

Beyond chatbots:

**How AI recruiters  are changing enrollment at ~~75~~ colleges**

**80+**

# Presenters



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# Key topics



**Enrollment has a math  
problem**



**Could AI  
= solution?**



**Results from the  
institutions leveraging AI**

● **The Math Problem**

**Given the funnel volume explosion  
and students expecting more,  
admissions can't keep pace**

- The Math Problem

# Understanding the Search Funnel



● The Math Problem

# Despite higher outreach volumes, college recruiting remains inefficient

1,300

Mailers + emails received by the  
average HS Junior

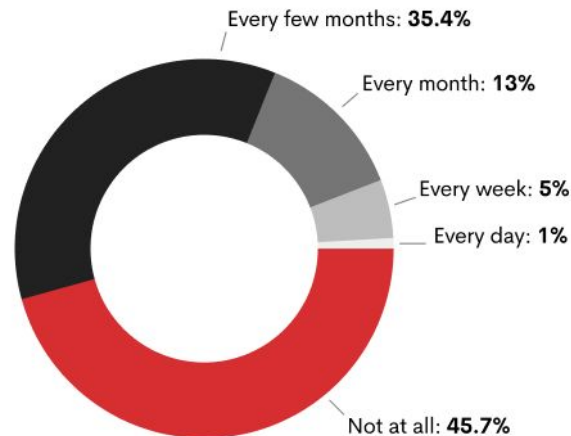
- Billions spent annually on marketing and recruitment
- Focus on antiquated drip email and mailer campaigns

## ● The Math Problem

**As outreach  
volume ramps  
up, genuine  
connections  
with students  
trend down**

**Student responses to:**

*"In the past year,  
how frequently  
have you  
interacted  
with college  
admissions  
officers?"*



● The Math Problem

# Surveyed students say this isn't working

Student responses to:

*"The information I receive from colleges is personalized to me"*



● Agree **36%**

● Disagree **64%**

- Only **13.6%** say outreach motivates them to apply
- **68%** agree emails feel like spam



## ● The Math Problem

# Surveyed students say this isn't working

"At least add my name and since most of these letters come from information my school had me fill out to be eligible for these emails/letters, tailor them to my interested degree. I don't care for information about sciences and engineering when I'm looking for a history degree."

**Student from West Virginia,  
Female**

"Some emails seem incredibly impersonal, some schools send too many emails to the point where it becomes spam and I am less motivated to apply to their school."

**Student from Texas, Male**

"I would say to add more things that make the mail seem personal. For example, I received mail written like a letter, and I think that touch made it much more interesting to look through."

**Student from Louisiana, Female**

"There's little to no difference between [outreach]. You could replace the name of the college and it could fit in perfectly."

**Student from Louisiana, Male**

"If they were more personal, I believe that I would apply more attention to them instead of brushing the emails off and ignoring them."

**Student from North Carolina,  
Female**

- The Math Problem

# All of this work is a heavy load on your team

"If the incendiary incident of COVID-19 helped college admissions professionals see how their job has changed, it also helped them see how **their work had grown to levels that are both unmanageable and unsustainable – at least if we are to maintain deep connections with the students we work with.**

The ever-growing applicant pool is one of the root causes of The Admissions Counselor Malaise, and it is a cause of our own making."



- Could AI = Solution?

**Deploying the right type of AI can  
*finally* solve the math problem**



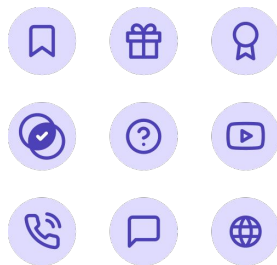
- Could AI = Solution?

