
Leveraging AI Chatbots for Student Success at Georgia State University

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Enrollment
trending in
the wrong
direction



Desire
to text
message
students



Unsure of
how to
begin the
conversation





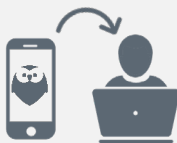
Reminders



Guided Tutorials

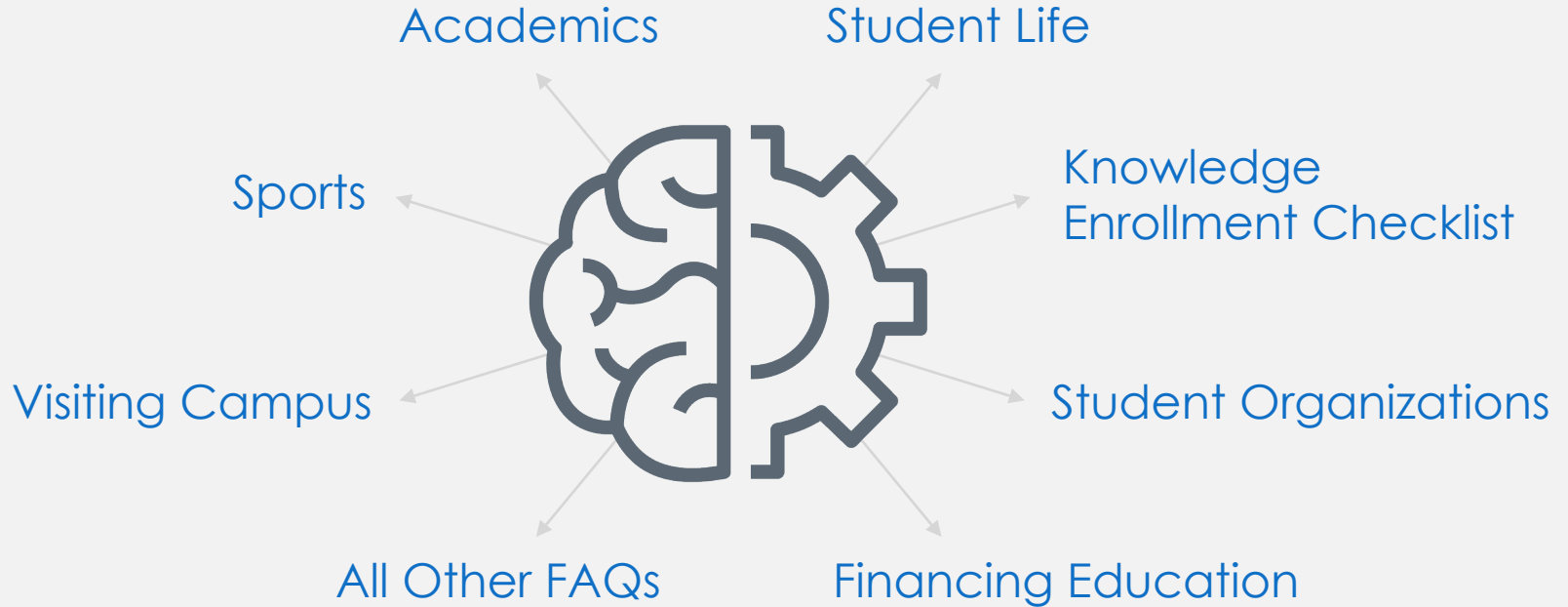


Surveys



Targeted Human Support

Creating the Brain and Knowledge



We're doing it #thestateway



Designing 100+ Campaigns For Enrollment



Registration for upcoming semester



Housing deposits & applications



FAFSA submission/verification,
accepting loans, paying
tuition bill



Immunization records submission



Placement test information



Enrollment reminders



Planning for transportation



Declaring a major/seeing an advisor



Graduation



Study Abroad Opportunities



Career Services

Pounce Engagement



185,211

total messages (RCT)

