T3.8-AI for Student Success: Tapping Chatbots to Reverse Summer Melt

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Agenda

- Who is Admit Hub
- Who is ASU
- Sunny overview
  - Survey results
  - Use cases
  - Bottom line
Our Passion: Student Success

We meet students where they are to get them where they’re going.

Anytime, Anywhere
Instant Fulfillment
Personalized Outreach
Relationship Building
Behavioral Science Meets Artificial Intelligence

Nudges
Text nudges have been shown to increase matriculation rates by up to 11% points

Artificial Intelligence
Automate 99% of all conversations with AI

Joy
Emoji, GIFs, and encouragement drive engagement
Conversations Change Behavior

On-Demand Assistance

When do I have to send my SAT scores?

If you are applying for Fall 2019, SAT/ACT scores must be received by Admissions and Records by January 15, 2019.

Joy

Congratulations, Cristina! You've been accepted! Check your email for your official acceptance letter.

Snap a screenshot to share the good news on social media.

Proactive Outreach

Congratulations again on your admission! Remember that the deadline to submit your enrollment deposit is in two weeks!

Hi Aaron! How excited are you to attend our school? Reply with a number.
[1] Really excited! 😃
[3] I will not be attending. 😞

[2]

Ok! Would you like to speak with a counselor? (Y/N)

Yes
ASU Charter

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
One University in Many Places

Lake Havasu City, AZ

Santa Monica, CA

Metropolitan Phoenix, AZ

Washington, D.C.
Who is ASU?

Fall 2018 total enrollment: 111,249 (includes ASU online)

• 72,709 campus immersion students

• 12,677 First-Year Students

• 45.5% of First-Year Students are from a underrepresented background
Who is ASU?

Large Pell Grant population
2017-2018 academic year:

**35,595** Pell Grant recipients

*Just for context:*

NAU UG Enrollment = 26,639
NAU Total Enrollment = 30,581

UCLA Total Enrollment = 45,930
UC Berkeley Total Enrollment = 42,519

UA UG enrollment = 34,547
UA total enrollment = 44,526
Counties where ASU students are from

Fall 2018 enrollment
Fall 2019 FYS Enrollment Projections (excludes ASU Online)

Arizona: 8,582 (+669 or 8%)  
Non-Resident: 4,511 (+413 or 10%)  
International: 713 (+81 or 13%)  
Total: 13,806 (+1,163 or 9%)

47.2% Students of Color  
50.7% Female
ASU’s Chatbot - Introducing Sunny!

Went live Feb. 2018 for domestic on-ground first-year and transfer applicant-forward students.

Expanded in Aug. 2018 to include applicant-forward graduate students and all currently enrolled first year students.

*closed system (must be a known user)
Spent **10-12 weeks prior to launch** writing **ASU-specific answers** to frequently asked questions and building initial campaigns.

AdmitHub provided a baseline set of questions **based on their past implementations**, from which we began customizing to ASU. **Over 2,000 answers were crafted** with consistent voice and tone.

Questions with no clear answers get escalated to staff through an email interface. Students are texted that a “**human is helping me find the answer.**”

**Persistent, ongoing maintenance of answers is required.**
**ASU's Knowledge base**

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell me a fun fact about Arizona State</td>
<td>We were founded in 1885. Before we became the Sun Devils we were known as the Owls and then the Bulldogs.</td>
</tr>
<tr>
<td>Does Arizona State have a Forensic Science major?</td>
<td>Yes, visitasu.edu/degrees and search &quot;forensic science&quot; for details. ⬆️</td>
</tr>
<tr>
<td>does Arizona State offer vegan and vegetarian options</td>
<td>Yes, it's easy to follow a vegetarian or vegan diet at ASU: Lettuce show you how at bit.ly/asu-vegetarian 🍃🥗</td>
</tr>
<tr>
<td>How do I decide how much money to borrow?</td>
<td>Borrowing money is a big deal. Debt can affect you for years after you've finished school, so you should only borrow as much as you need and no more. You should decide how much you can afford to borrow based on your and your parents' income, the school you want to attend, and what you expect to earn after you graduate.</td>
</tr>
<tr>
<td>how can I submit my immunization record</td>
<td>You can submit your immunization documentation to ASU Health Services by fax at 480-965-8914 or email at <a href="mailto:immunizations@asu.edu">immunizations@asu.edu</a></td>
</tr>
</tbody>
</table>

This is an example of our knowledge base.

Specific answers help drive better engagement.
Sunny survey findings
What do students think about Sunny?

