



AI for College-Level Teams:

Scaling Recruitment and Support



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About Ivy & Ocelot from Gravyty

Communicate at scale without losing the human touch

WHAT WE DO

AI-powered solution that helps streamline communication, optimize institutional operations, and drive measurable student outcomes.

WHO WE WORK WITH

Organizations of all sizes from community colleges to large state universities across all departments.

2,000+

Partner organizations

Thousands

Of virtual assistant interactions annually

Multilingual & omnichannel

engagement that integrates with your existing campus systems

Quick question

Does your college or department have its own AI and/or chatbot strategy?

Core Market Challenges



EXPECTATIONS

College-level, graduate, and executive programs require personalized, high-touch engagement to fill capacity.



CAPACITY

Institutional teams rely on manual support and outreach (email drips, calls, Zoom) with low-touch capacity.



MISSING POTENTIALLY HIGH VALUE LEADS

High-value prospects are interacting on websites, but critical modern communication channels (like texting or self serve support) are missing.



COMPETITION

Students are evaluating multiple programs and institutions simultaneously.

The Current Landscape

High expectations, long decision cycles, and understaffed teams



86%

of graduate students expect a response within 24 hours, with 28-41% expecting a reply within 3 hours.

(Ruffalo Noel Levitz, RNL, 2023)



44%

of prospective students say slow response times from institutions negatively impact their enrollment decision.

(Salesforce, Connected Student Report)



43%

of prospective graduate students spend at least one year researching programs.

(EAB, 2023)



79%

of students say they would be more likely to enroll at an institution that uses AI to personalize their experience

(Salesforce, Connected Student Report)

When Support is Always On, Students Stay Engaged



A student exploring options gets instant answers about multiple programs, requirements, and differences.



A prospective student confused about deadlines and requirements gets clear, instant answers so confusion doesn't become the reason they chose a competitor instead.



An international prospective student gets the same quality of support in their native language - no friction, no delay, no lost opportunity because of a language barrier.



Program info, tuition, deadlines, and next steps all in a single chat instead of bouncing between emails, PDFs, phone calls, and a website that's hard to navigate.

Level Up Your Team

AI handles the repetitive work so your staff can show up differently for students

Handled by AI

- Handles 70–80% of routine questions without staff intervention
- Answers questions about tuition, deadlines, requirements, and program options instantly
- Engages prospective students the moment they land on your site

Elevated by staff

- Freed from manual triage and repetitive inbox volume
- Time redirected to high-value calls, application support, and closing qualified leads
- Live chat lets agents jump in mid-conversation when it matters with AI-suggested responses ready
- Peak recruitment cycles no longer mean burnout

Data You Can Make Decisions With

Geographic demand: Which regions drive the most interest

Trending questions: What prospective students are asking right now and where your content has gaps

Campaign attribution: Track which pages and campaigns are driving engagement

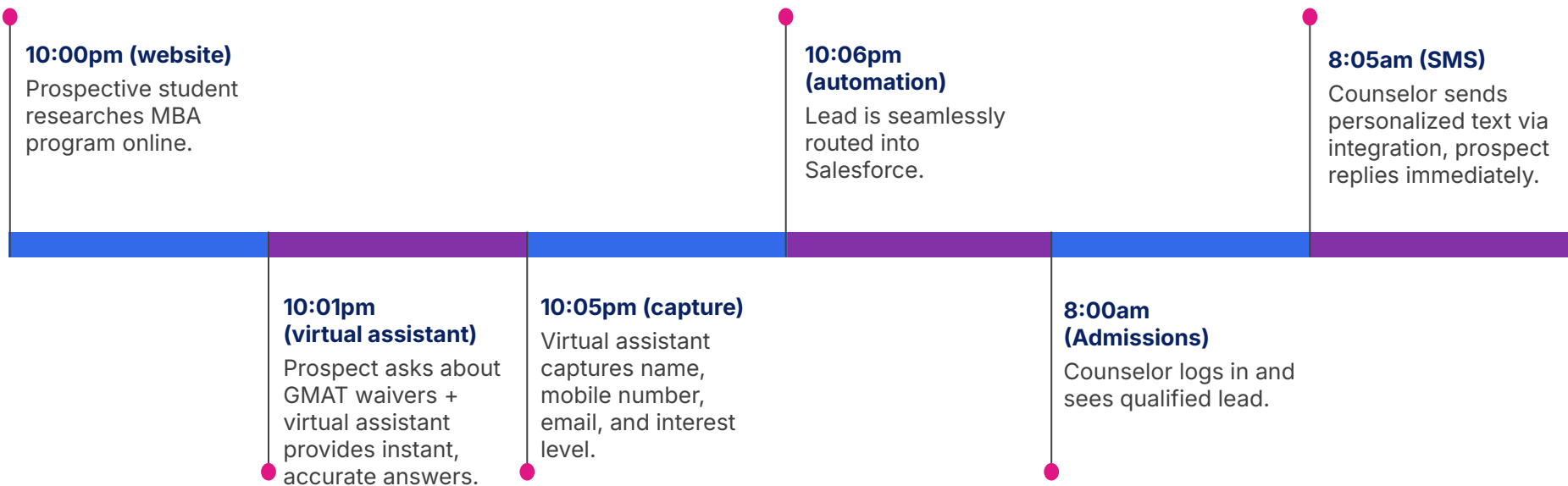
Funnel drop-off: Pinpoint where students disengage

