RNL NC
ALTERING the
LANDSCAPE

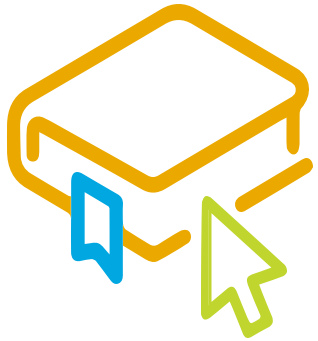
Spend Less Time Searching and More Time Succeeding with RNL Answers

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

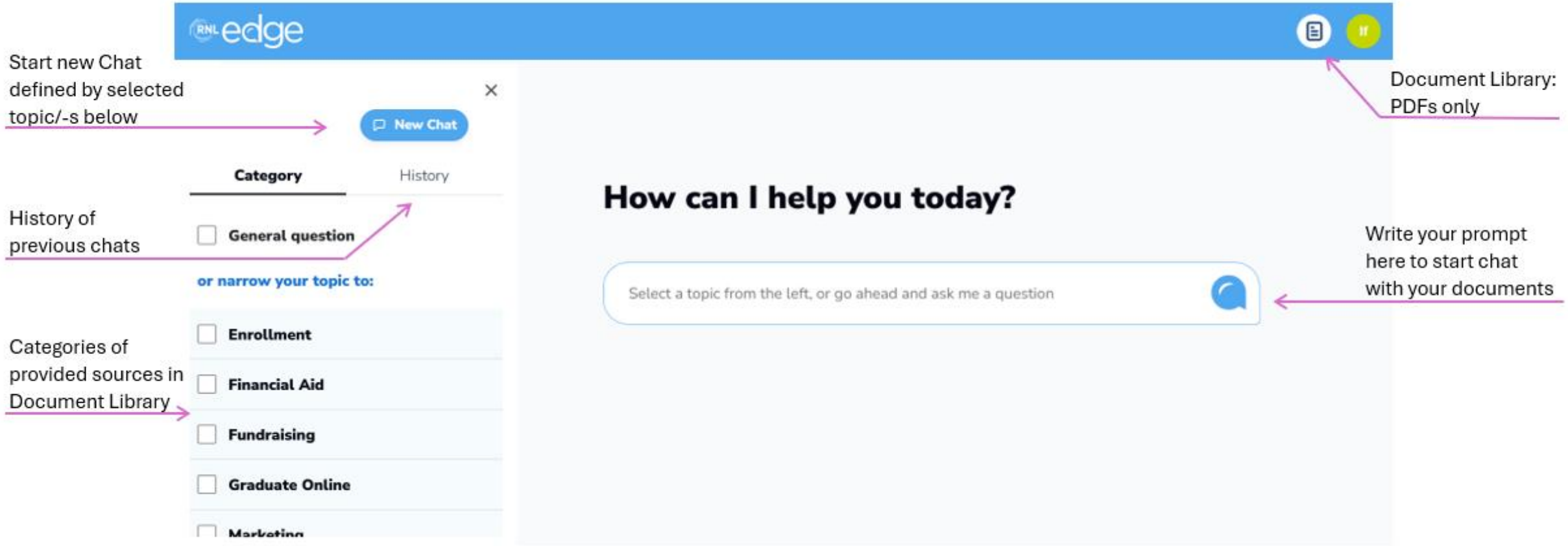
Content
Generation

