteria, and integrates the results back into their CRM.

# Overview of the Process

## *Steps for Building the Prototype*

1

**Step 1: Data Preparation**  
(Extracting the personal statement from each application PDF file)

2

**Step 2: Prompt engineering**  
(Crafting a prompt that instructs the AI model how to evaluate the personal statement)

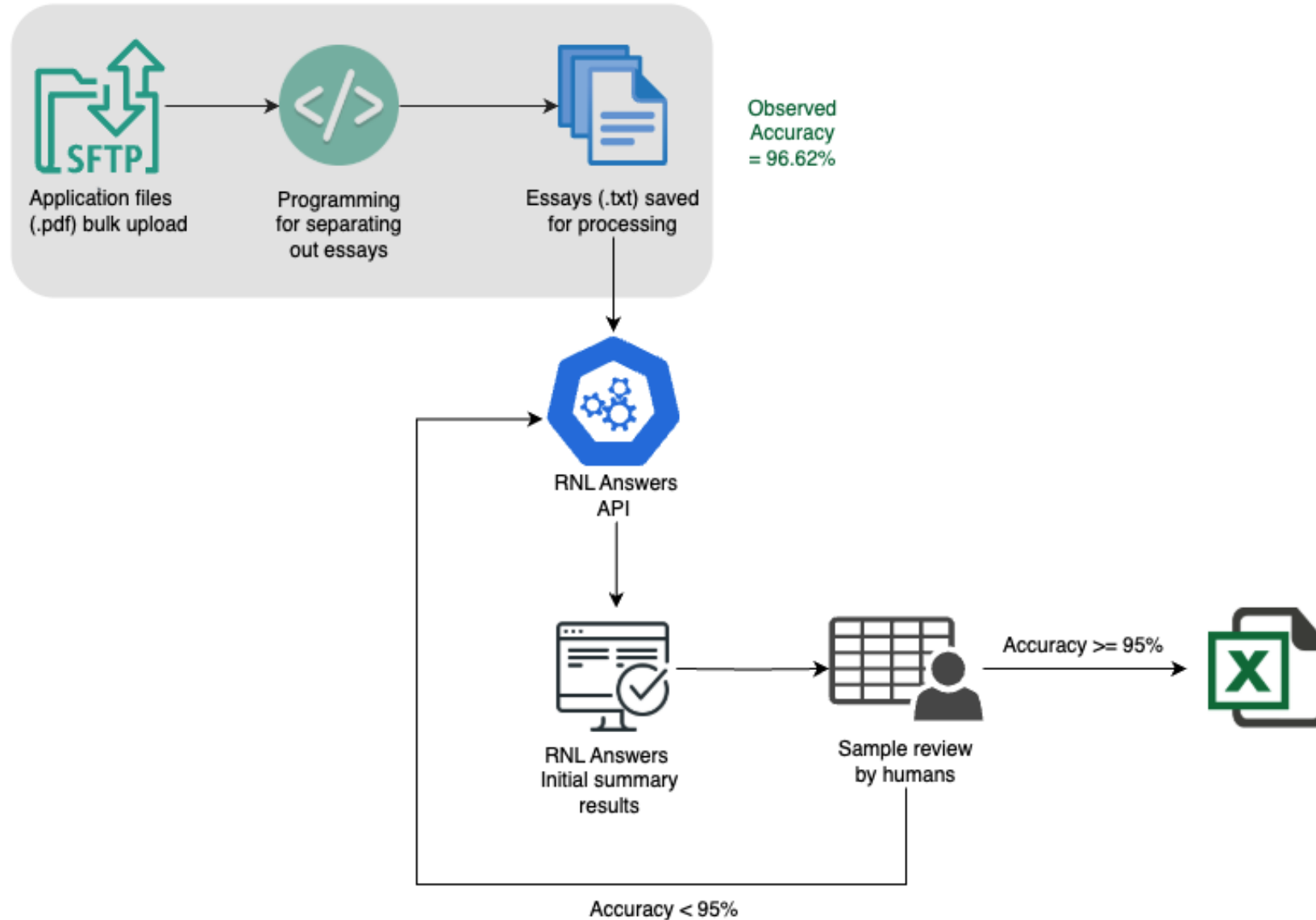
3

**Step 3: Processing through Answers API**  
(Creating a loop that passes each personal statement to the prompt written in Step 2)