Engagement timing: Understand when students are most active

Pipeline visibility: Every captured lead flows into your CRM directly

The Omnichannel Timeline

78% of students enroll at the first institution that responds.



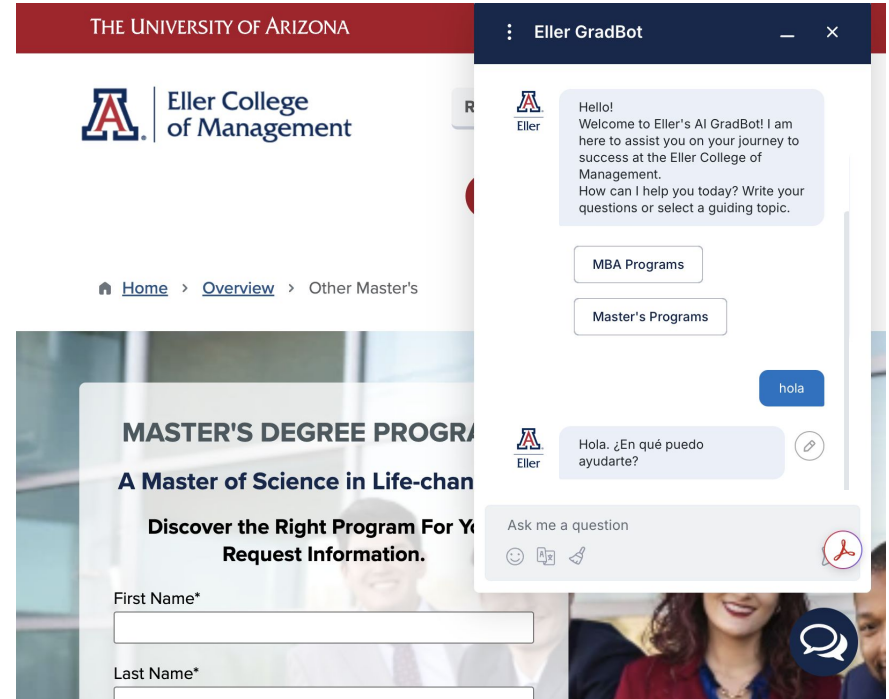
Quick question

Where would AI need to move the needle for your team to take it seriously?

University of Arizona, Eller College of Management

Initial challenges:

- Small team consumed by repetitive FAQs
- Limited coverage during peak recruitment cycles
- No way to support prospective students evenings or weekends
- Dense, hard to navigate website content
- Competitive MBA landscape
- Serving both undergraduate and graduate student populations with different needs



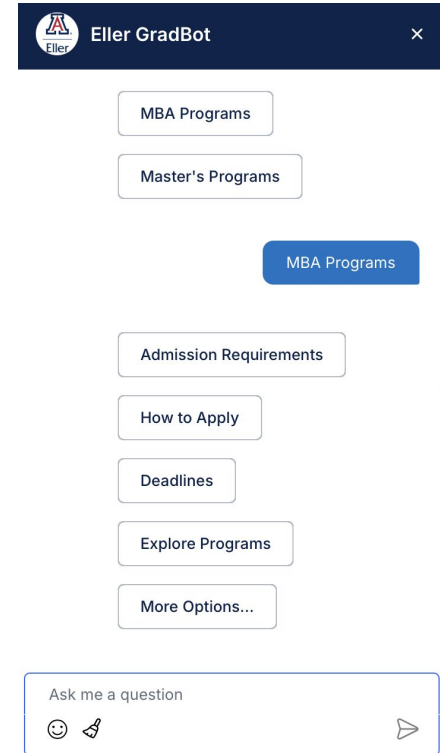
University of Arizona, Eller College of Management