Brainstorming

Content
Evaluation

RNL Answers

Chat Interface



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

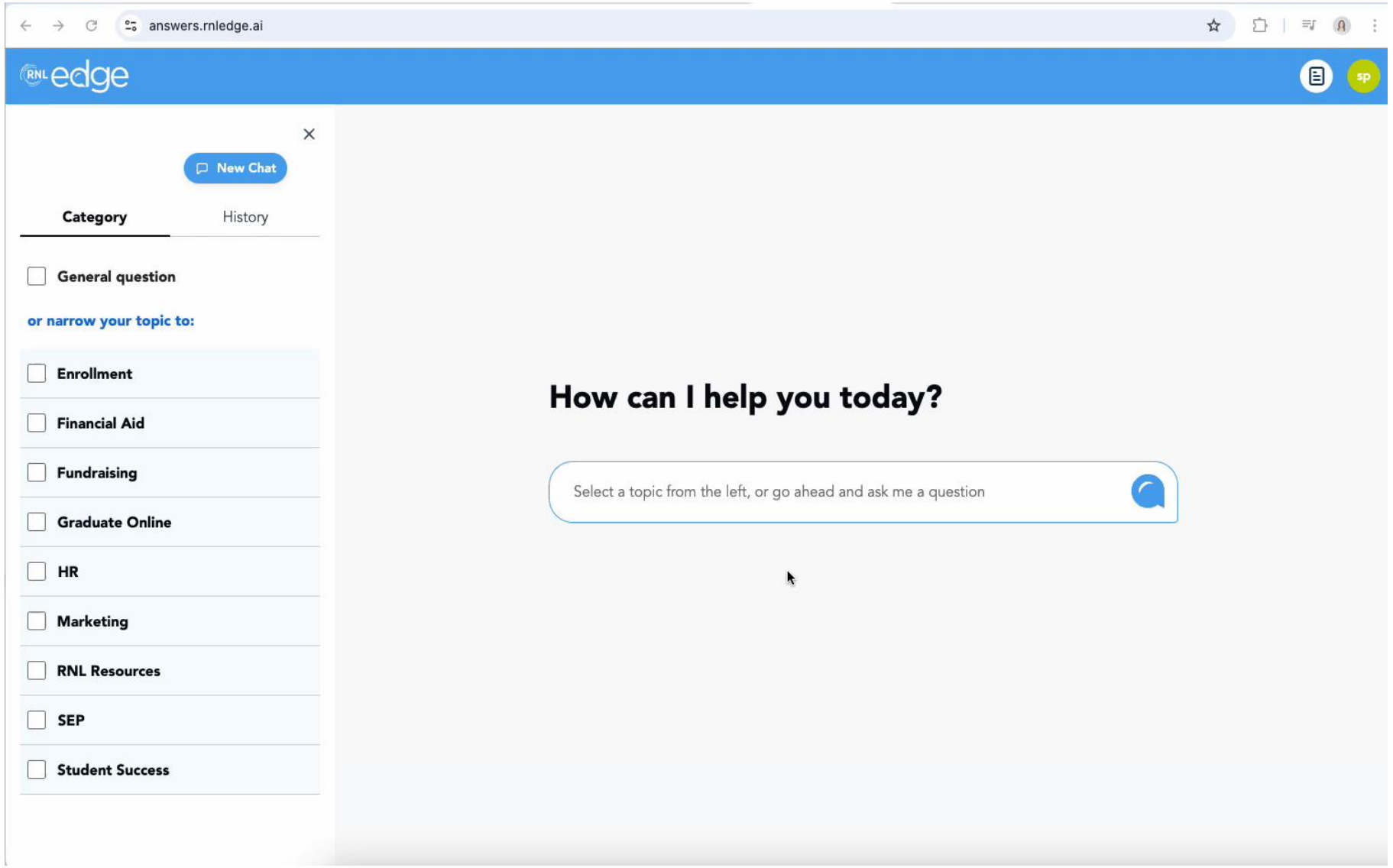
Brainstorming

Content Generation

Real World Examples

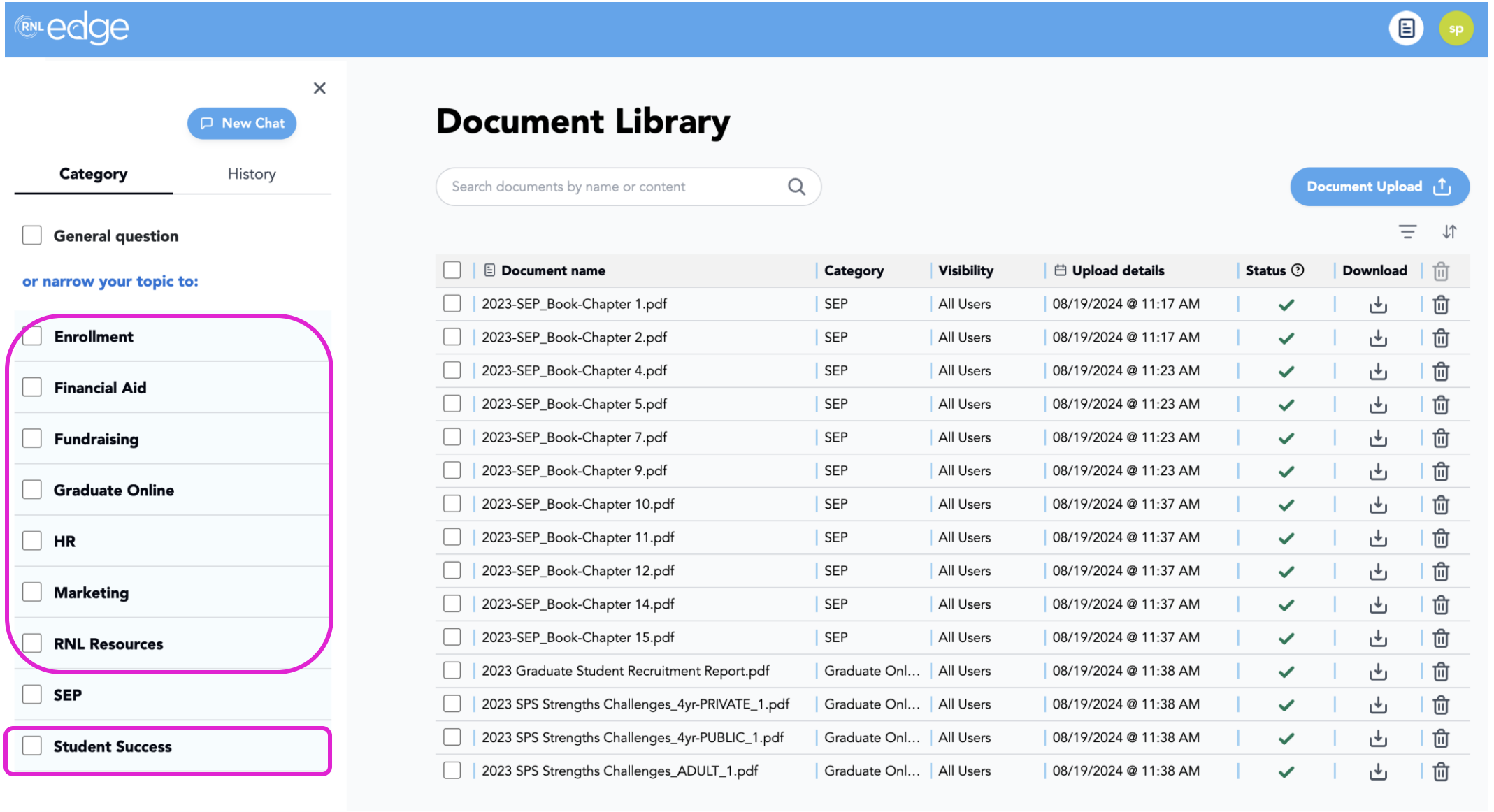