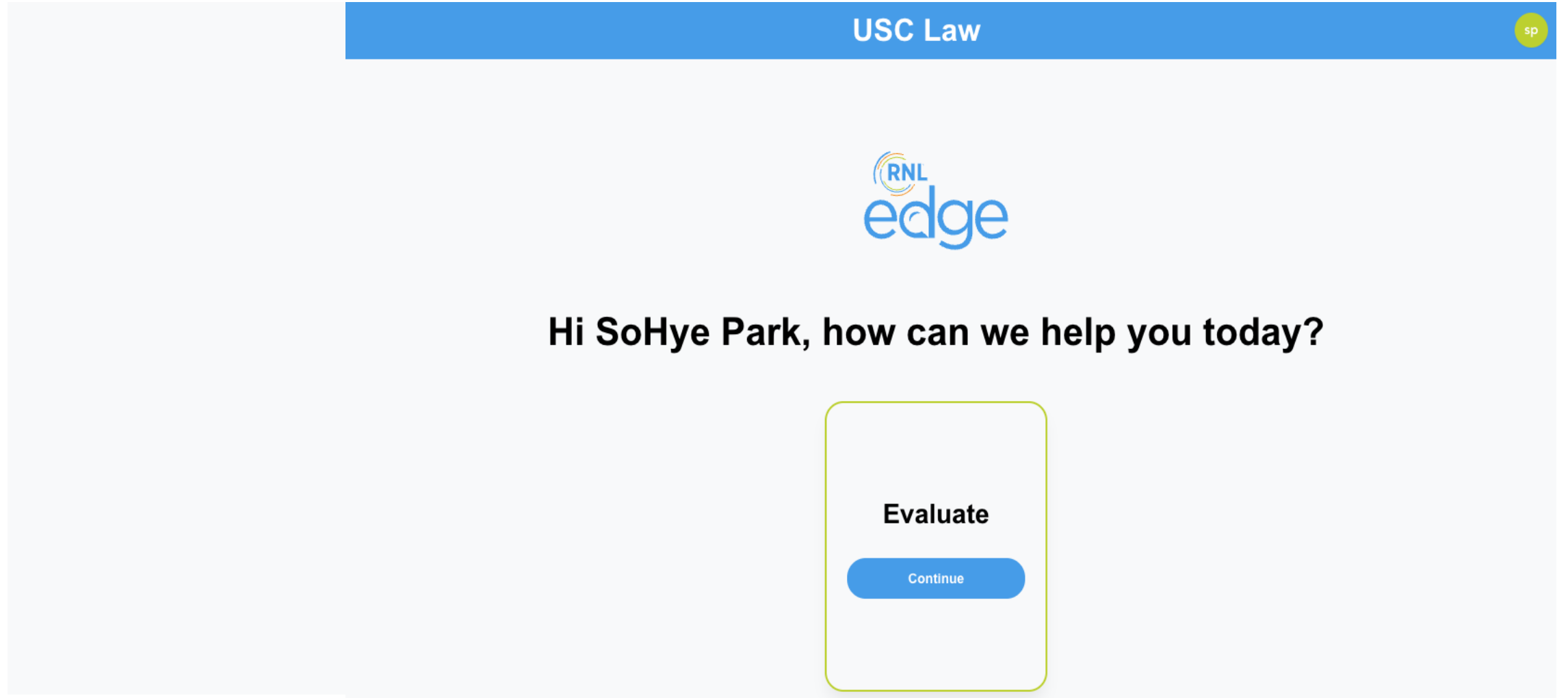
# Overview of the Process

## *From PDFs to Summaries*

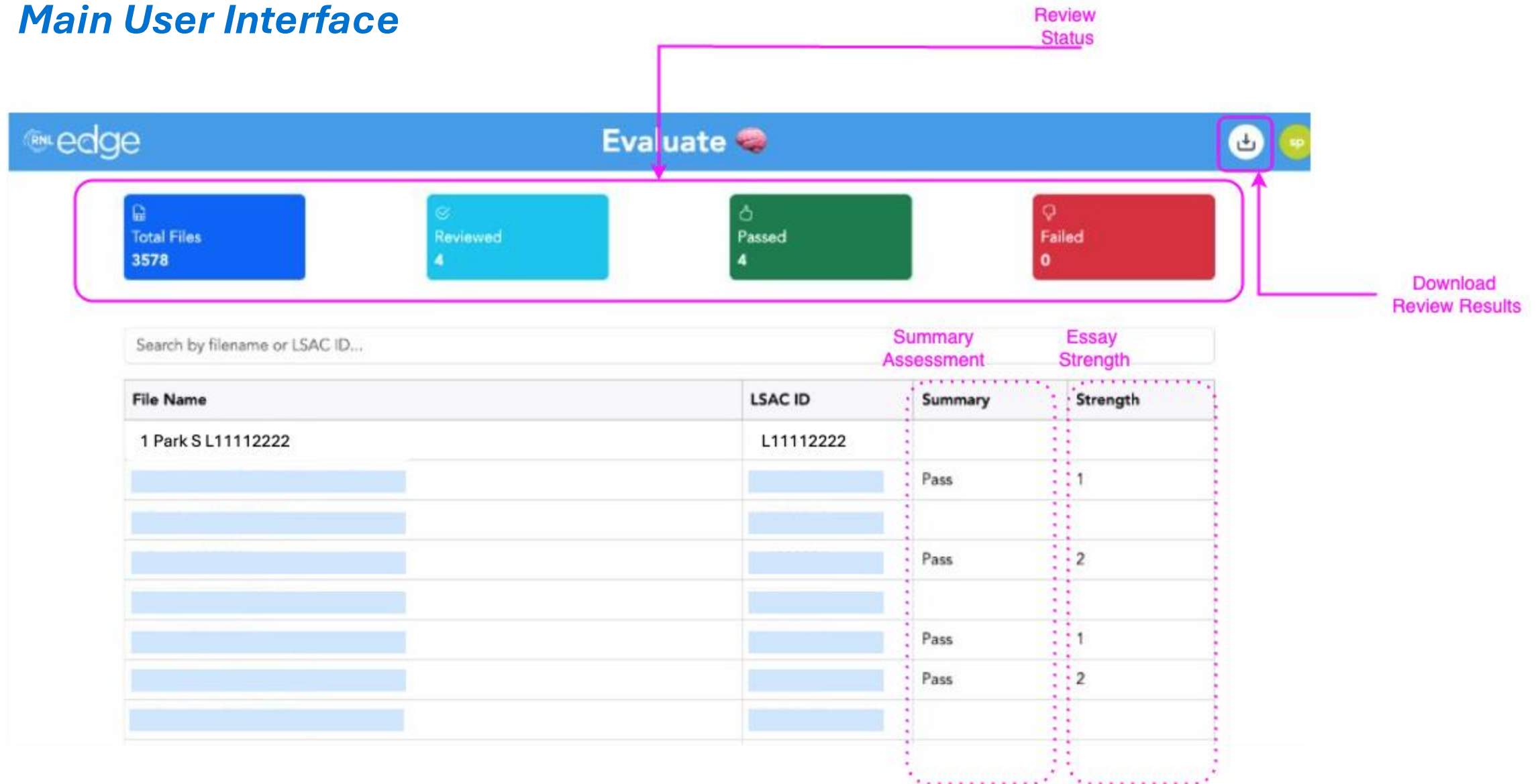


# The Prototype

*Access through RNL Edge*



## Main User Interface



# The Prototype

## Main User Interface



Evaluate 



[← Back \(0/3578\)](#)

Applicant LSAC ID: **L11112222**

[Next → \(2/3578\)](#)

### Original Text

My 24-year-old cat spends his days eating, sleeping, and basking in the sun. Despite his age, he still reigns over the house with quiet authority, listens for the faintest sounds, and is ever ready to pounce on whatever new surprises life might offer. In many ways, my life mirrors my beloved cat's. While content with going to bed on time and living simply, I have always remained eager to learn and open to new ideas. Furthermore, I stay ready to adapt, recognizing that neither my cat nor I live in isolation; the world is ever more interconnected. As I explored the world around me, my curiosity led me to try many directions. In the end, each experience gradually led me to the realization that I wanted to pursue a career in law.

In the past few years, I have assisted people with disabilities in their legal battles and interned at a district-level People's Procuratorate in Beijing. Through these experiences, I came to understand that life is full of twists and turns, where moments of both justice and injustice frequently intersect. My first exposure to legal work was at a private law firm, Junge, where I assisted with civil litigation in legal aid cases. During this time, I primarily helped disadvantaged

### Summary

The applicant's most relevant experience sparking interest in law is assisting people with disabilities in legal battles and interning at a district-level People's Procuratorate in Beijing, where they gained a nuanced understanding of the complexities of justice and the