1.5 million

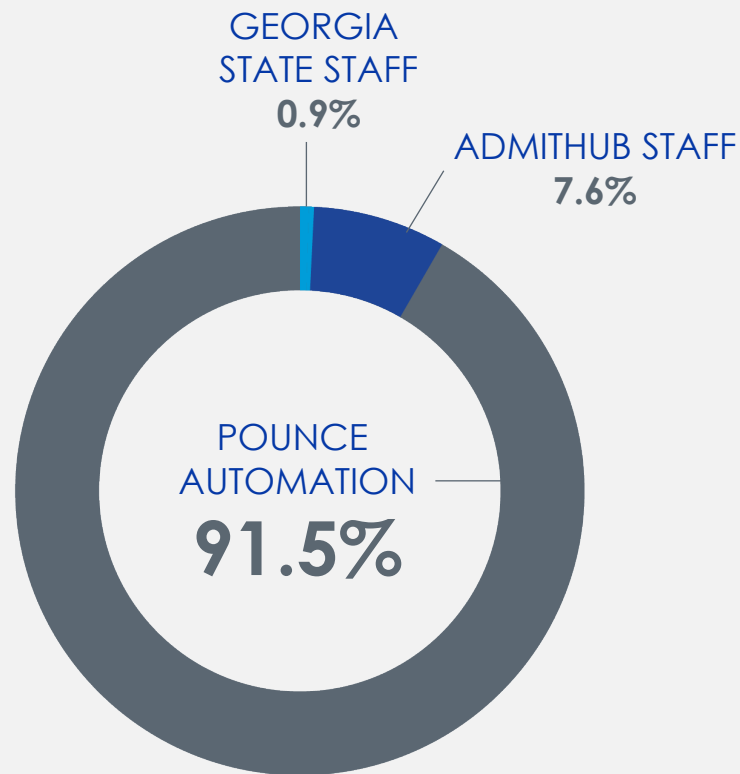
Currently

90%

of students engaged

63%

of students engaged
in 3 or more sessions



We're doing it [#thestateway](#)

Admission



Retention

Barriers to Retention



Complete your
FAFSA!

PAY your balance!

REGISTER for classes!

See your ADVISOR!

Apply for
GRADUATION!



Campus Collaboration



We're doing it #thestateway

Retention Chatbot Campaigns



Hey **First Name** 🙌👁️ I see you're registered for a tough Pysc course. 🧠👤 Attending Supplemental Instruction (SI) can definitely help!

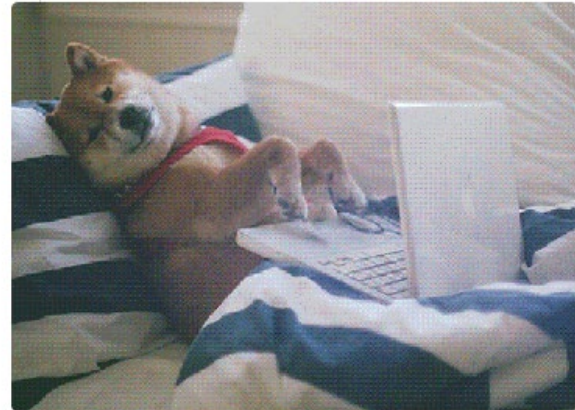
Don't let this course get the best of you. 🧑🎓 Learn specific study skills that can help you with this course. Visit 🖱️ bit.ly/gsu_si for into & times. You got this! 💪

Hey **First Name** 🙌 Just a reminder your 20/21 FAFSA has been selected for verification. 👁️

Check your PAWS 🏠 account ASAP to see what documents 📄 you need to submit to financial aid. If you need help set up a virtual apt with the Student Fin Mgt Center 👉 bit.ly/finaid_virtual

Hi **First Name** ! My friends in Fin. Aid told me your FAFSA is incomplete due to an error on your app. You should have an email from FAFSA with what you need to do.