Streamlining workflows

Use Case | 1 | 2 | 3 | +



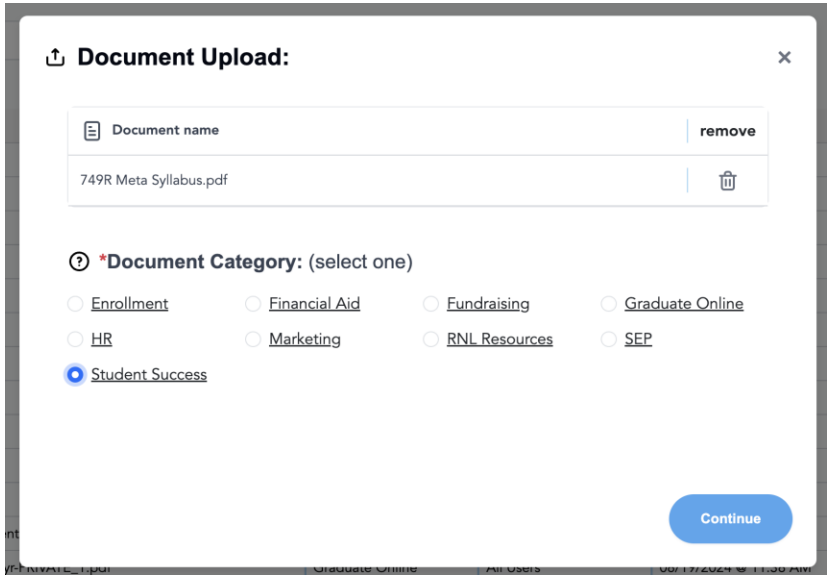
RNL Answers
Document Library

Standard Categories

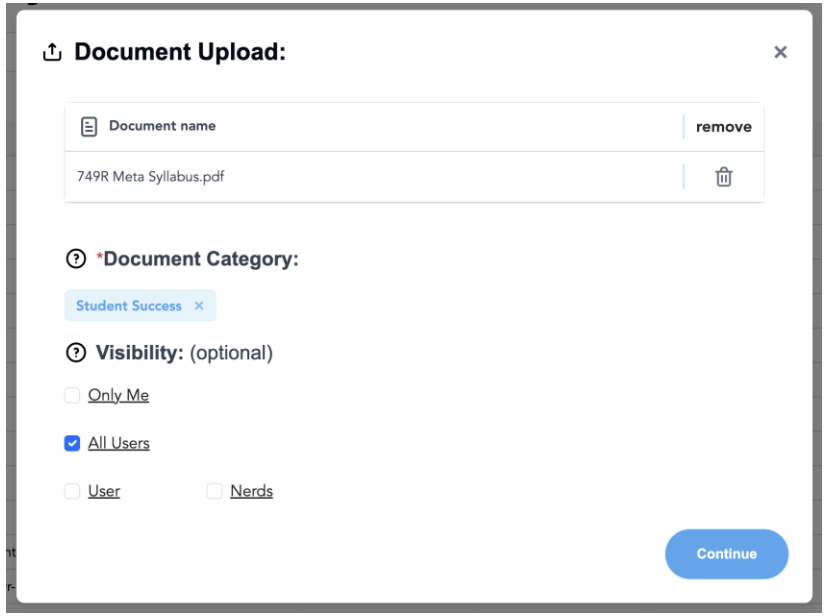


RNL Answers

Document Library: Document Upload