# How AI will transform enrollment



## Marketing

Enables hyper-personalized marketing journeys to every student in your funnel



## Recruiting

Functions as a team member that increases capacity for 1-1 recruiting and individualized student support



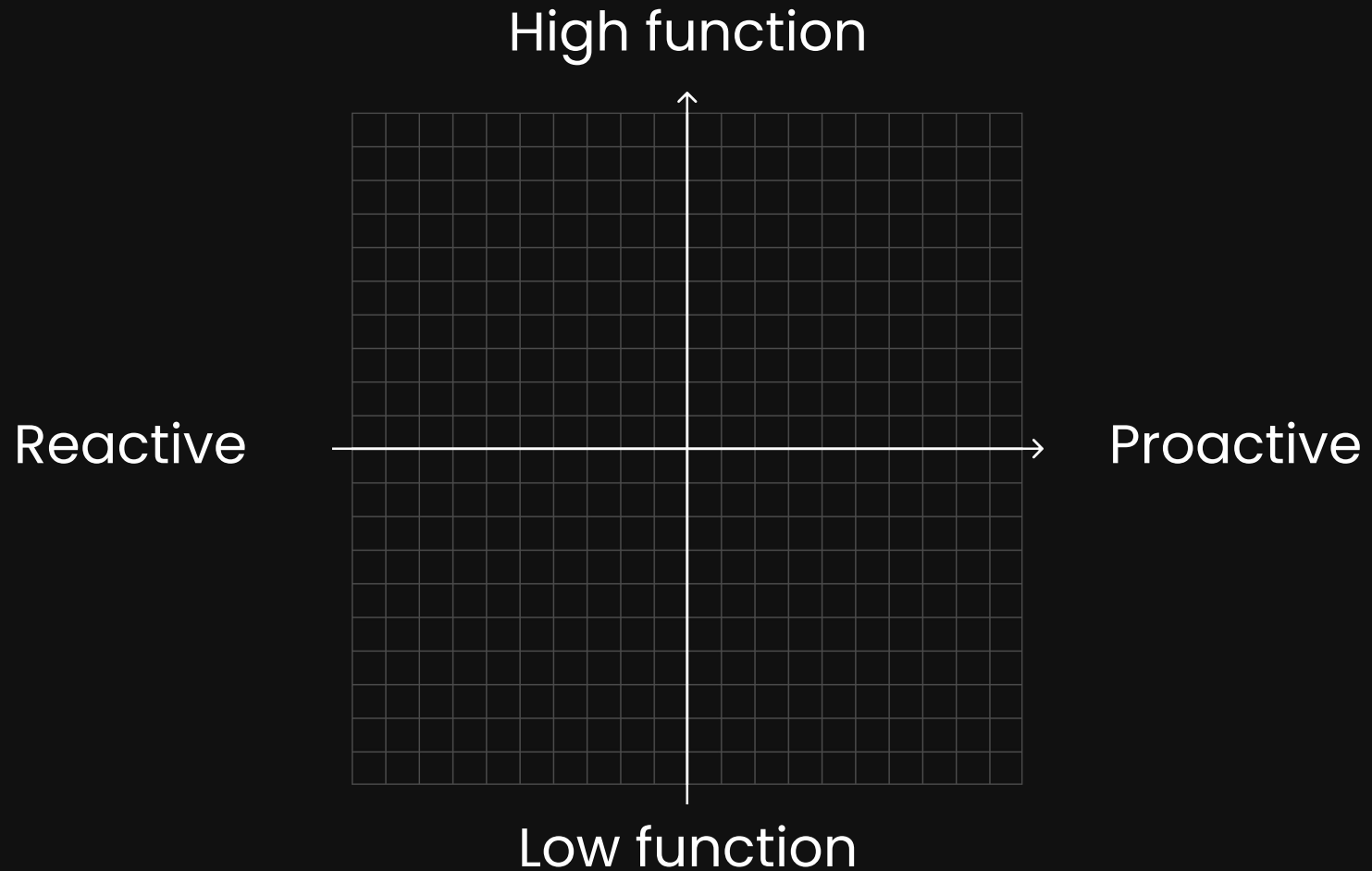
## Application Processing

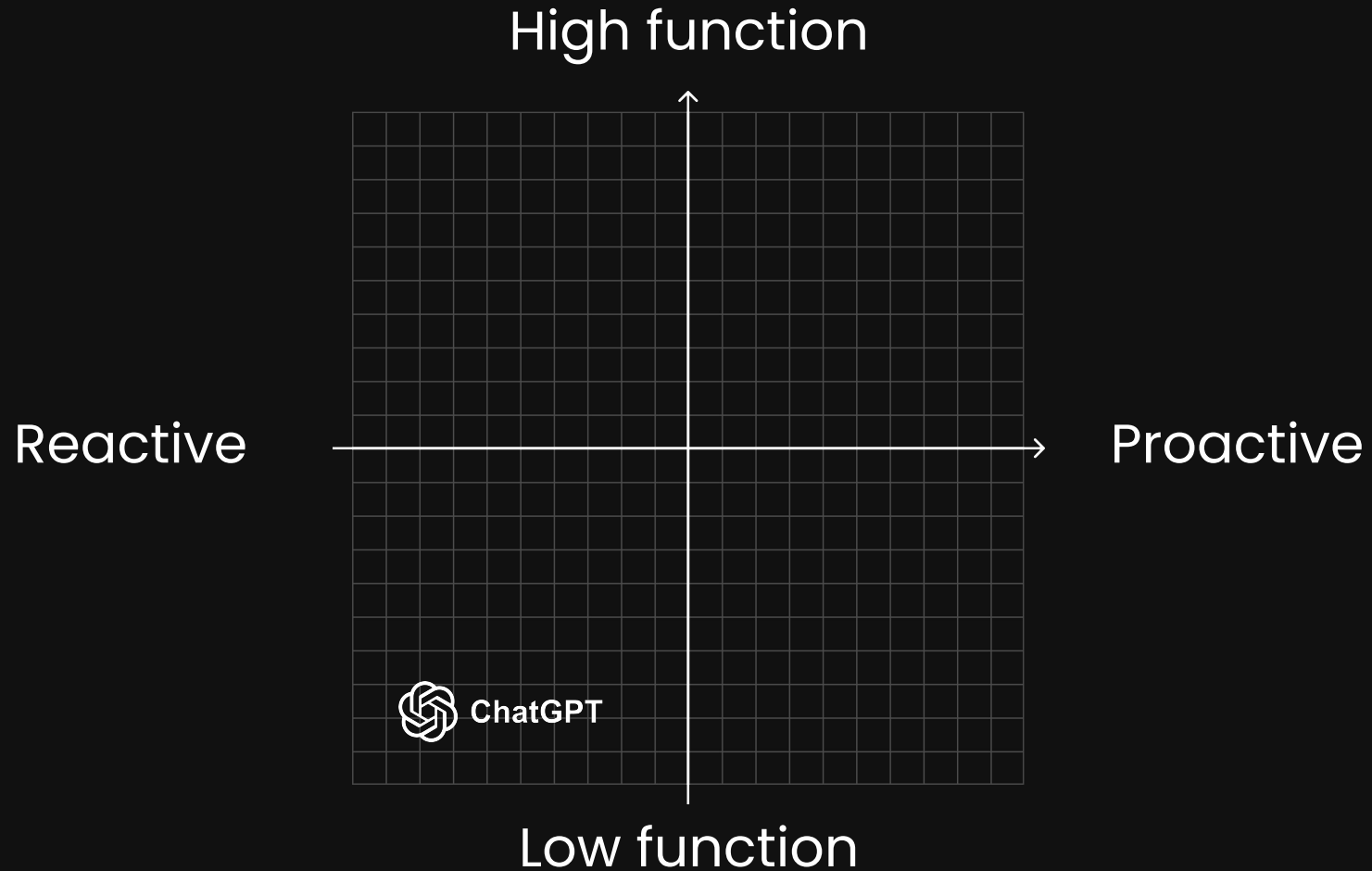
Speeds up the application review process and unlocks powerful modeling to maximize NTR