This needs to be complete to be eligible for \$ To fix this, see bit.ly/fafsa_gov If you have questions or need help, submit a Panther Answer Case here bit.ly/panther_answer_ticket



Coordinated - Financial Campaigns



We know you're ready to take a break from classes...
But just a heads up... 😊



You're registered for 1 or more classes that do not
apply to your major next semester & your FAFSA may
not cover it 🤔...

GSU is open until 12/20 ⚠️ Get this issue resolved
ASAP. Visit the Financial Management Center in 📍
Sparks Hall 📞 404-413-2600 OR submit a Panther
Answer 📩 bit.ly/pantheranswers.

Dear Jacqueline,

Financial aid is awarded based on the courses that apply toward your program of study. Our records indicate that you are enrolled in one or more courses in the Spring 2020 term that are not required for your program of study.

At this time, we estimate that you will have a balance due as a result of your financial aid award being reduced in the Spring 2020 term.

It's important that you resolve this matter quickly.

We are looking forward to assisting you with resolving this financial aid concern.

Please open a Panther Answer Ticket and we will respond with your courses that are impacted and potential next steps.

Select Financial Aid

Select CPOS



For more information visit our site: [Course Program of Study](#)

Personalized - Early Alert Nudges



Hi **First Name**, Looks like you might need some help in one of your classes. 😊 Your academic coach can help! 📩 bit.ly/academic_coach

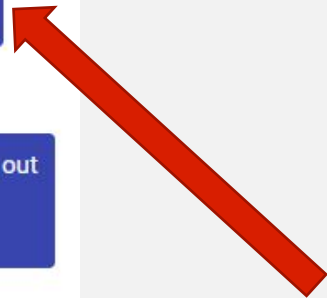
👁️ Are you ready to meet with 📩 Samia, your academic coach & make a plan? (REPLY Y/N)

Y Yes

👍 Sweet! Your Academic Coach Samia will reach out to you ASAP to finalize your appt. 📩 bit.ly/academic_coach

N No

Ok... Coaching can be VERY helpful! In the meantime, meet with your prof. to discuss how you're doing in your classes. 📩 bit.ly/academic_coach



Mentions the Academic Coach by name

Hi **First Name**, Looks like you might need some help in one of your classes. 😊 Your academic coach can help! 📩 bit.ly/academic_coach

👁️ Are you ready to meet with your academic coach & make a plan? (REPLY Y/N)

Y Yes

👍 Sweet! Your Academic Coach will reach out to you ASAP to finalize your appt. 📩 bit.ly/academic_coach

N No

Ok... Coaching can be VERY helpful! In the meantime, meet with your prof. to discuss how you're doing in your classes. 📩 bit.ly/academic_coach

Retention Bot RCT Outcomes



GEORGIA STATE UNIVERSITY

STUDENT CENTER

Differences between treatment and control group are shown in parentheses.

Resolving Holds (22%)

Reducing withdrawals
for students with a
balance (50%)

Engaging with
Financial Aid (33%)

Early Registration (10%)



Covid-19 Response – Critical Communication



Housing Extension Campaign 3.12.21



3,616
Students Reached



15%
Response Rate



2 hours



26%
Action Rate

Hi **First Name**, GSU is cancelling classes from March 16-29. Housing residents will need to depart campus by 5pm Fri, March 13.

It is VERY important that you check your GSU email for more detailed information and updates. If you need more time there is a "Request to Remain on Campus Form". Do you need to complete the extension form? (Reply Y/N)

Y Yes

Visit bit.ly/gsuhousing_ext for the request form. The form must be completed by Friday March 13th at 5pm.

N No

Thanks for letting us know. Please be sure to take any important belongings including any material you will need once classes resume. You will not have access to the residential facilities during this closure.