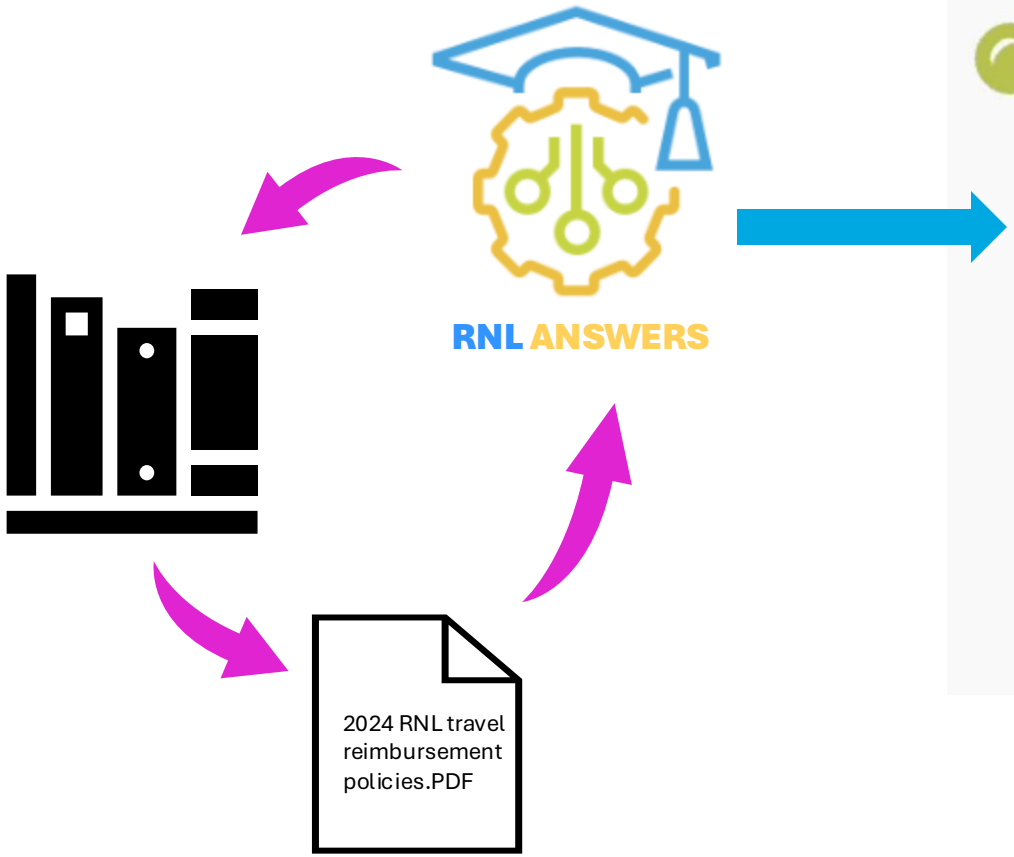
Step 1. Select the category



Step 2. Select the visibility level

RNL Answers
Example: HR Category

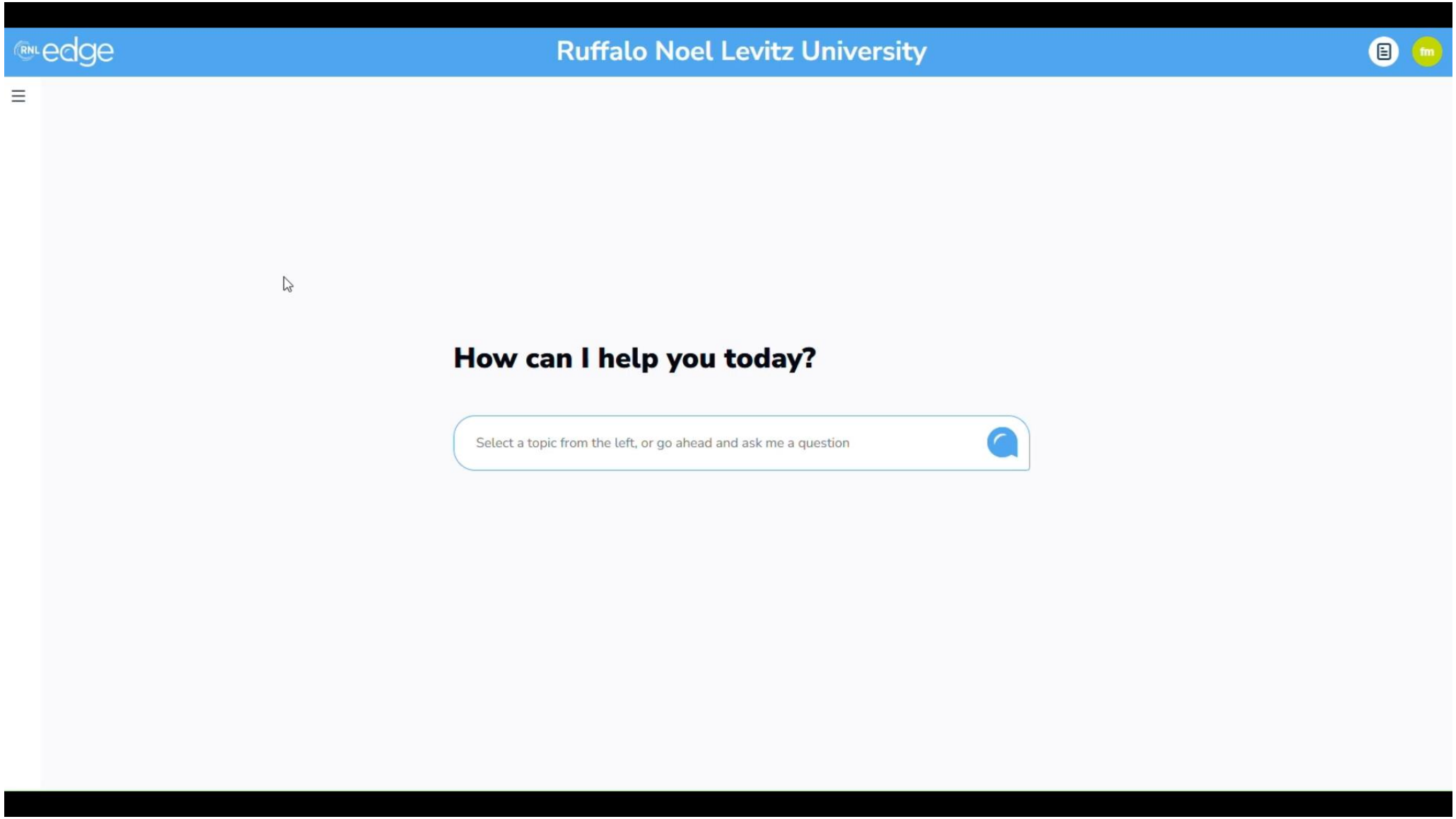
What is our travel reimbursement policies about airport parking?