Sent in Sept. 2018

Of about 14,000 recipients, 1,119 participated in the survey.

- 73% (819) identified as first-year students
- 27% (300) identified as transfer students

How do you feel about chatting with Sunny?

1. Love it 4.85% 52
2. Sunny is pretty cool 28.54% 306
3. Eh, neutral 46.64% 500
4. I don’t enjoy it 2.24% 24
5. I prefer to talk to a human 17.72% 190
## Sunny survey findings

What do students think about Sunny so far?

### How would you describe Sunny?
Drag and drop your top three choices.

1. Helpful
2. Informational
3. Friendly

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Helpful</td>
<td>283</td>
<td>72.94%</td>
</tr>
<tr>
<td>2</td>
<td>Annoying</td>
<td>29</td>
<td>7.47%</td>
</tr>
<tr>
<td>3</td>
<td>Friendly</td>
<td>229</td>
<td>59.02%</td>
</tr>
<tr>
<td>4</td>
<td>Fun</td>
<td>80</td>
<td>20.62%</td>
</tr>
<tr>
<td>5</td>
<td>Robotic</td>
<td>78</td>
<td>20.10%</td>
</tr>
<tr>
<td>6</td>
<td>Reliable</td>
<td>76</td>
<td>19.59%</td>
</tr>
<tr>
<td>7</td>
<td>Entertaining</td>
<td>44</td>
<td>11.34%</td>
</tr>
<tr>
<td>8</td>
<td>Persistent</td>
<td>96</td>
<td>24.74%</td>
</tr>
<tr>
<td>9</td>
<td>Upbeat</td>
<td>85</td>
<td>21.91%</td>
</tr>
<tr>
<td>10</td>
<td>Informational</td>
<td>256</td>
<td>65.99%</td>
</tr>
<tr>
<td>11</td>
<td>Surprising</td>
<td>19</td>
<td>4.90%</td>
</tr>
<tr>
<td>12</td>
<td>Inaccurate</td>
<td>8</td>
<td>2.06%</td>
</tr>
</tbody>
</table>

Total: 388
Sunny survey findings
What do students think about Sunny so far?

How often would you ideally like to hear from Sunny?

- Informed our strategy on how frequently to text
Sunny survey findings
What do students think about Sunny so far?

Notable quotes

“Great addition to helping my transition into living on campus!”
“Keep up the great work, Sunny. Future sun devils depend on you”

“This is the first time Sunny has messaged me.”

“in all honesty i don’t talk to sunny very often, but she seems reliable and i like her!”

“Sunny really helped me with an issue I had with multiple accounts. Because of her I am enrolled in classes today, she helped me set up an appt with my advisor!...also kept reminding me to send in transcripts and it was super helpful. I thought I had run out of time to go to school this semester but Sunny helped me think it was possible.”

“Sunny was good at letting me know the process but didn’t remind me of things to do or upcoming events at my campus”

“...just that sunny is very good AI”

“Sunny is a bit slow. I had already met with my advisor when Sunny told me I needed to make an appointment.”

“Honestly Sunny is a great idea you just gotta make him more interesting. For example a bot is not as helpful as a person who is a grade above you”

“Texts to me were too frequent, made me not want to use the service”
Student Engagement Analysis

Time of Day

Day of Week

Saturday 2.0%
Friday 21.0%
Thursday 8.6%
Wednesday 10.7%
Tuesday 13.9%
Monday 42.6%
Sunday 1.1%
Use cases and what we learned

Create campaigns that target specific students.

Campaign Example: Coffee Conversations nudge

Sent to admitted students in target out-of-state markets inviting students to one-on-one coffee shop conversation with their recruiter. Sunny campaign click rates have nearly doubled versus coffee conversations email campaigns.

336 coffee conversations completed in fall 2018 originating from Sunny text campaigns.
Create campaigns that target specific students.

**Campaign example: Geographic scholarships nudge**

In March 2019, Sunny pushed geographic chapter alumni scholarships exclusively by text vs. previous years of just email — number of applications received was far higher with text.

