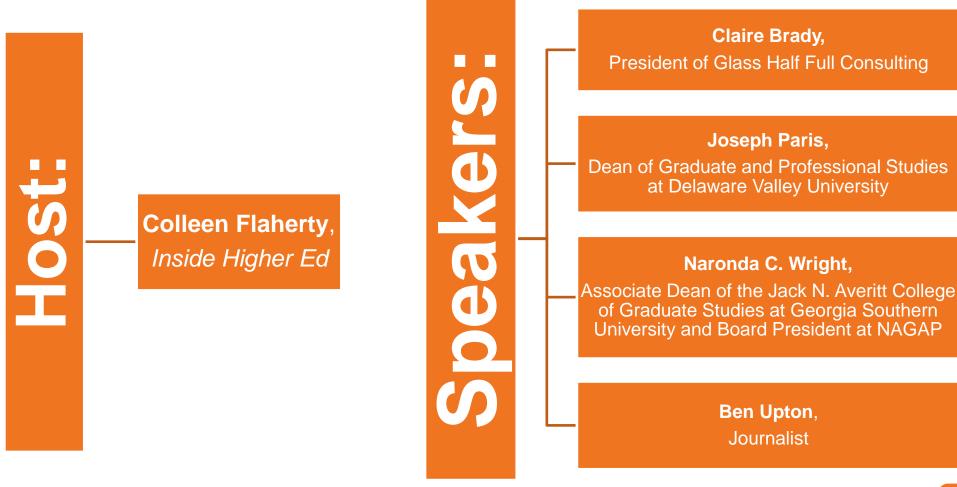**Beyond the Hype:
Understanding and Unlocking AI's Potential
in Enrollment Management**

12.11.2024, 2 p.m. Eastern

Webcast| Beyond the Hype: Understanding and Unlocking AI's Potential in Enrollment Management

Host:

Colleen Flaherty,
Inside Higher Ed

Speakers:

Claire Brady,
President of Glass Half Full Consulting

Joseph Paris,
Dean of Graduate and Professional Studies at Delaware Valley University

Naronda C. Wright,
Associate Dean of the Jack N. Averitt College of Graduate Studies at Georgia Southern University and Board President at NAGAP

Ben Upton,
Journalist

IHE Inside Higher Ed

About the Special Report

Explores:
- To what extent, and how, enrollment management teams are already deploying AI to assist their work
- Near- and longer-term future possibilities for AI in enrollment management
- Best/emerging practices for building data readiness and AI literacy among enrollment management personnel
- Further considerations

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Beyond the Hype:
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By Ben Upton

Inside Higher Ed | WITH SUPPORT FROM LIAISON

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Untapped Potential

**% institutions currently using AI
for the following purposes:**

50: Virtual chat assistants and chatbots
35: Cybersecurity
27: Predictive analytics for student success
24: Research and data analysis
20: LMS
17: Admissions processes
17: Administrative processes (e.g. scheduling)
14: Student advising and support
12: Grading and assessment
11: Institutional planning and decision making
11: Student engagement
11: Fundraising
11: Other
 3: Facilities management
 3: Personalized learning pathways

*Source: Inside Higher Ed/Hanover Research 2024 Survey of College
and University Campus Chief Technology Officers*

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AI, using large
amounts of data, can be
used to identify that optimal
amount of tuition discount to
increase the likelihood of a
student's enrollment without
over-discounting, where
you're hurting the net tuition
revenue goal that you're
trying to obtain.

Joe Paris, dean of the School of
Graduate and Professional Studies
at Delaware Valley University

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4

Building Team Buy-In and AI Literacy

Step 1:
Build awareness and gauge uptake
Step 2:
Create sandboxes and working groups
Step 3:
Address data readiness
Step 4:
Assess internal AI needs and capabilities
Step 5:
Vet AI tools and vendors
Step 6:
Weigh the risks—including of ignoring AI

> [AI] has an immense potential to transform the way that we plan and react. Here is a tool that could really help with those mission-critical things. Quality teaching and learning? Huge impact. Our equity mission? Huge impact. Responding to the evolving student enrollment crisis, to trust in higher education? All these things.

Claire Brady, president of Glass Half Full Consulting

Panel Discussion

Claire Brady,
President of Glass Half Full Consulting

Joseph Paris,
Dean of Graduate and Professional Studies
at Delaware Valley University

Naronda C. Wright,
Associate Dean of the Jack N. Averitt College of Graduate Studies
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Audience Q & A

Thank you!

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