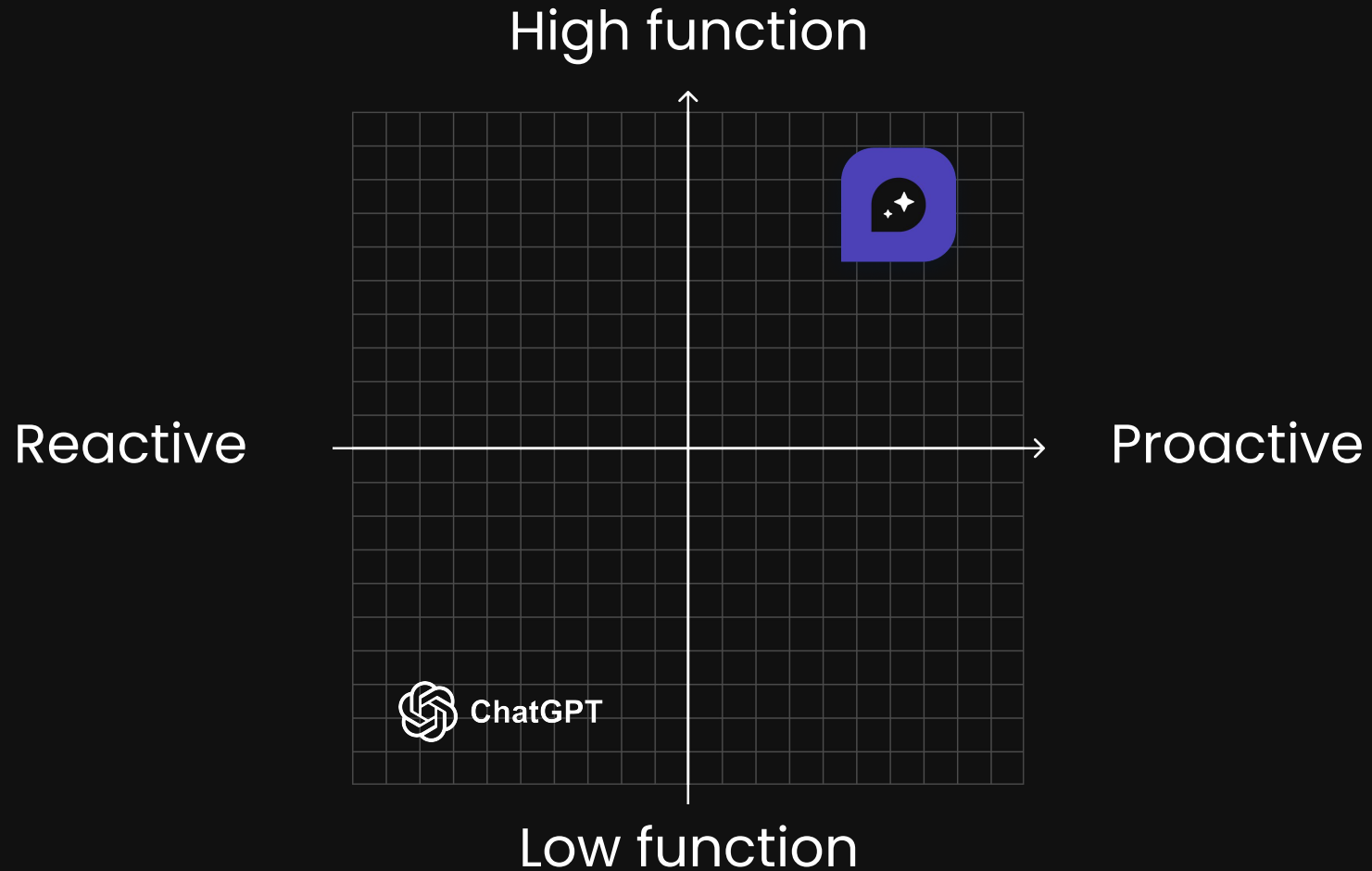
Reactive



Proactive











**What does proactive AI  
actually look like?**

● Results & Next Steps

**AI is already transforming  
enrollment strategy and  
operations for 80+ institutions**



● Results & Next Steps

# AI Recruiter

Average performance across AI Recruiters deployed via CollegeVine

## Effective communication



Open rate

66.3% Excellent

Click rate

24.8% Excellent

## Engagement



**4x**  
higher engagement

## Time savings



**158**  
hours saved for the team  
in week 1

## ● Results & Next Steps



**[AI Recruiter]:**

Hello [student name]! I'm thrilled to hear about your ambitious career goals involving architecture and business. At [college name], we believe in fostering the entrepreneurial spirit of our students.