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Number of Apps in Portal 2018</th>
<th>Number of Apps in Portal 2019</th>
<th>% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin</td>
<td>3</td>
<td>26</td>
<td>767%</td>
</tr>
<tr>
<td>Chicago</td>
<td>16</td>
<td>43</td>
<td>169%</td>
</tr>
<tr>
<td>Colorado</td>
<td>6</td>
<td>25</td>
<td>317%</td>
</tr>
<tr>
<td>Dallas/Ft. Worth</td>
<td>2</td>
<td>8</td>
<td>300%</td>
</tr>
<tr>
<td>Georgia</td>
<td>6</td>
<td>11</td>
<td>83%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>4</td>
<td>8</td>
<td>100%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14</td>
<td>21</td>
<td>50%</td>
</tr>
<tr>
<td>National Capital</td>
<td>4</td>
<td>16</td>
<td>300%</td>
</tr>
<tr>
<td>New York</td>
<td>5</td>
<td>26</td>
<td>420%</td>
</tr>
<tr>
<td>NorCal</td>
<td>14</td>
<td>27</td>
<td>93%</td>
</tr>
<tr>
<td>Old Pueblo/Tucson</td>
<td>16</td>
<td>30</td>
<td>88%</td>
</tr>
<tr>
<td>Prescott</td>
<td>2</td>
<td>11</td>
<td>450%</td>
</tr>
<tr>
<td>San Diego</td>
<td>10</td>
<td>28</td>
<td>180%</td>
</tr>
<tr>
<td>Seattle</td>
<td>8</td>
<td>24</td>
<td>200%</td>
</tr>
<tr>
<td>Utah</td>
<td>2</td>
<td>10</td>
<td>400%</td>
</tr>
</tbody>
</table>
Create campaigns that target specific students who can take action on specific transactions.

**Campaign Example: Housing survey**

Sent to 778 admitted students who touched ASU's Housing Portal but didn't complete the process by selecting a room. Admissions and housing staff were able to have specific follow-up conversations on reasons behind housing decisions.

48% of campaign population engaged

<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Looking for roommate</td>
<td>82</td>
</tr>
<tr>
<td>Waiting on another admission decision</td>
<td>36</td>
</tr>
<tr>
<td>I need help</td>
<td>43</td>
</tr>
<tr>
<td>Might change major</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>203</td>
</tr>
</tbody>
</table>

← free response
Use cases and what we learned
Create campaigns that target specific students who need to take action on specific transactions.
Even better if action can be done on phone.

Campaign Example: Sun Card prompt

Students who were registered for orientation but still needed to submit a ID Card photo where promoted to take action:

- April 5 received reminder text, **80.5%** had approved photo
- April 13, no reminder sent, **51.3%** had approved photo
Use cases and what we learned

Create high value person-to-person conversations with students who want call.

Campaign Example: Current student calling poll

In Jan. 2019, we launched a Sunny campaign for admitted students to see if they would respond to a nudge to **get a call from a current student**.

Over 700 admitted students opted in to getting a call (~12%) 

Created opportunity for student-to-student touch point.

List was provided to colleges.

(Tip: word changed from "hear" to "call" — be specific.)
Use cases and what we learned

Create campaigns that target specific students who can take action on specific transactions.

Campaign Example: FAFSA Verification poll

Sent in Jan. and April 2019 to Arizona students with one or more items in verification.

<table>
<thead>
<tr>
<th>January</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.2% engagement rate</td>
<td>31% engagement rate (but less calls)</td>
</tr>
<tr>
<td>207 requested call</td>
<td>107 requested call</td>
</tr>
<tr>
<td>101 said they didn't want a call</td>
<td>267 said they didn't want a call (note: this is not bad)</td>
</tr>
</tbody>
</table>
Use cases and what we learned

Use Sunny to create high value person-to-person conversations.

Campaign example: Calling poll with specific times

Sent to admitted students to select a time when to get called to register for classes.

62.5% of students selected a time for a phone call

Tip: Providing specific times for students to schedule a calls help manage expectations of students and workflows for advisors.
Use cases

Just ask students them.

Campaign example: Qualifier

Sent in April to 26K pre-deposit admits

37% response rate
Use cases and what we learned

Use texting to shape the makeup of programs.

Campaign example: Sankofa

Sent June 2018 to post-deposit, Black or African American (or 2 or more races) students.

First message **sent only to MALES to drive enrollment**. Text two sent to all students. Excluded students from other camps/early start programs.

Result was the highest number of men enrolled ever (25 men/25 women), received more applicants than in previous years.
The bottom line on Sunny

- When added to a portfolio of communication channels, texting/chatbots can save staff time, enhance person-to-person conversations and nudge students to take steps along their enrollment journey.

- Helps us connect with students who may not have regular access to a computer.

- Allows us to be nimble in communications — planning too far in advance does not work with texting.

- Being too generic or too marketing-y is bad. Holidays bad.
Questions?

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