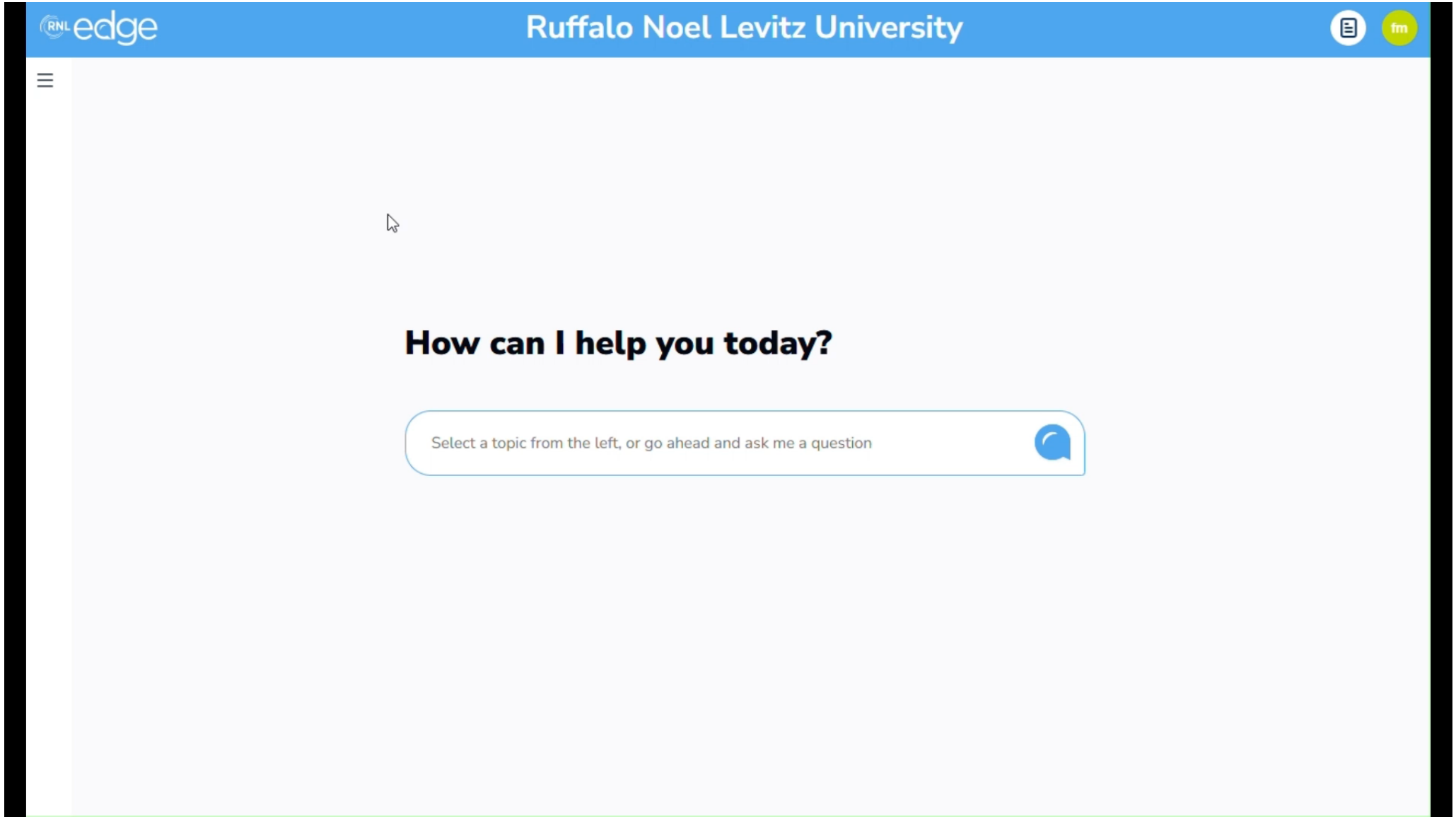
Employees will be reimbursed for reasonable airport parking charges. When choosing transportation to the airport, employees should compare the total costs of driving and parking a personal vehicle against all other means of ground transportation. Employees who drive personal vehicles to the airport should 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


edge
Ruffalo Noel Levitz University
fm
How can I help you today?
Select a topic from the left, or go ahead and ask me a question

Graduate Online

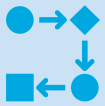

edge
Ruffalo Noel Levitz University
fm
How can I help you today?
Select a topic from the left, or go ahead and ask me a question

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

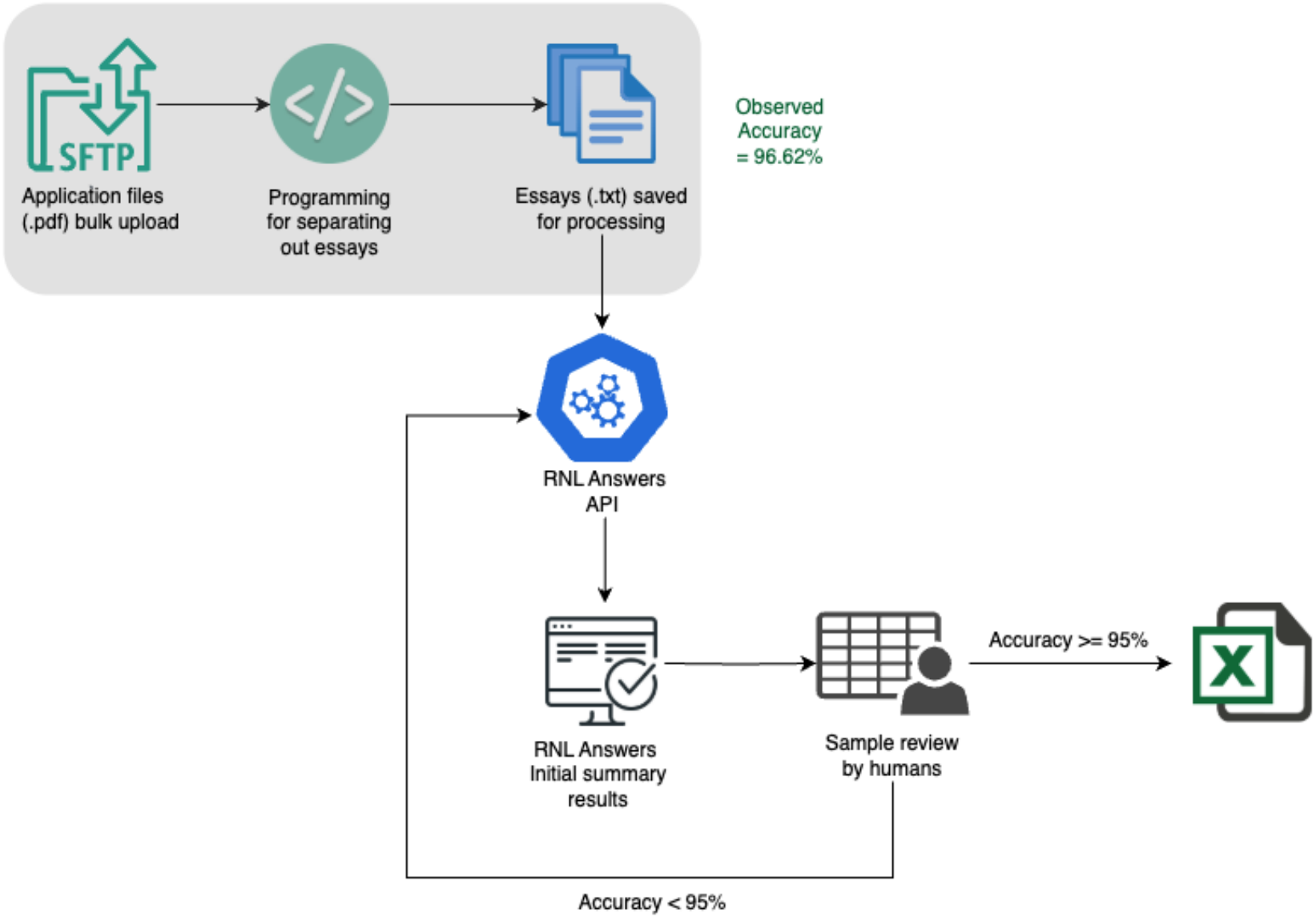
Step 2: Prompt engineering
(Crafting a prompt that instructs the AI model how to evaluate the personal statement)