Our College of Business Administration offers a distinctive program named the "Entrepreneurship Major," which might align with your future goals of running your own architectural firm. This program provides students with the skills, experiences, and networking opportunities to start and manage new ventures.

Also, although we don't have a dedicated Architecture program, our Interior Design major in the College of Architecture and Design can be a great alternative. It has a strong focus on design principles and theory, technical skills, and practical experience. This could provide you with a strong foundation to understand the nuances of designing spaces, which is fundamentally important in architecture.

Combining these two could provide a unique educational experience, equipping you with both the creative and business skills you are looking to develop for your future career.

What do you think about this combination of studies? Would you like more information on these programs or any other aspects of [college name]?



**[student name]:**

That sounds amazing! I think that would be a great way to achieve my career goals. I would love to keep in touch throughout these next couple of years. Is there a mailing list I could sign up for so I can continue to look into [college name] and possibly take a tour of the campus?



**[AI Recruiter]:**

## ● Results & Next Steps



**[AI Recruiter]:**

Hi [student name]! I'm [AI Recruiter] from [college name]. I've had a chance to review your profile - wow, your academic and extracurricular involvement is impressive! Given your interests and achievements, I think you might really enjoy what our school has to offer.

I noticed you're interested in Clinical/Medical Laboratory Science and Allied Professions. Our campus community has a lot of resources that could support your career goals. Have you thought about what you're looking for in terms of resources or opportunities related to your major?



**[student name]:**

I'm currently still deciding on my major, however, I strongly wish to follow a pre-medicine path/program. For resources and opportunities regarding that, I would want the college to have lots of opportunities and guidance for making sure that when I do complete my undergraduate degree, I have completed the pre-medicine path and prerequisites for med school.



**[AI Recruiter]:**

Hey [student name]! That's awesome to hear that you're considering a pre-medicine path. At [college name], we're all about guiding our students to achieve their career goals. We have a strong program in Physiology, Pathology, and Related Sciences which aligns well with pre-med requirements. Plus, our Career Services offer comprehensive support, helping students plan their path, build resumes, and navigate application processes for med school.

We also mandate observation hours for certain majors, giving you practical experience in your field. Professors are super collaborative too, often working with students on research opportunities.

● Results & Next Steps

# Enrollment leaders must now make a choice: stick with the old ways, or innovate?

**Choice 1:** Significantly reduce prospect volume to a manageable caseload

**Choice 2:** Find new ways to provide that truly white-glove personalization, at scale

# Now's the time to use AI

**Increase staff  
capacity** for  
high-impact  
interventions


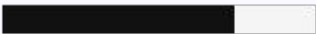


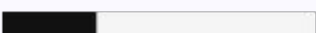
**Offer  
individualized  
student support**  
24/7 and 365 days

**Deploy dynamic 1:1  
engagements**  
at scale

**Personalize every  
touchpoint** with  
your prospects

● Results & Next Steps

# Your leadership likely agrees: AI has the opportunity to transform all facets of higher ed

Percentage of respondents		Selected answer
82%		AI will make staff more effective
74%		AI will make operations more efficient
52%		AI will increase personalized support at scale
37%		AI will transform the classroom experience
30%		AI will transform alumni engagement



# A roadmap to success: Implementing AI now



## Ready

Adapt an AI-positive stance, dedicate budget, and plan across cabinet

## Set

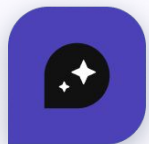
Determine where to make impact, gather your champions and talk to your stakeholders

## Go!

Measure results and compare against your baselines, and **celebrate** your wins!

● Results & Next Steps

# Explore what CollegeVine is doing with AI



**Experience the first-ever  
proactive AI recruiting agent:**  
that pairs 1-1 with your prospects  
and nurtures them through their  
enrollment journey

[collegevine.com/recruit](https://collegevine.com/recruit)

