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Challenges of AI and Data Science in Higher Education

Challenges for Data Science in understanding factors for student admission, demand, and success

- Admissions
- Enrollment Management communications
- Student Success.

Traditional Enrollment Funnel

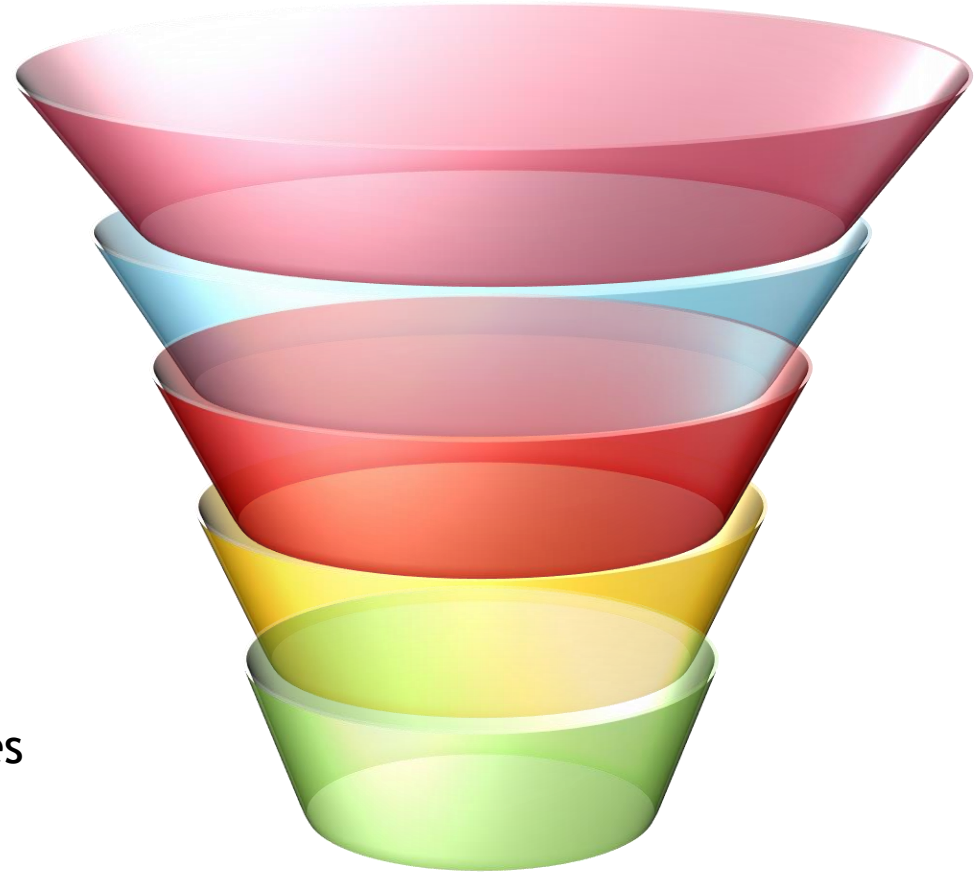
Prospects
100,000

Applicants
41,757

Admits
23,730

Confirms
11,418

Enrollees
10,777



Admissions

- Admissions we have a larger population of applicants, 60K +
- Pull data and run descriptive reports to give us indications on possible class
- Yet we run into issues on what the optimal class should look like?
  - Created models that provide insights on likely to enroll.
  - Using academic history is problematic.
  - Looking at a series of models to look at behaviors

Enrollment Management communications

- Admissions, Financial Aid, Career Services
- Do our communications influence behavior?
- Multi-channel approach,(letters, pamphlets, social media)
  - How do we begin to understand which of these communications is impactful?
  - What about nudge tech?

Data Science & Student Success

You all may have seen the report from student success initiative.

- Increase first year retention from 92% to 95%
- Increase four year graduation rates from 54% to 65%
- Increase six year graduation rates from 82% to 85

Student Success

- As we think about all this information with have to in Higher Education contend with Regulatory requirements.
  - FERPA
  - Use of Financial Aid Data
  - GDPR

Thank You

Questions

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