3

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

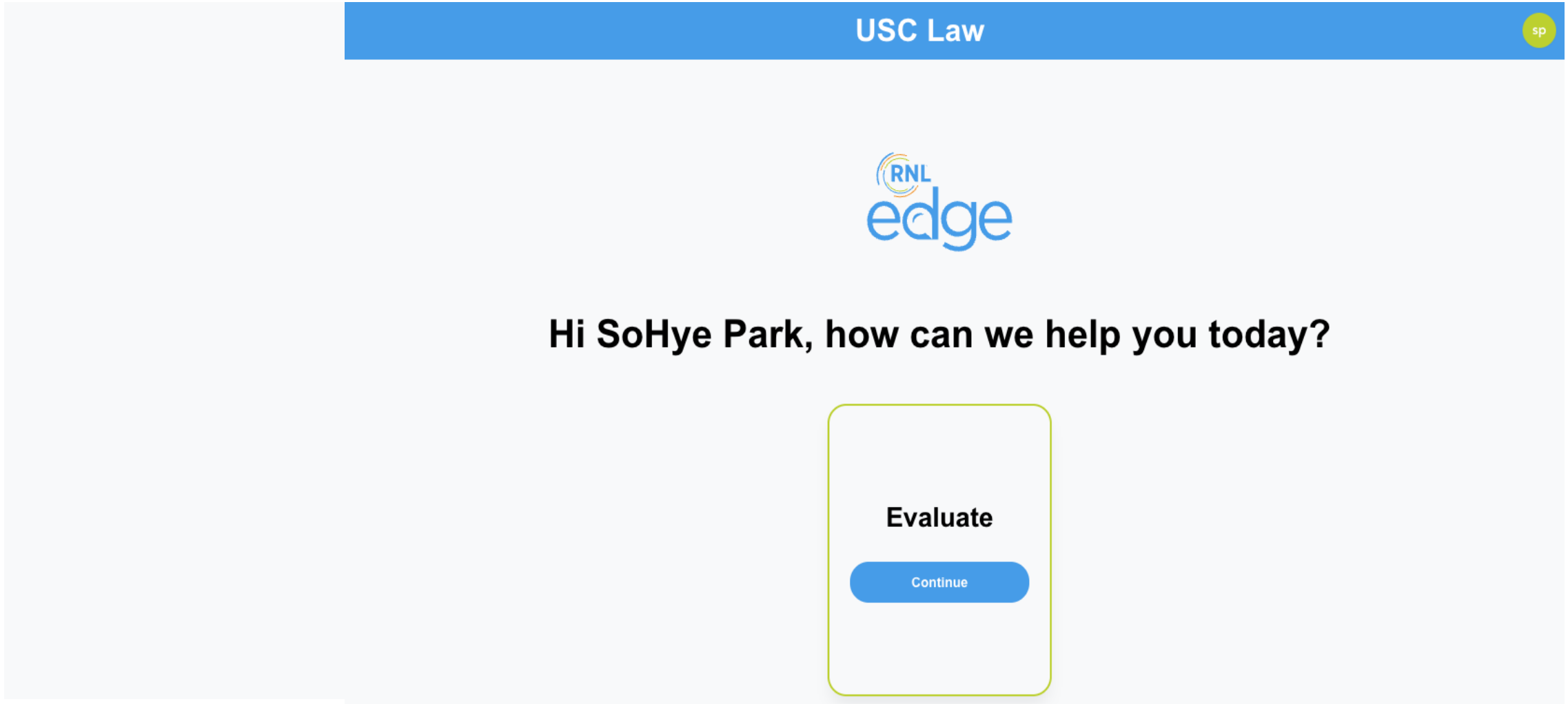
Overview of the Process

From PDFs to Summaries



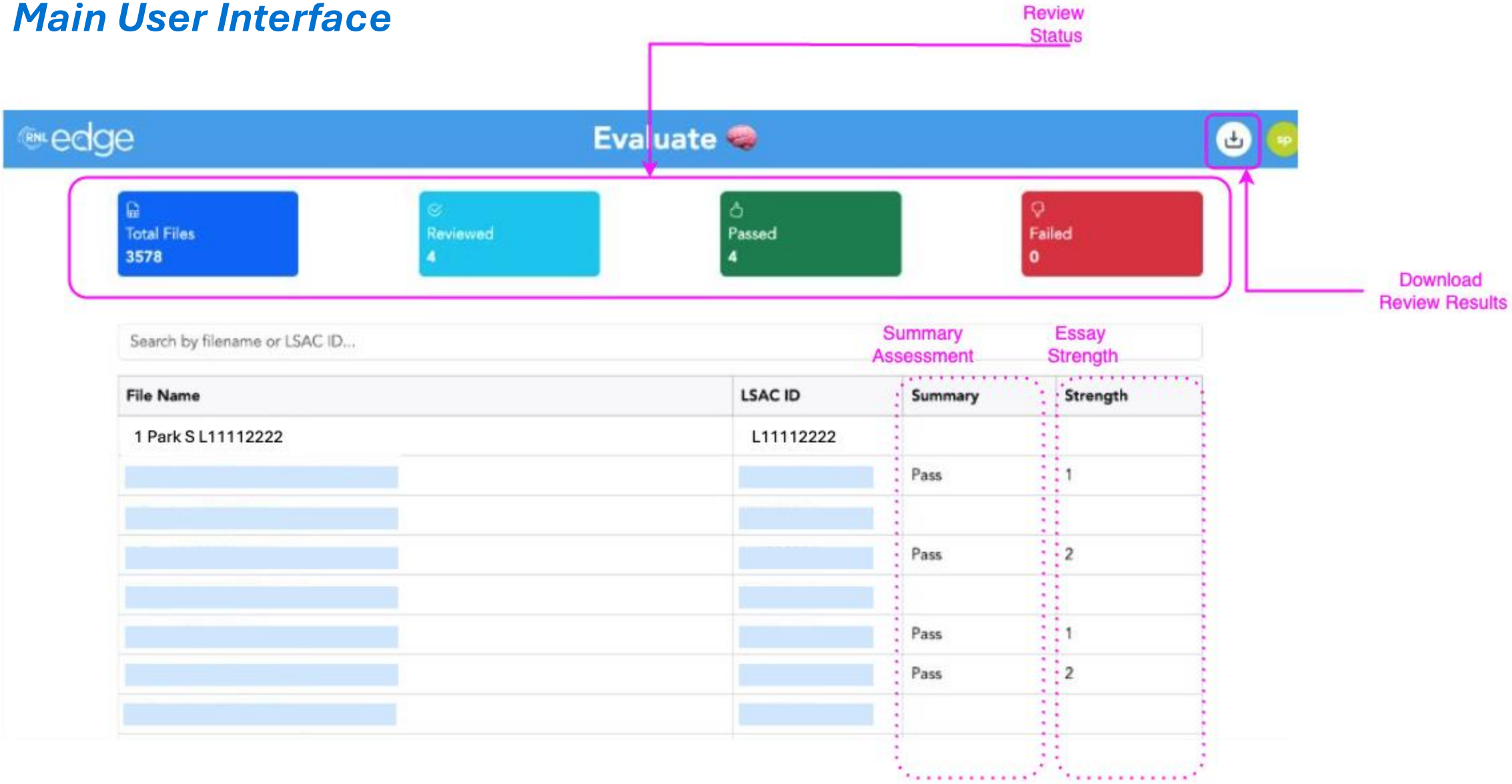