What the virtual assistant does:

- Available 24/7 including evenings and weekends
- Handled FAQs for all audiences
- Engaged prospective students the moment they landed on the site
- Scaled coverage during peak recruitment cycles

What staff gained:

- Tracked trends to identify content gaps
- Updated website pages based on patterns
- Used geographic data to guide marketing spend
- Staff time freed up for high-touch recruitment
- Real-time visibility into student engagement and behavior



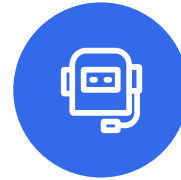
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With routine inquiries off their plate, Eller's team could focus on the work that actually moves students toward enrolling: **conversations, relationships, and recruitment strategy.**



42%

of questions that come in to the virtual assistant are after business hours.



~180

staff hours saved by automating repetitive inquiries.



3,200+

questions answered by the virtual assistant since implementation.

Impact at Peer Institutions

OREGON STATE

\$300k

in value delivered, plus
4,000 "free" incremental
leads generated

PENN STATE

87%

call reduction with 110%
ROI and 99% satisfaction
rate

PURDUE NORTHWEST

9%

increase in accepted
students

UNIVERSITY OF OKLAHOMA

10%

increase in overall
enrollment

UNIVERSITY OF HOUSTON

10%

decrease in call volume

FLORIDA ATLANTIC

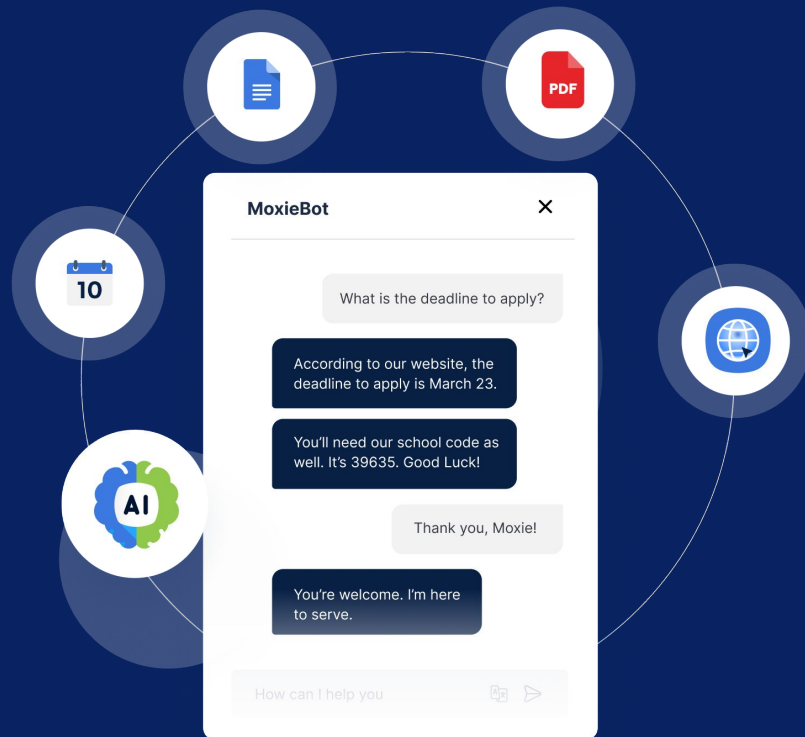
96%

drop in appointment
requests (massive
capacity return)

3 Questions Worth Bringing Back to Your Team

-  **Where is your team absorbing demand that doesn't require human judgment?**
Track how many hours per week go toward routine inquiries - that number is your baseline for what AI could free up.
-  **What happens to a prospective student who visits your site at 10pm?**
If the answer is nothing until the next business day, that's the gap. It's also where a competitor can win.
-  **Are you using student interaction data to improve how you recruit or just to respond?**
The teams seeing the most impact aren't just answering questions. They're learning from every conversation.
-  **AI adoption in higher ed is accelerating and is the gap between early movers and everyone else is growing.**

Q&A



Thank You for Joining!

Resources & next steps

Guide: AI Adoption for Institutional Success



Student Retention: The Hidden Role of AI