importance of compassion. They wish to pursue a career in law, specifically focusing on human-centered and holistic approaches to address gaps in the system, as exemplified by a case where a man was sentenced to 12 years in prison for a relatively minor crime, highlighting the need for more discerning and adaptive legal frameworks. Through these experiences and others, including internships at Junge Law Firm and the People's Procuratorate, the applicant has sharpened their understanding of the law and its consequences, and is now committed to applying to a world-class law school to refine their skills and knowledge to better serve underserved groups.

Is this a good summary?

☐ Yes  ☐ No 

Please rate the overall strength of the personal statement

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

(1 = Weakest, 5 = Strongest)

Reviewer comments

Type your comments here...

An illustration on the left side of the slide shows a white tablet at the bottom with a blue screen. Above the tablet, several documents with text and icons (like a person in a red circle) are floating in a teal, curved background. There are also some glowing blue icons like a shield and a location pin.

# Future Improvements



## Additional Evaluative Component

- Essay Content + Stylistic scoring
- More diverse input (e.g., resume, other writing pieces)



## Desired Outcome Format

- A set of scores corresponding to evaluative component(s)
- Summaries of everything Answers evaluates
- Direct CRM or review platform data transfer



## Integration with Other Products/Services

- **SS&E** or **Predict**: Connecting the comprehensive candidate evaluation with yield projection
- **Financial Aid**: Targeted, individualized discounts given the totality of application

# Questions



# Thank You for Your Time!



**So Hye Park**

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