The Prototype

Access through RNL Edge



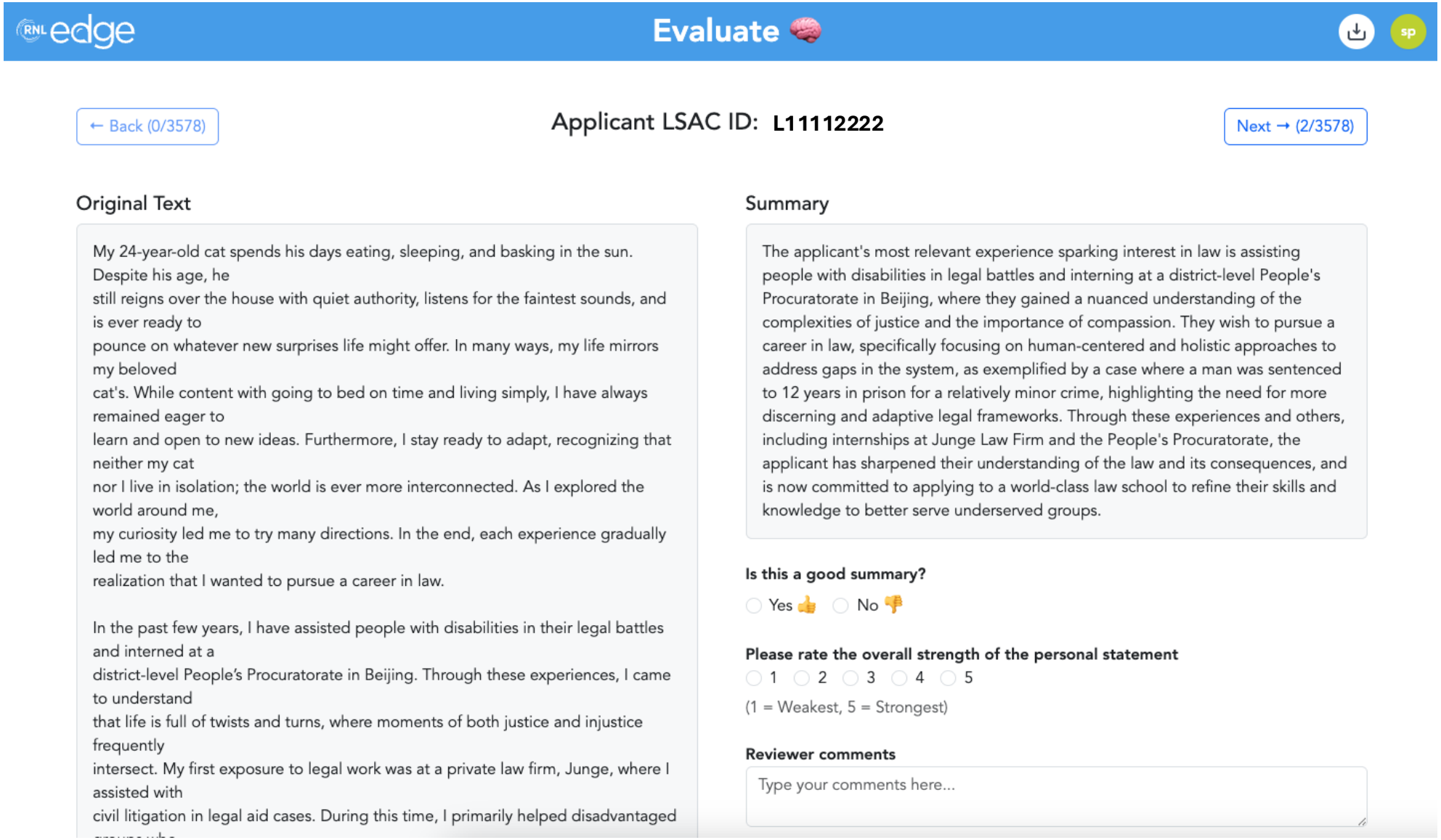
The Prototype

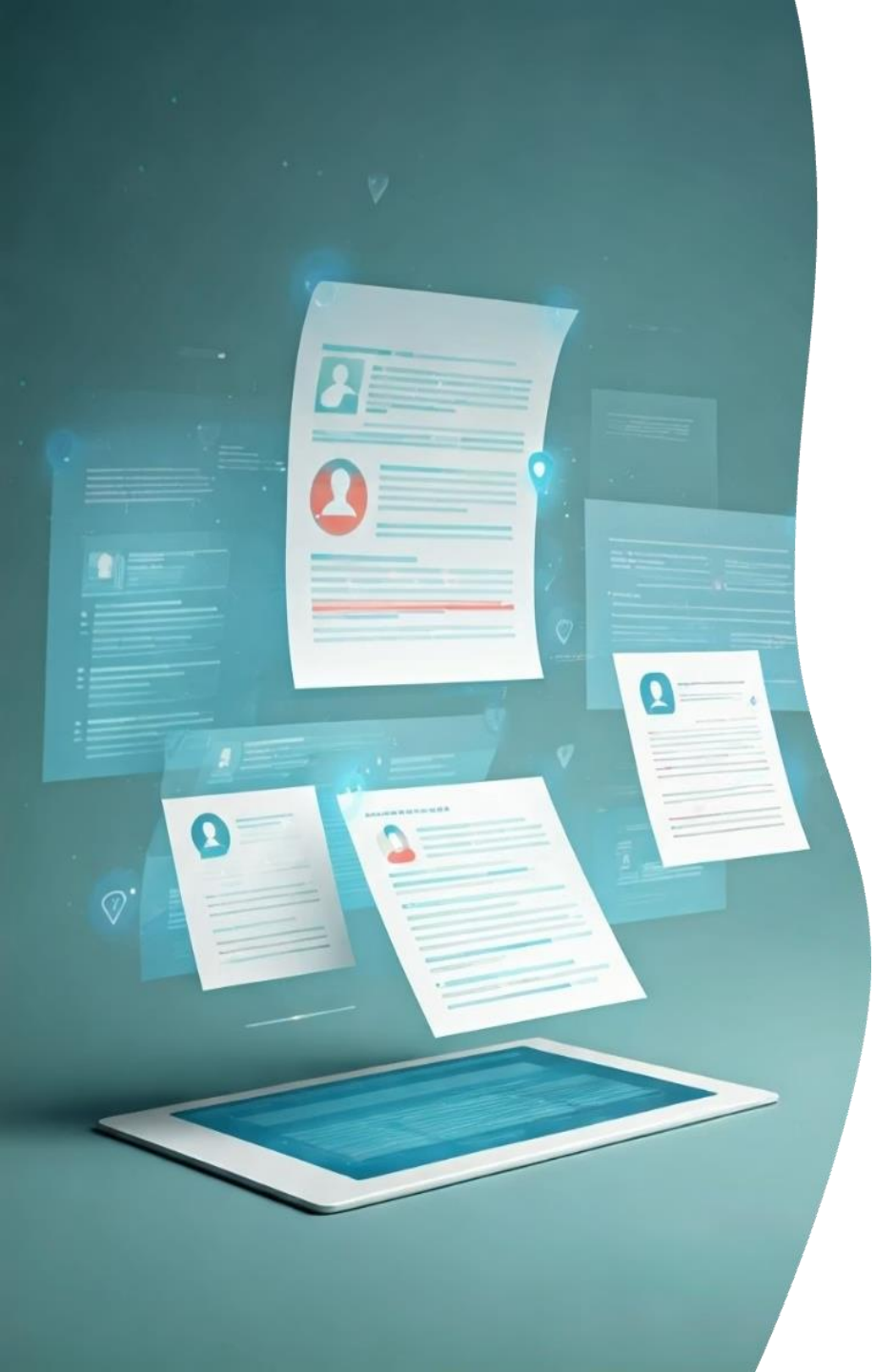
Main User Interface



The Prototype

Main User Interface





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

AVP Applied AI, RNL

sohye.park@ruffalonl.com

All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.