Covid-19 Response – Critical Communication

Housing Move-Out Campaign 3.19.21



3,688
Students Reached



46%
Response Rate



24 hours

Hi **First Name**, your GSU Chatbot Pounce here. You should have received an email from GSU Housing with new move out instructions. Could you confirm what your housing plans are this semester? (Reply 1,2,3)

[1]: I plan to move out of GSU Housing

[2]: I need an extension to move out after March 29th

[3]: I need to remain in housing this semester

1 I plan to move out of GSU Housing

Many of the standard move out procedures have been changed in light of the current situation. Have you signed up for a move out time? (Reply Y/N)

Y Yes

Great! Many things about move out are adjusted this go around. Make sure to read and follow the updated instructions in your GSU email.

N No

Please check your GSU email and sign up ASAP. Many things about move out are adjusted this go around. Make sure to read and follow the updated instructions in your GSU email.

2 I need an extension to move out after March 29th



Sent March 23 – during 2-week closure

Hi **First Name** 🙌 GSU will provide a refund of 40% for certain campus services that are discontinued for the remainder of the semester. For more info visit 🖱️ bit.ly/GSU_C19Refunds

- Immediately relevant to students
- 10,140 clicks on refund information
- Average click rate in a typical campaign is under 100

Sent March 25 – during 2-week closure

Hey Panthers! We're excited to have you back in class on Monday! Visit bit.ly/GSUonlinechecklist to make sure you're ready to Keep Learning online!

For even more resources on how to set up for online learning success visit bit.ly/GSUKeepLearning

- Direct
- 3,040 clicks on “Online Checklist”
- 722 clicks on “Keep Learning”
- Average click rate in a campaign is under 100

Covid-19 Response – Resources



Technology Needs 3.27.21



10,008

Students Reached



23%

Response Rate



830 clicks



98%

Login Rate

Hey **First Name** 🙌 Is your gear & internet connection ready to go for your online classes? (REPLY Y/N)

Y Yes

Great! 🙌 Login to icollege to make sure you can see all your courses. Contact the IT Service Desk 🙌 bit.ly/GSU-TechSupport or call 📞 404-413-4357 for help.

N No

Visit our Keep Learning site 🖥️ 🙌 bit.ly/gsu_remotesources to receive details about resources like internet connection + tech for students.

Covid-19 Response – Course Modality

7.8.20 Course Modality Campaign

Received Message: 16,245

Response Rate: **53%**

Response	Students	% of Responses
<i>In Person</i>	1,519	18%
<i>Online</i>	4,527	53%
<i>Blended</i>	2,576	30%
Total	8,622	100%

Hey Panthers, Pounce here 🐾 We're hard at work prepping for fall semester but want to hear from you. 🧠

Which learning environment would you feel most comfortable with for your fall courses? 📖 📱 🧑

[1]: In Person - as much as possible

[2]: Online - as much as possible

[3]: Blended - mix of in person and online

1 In Person - as much as possible

Got it! 👍 Thanks for your feedback. Visit bit.ly/gsu_stayinformed for the most updated campus plans!

2 Online - as much as possible

Got it! 👍 Thanks for your feedback. Visit bit.ly/gsu_stayinformed for the most updated campus plans!

3 Blended - mix of in person and online

Got it! 👍 Thanks for your feedback. Visit bit.ly/gsu_stayinformed for the most updated campus plans!

Chatbot Scope and Projects



Admissions Bachelor Students Associate Students	Retention Bachelor Students 22K	Retention Associate Students RCT – Scale Summer 2021	Retention Academic Course Nudging RCT Fall 2021	Web-bots/ Bot Collaboration	Admissions/ Retention Online Programs	Admissions/ Retention Graduate Students
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Three Takeaways



1. Targeted, relevant messages make the highest impact on students
2. Speak to students in ways that are timely and said in a way that lets them hear
3. Use language that is relevant to students - needs to sound like a text, not an email (abbreviations, emoji)



Chat with Pounce in Admissions

<https://admissions.gsu.edu/bachelors-degree/apply/high-school/>

June 2020 White Paper

<https://www.edworkingpapers.com/ai20-242>



A collage of graduation photos. In the center is a black chalkboard with the word "Questions" written in white chalk. To the left, a young woman with short brown hair smiles in a graduation gown. To the right, two women in graduation gowns cheer with their arms raised. The background shows a large stadium filled with graduates and spectators, with blue and white streamers hanging from the ceiling.

