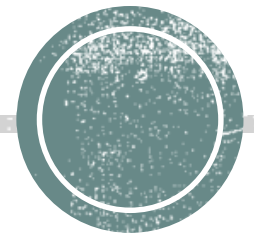
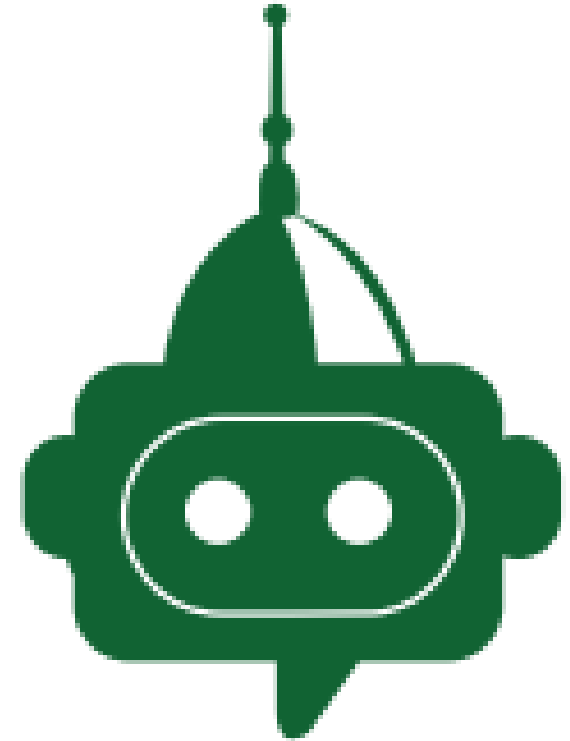


Oz ChatBot

EDSIGHTS



Overview

- Student Texting Program and AI
- Retention/Student Success
- Acts as Information Hub
- Focuses on 4 areas to related retention
 - Academic Perceptions
 - Belonging/Engagement
 - Financial Distress
 - Wellness



The Response Team

- Nora Anderson
- Mallory Bower
- Ashley Dailey
- Corie Kohlbach
- Jane LeBlanc
- Michele May
- Maggie Rivera
- Gurkirat Singh
- Joey Tse
- Brian Wallace





The Process

- Campaign calendar established
- Campaign is sent out
- Results are compiled
- Response team reviews
- Outreach as needed



Fall Semester Temp Check

Hey, “Student Name” 🖐️ Just checking in!

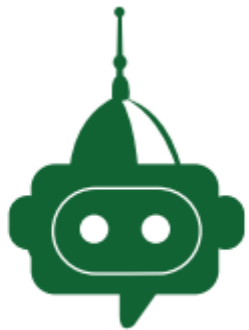
How are you feeling about the start of the fall term?

[1] Good/Excited 😎

[2] Neutral 😐

[3] Nervous/Overwhelmed 😬

Please reply with ONE NUMBER ONLY (e.g. 2)



If 1...

That's awesome, I'm so excited too 😁

What area would you like the most support in this fall?

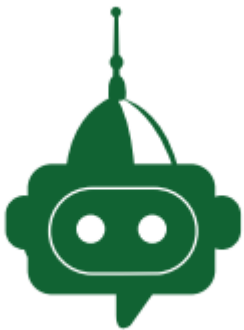
[1] Academics 📖📚

[2] Finances 💰

[3] Social Engagement 🎳

[4] Wellness 🧐 ♂ ☐

Please reply with ONE NUMBER ONLY (e.g. 3)



If 2...

Got it!

What area would you like the most support in?

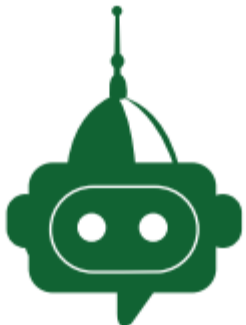
[1] Academics 📖📚

[2] Finances 💰

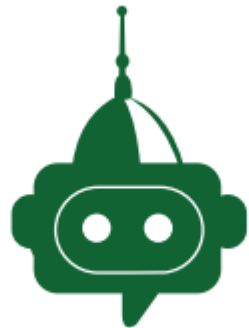
[3] Social Engagement 🎳

[4] Wellness 🤖 ♂ ☐

Please reply with ONE NUMBER ONLY (e.g. 3)



If 3...



I'm sorry to hear that, but we're here to help!

What area do you need the most support in?

[1] Academics 📖📝

[2] Finances 💰

[3] Social Engagement 🎳

[4] Wellness 🧐 ♂ ☐

Please reply with ONE NUMBER ONLY (e.g. 3)

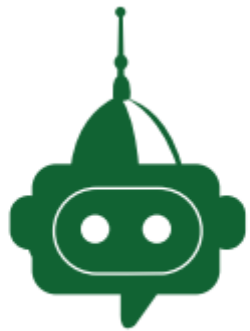


If 3... continued

Got it! We're here to help you get more engaged

Are you facing an issue that may make it hard for you to stay in school?

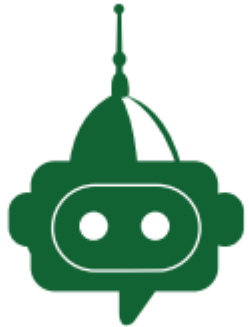
Please reply YES or NO.



If Yes...

Sorry to hear this, but remember we are ALWAYS here to help you with any issue you are facing ❤️☐

Text back a sentence or two about the challenge you're facing 🖱️



Results

Total Responses = 1,295

How are you feeling about the start of the fall term?

Good/Excited 46%

Neutral 31%

Nervous/Overwhelmed 22%



Results

What area would you like the most support in this fall?

Academics 36%

Finances 23%

Social Engagement 17%

Wellness 24%



Results

Are you facing an issue that may make it hard for you to stay in school?

- Yes 45 28% ←
- No 115 72%



Comments



“I'm struggling to create friendships and talk to others”



“Organization and time management with online classes”



“Classes are very hard. I don't know where I can find a tutor”



“I have been dealing with anxiety”



Historical Data

	Fall 2021	Fall 2022	Fall 2023
Good/Excited	35%	41%	46%
Neutral	36%	32%	31%
Nervous/Overwhelmed	28%	27%	22%



Fall Semester Campaign List

Welcome
Back 🙌

Temperature
Check 🌡️

Homesickness
🏠

Academic
Engagement
📖

Support
System 💪

Financial
Check-In 📊

Ask Me
Anything 💬

Belonging
Check-In 📍

Validation
Nudge 🎓

Career Search
Preparedness
👜

Persistence
Check-In 📍

Wellness
Check-In 🌸



Observations

- Immediate feedback
- Connections to students in need
- Sharing relevant information
- Demonstrating a culture of care
- Custom campaigns



Challenges/Concerns

- Getting a response
- Challenging problems
- Students in crisis
- Student privacy
- Integration with Starfish
- How much is too much
- Defining success





Questions