Questions

Student Engagement



16,228

Messages to the Bot

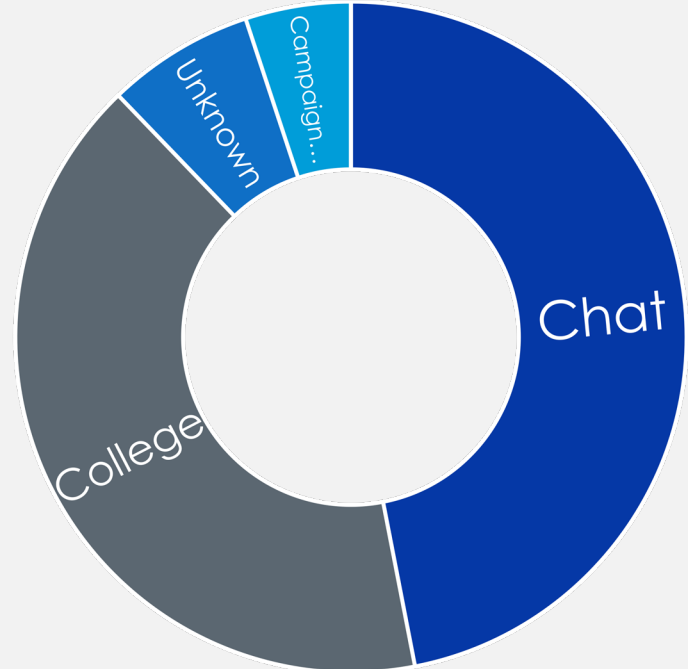
**outside of campaigns*



5,357

Distinct Users

Messages to the Bot

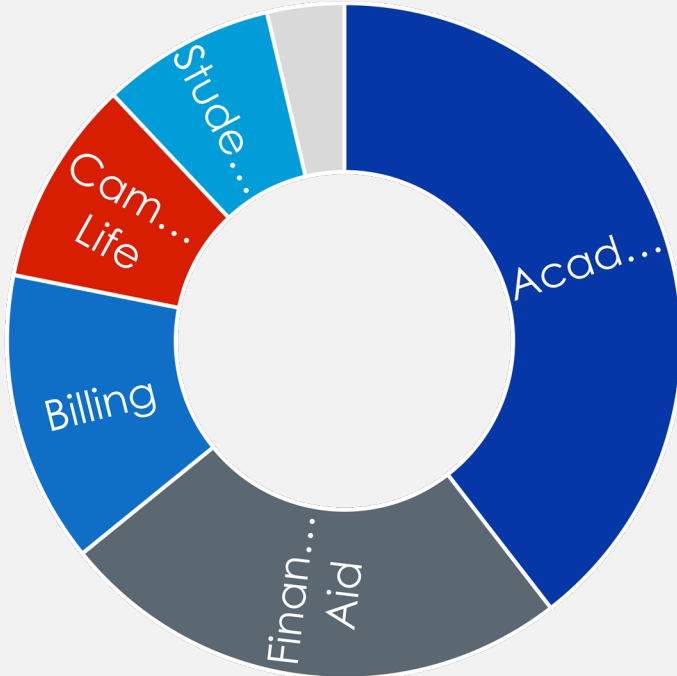


**student engagement reflects messages received outside of campaigns*

Student Engagement – College Messages



College Related Messages



College Category Breakdown (Top 5)	Messages	% Total
Academics	2,385	36%
Financial Aid	1,487	22%
Billing	843	13%
Student Services	502	8%
Campus Life	595	9%
Directions	223	3%
Total	6,035	91%