AI Series Goals

- Provide an overview of Artificial Intelligence (AI)
- Highlight innovative cases from institutions.
- Equip participants with resources to leverage AI.
- Foster collaboration and knowledge-sharing between student success professionals.
CHECK OUT FOR
- RECORDINGS
- SLIDES
- RESOURCES
Today’s Objectives

- Institutional Chatbot Services and Deployment
- Enhancing the Campus Experience
- Early Intervention and Outreach
A Sunny Overview
ASU’s Enterprise Chatbot
ASU is a comprehensive **public research university**, measured not by whom it excludes, but by **whom it includes** and **how they succeed**; advancing **research and discovery** of public value; and assuming **fundamental responsibility** for the economic, social, cultural and overall health of the **communities it serves**.
Building out Sunny to join the digital assistant ranks

Hey Siri
Hey Alexa
Hey Google
Hey Sunny

Students already call on digital bots for assistance in day-to-day tasks, so we aim to build on that behavior and develop Sunny to be the bot to contact when students have a question about their ASU experience.

But Sunny is more than just a chatbot.
Sunny’s evolution

February 2018
ASU’s chatbot, Sunny, was first introduced through text messaging to prospective students in partnership with a third-party provider.

January 2019
Enterprise Technology began collecting chatbot requirements from functional departments and developing an enterprise chatbot system.

July 2020
ASU Experience Center was the first unit onboarded to the new enterprise chatbot system and launched a My ASU web chat to support students with finance-related questions.

Spring 2024
Deployed a new visual identity of Sunny across multiple communication channels.

August 2018
Sunny chatbot continued to engage and support new first-year campus students.

March 2020
Due to the COVID-19 pandemic, the Sunny chatbot program was expanded to all campus immersion students via text messaging.

August 2021
The enterprise chatbot system deployed SMS and outbound campaign functionality.

July 2023
The enterprise chatbot system deployed voice and AWS Kendra functionality for the Experience Center.

Summer 2024
Deployment of a public web bot for ASU websites.
Hi! I'm Sunny, ASU's self-help chatbot! I'm here to help with all of your Financial Aid questions. Click the Financial Aid button below to see our Top Finance FAQs!
Sunny’s tone and approach

What makes Sunny unique?

Students have built trust with the bot allowing them to be surprisingly vulnerable and inclined to share their struggles and request help.

- Sunny aims to normalize student experiences.
- Sunny always recommends appropriate ASU resources.
- Sunny acknowledges that it is technology and that it is supported by caring ASU staff who are ready to step in if a student needs human assistance.

Sunny is:

- Fun but not silly
- Confident but not cocky
- Smart but not stodgy
- Informal but not sloppy
- Helpful but not overbearing
- Expert but not bossy
- Never inappropriate
Retention Sunny campaign highlight

Not enrolled in spring classes and unresponsive to advisor

SMS View

Hi James, it’s Sunny! Your advisor has been trying to reach you about your plans for the spring semester. I hope they’re not being ghosted!

12/13/23, 3:30 pm - SMS

Are you planning to register for classes at ASU this spring? Please reply with one number: [1] I plan to enroll [2] I need help [3] I don’t plan to enroll

12/13/23, 3:30 pm - SMS

I don’t plan to enroll

12/13/23, 3:31 pm - SMS

I’m sorry we won’t see you here. We’ll miss you! What are your plans for spring? Please reply with one number: [1] Taking time off [2] Attending another school

12/13/23, 3:31 pm - SMS

Attending another school

12/13/23, 3:32 pm - SMS

Thanks for telling me! Your advisor can help you with the transfer process. Visit my.asu.edu to connect with them. I’m also here if you need anything!
Continuing registration

Will you be registering for spring?
- Yes
  - What do you need help with?
    - Courses
    - Finances
    - Major change
    - Mental/Physical Health
    - Other

- Unsure
  - What do you need help with?
    - Courses
    - Finances
    - Major change
    - Mental/Physical Health
    - Other

- No
  - What are your future plans?
    - Return to ASU later
    - Transfer to another AZ school
    - Transfer outside of AZ
    - Taking a break from college
    - Return to ASU in the future
    - Working full time

This interactive campaign created real-time lists for issue-specific engagement by ASU student support staff contact students needing help and move students toward spring registration.

Follow-up campaigns were sent through January to engage students who were still not enrolled or dropped all of their spring courses.
Hey Sunny! I’m feeling/I have a question...

Sunny receives the message and matches to an answer.

Does Sunny feel confident in its response?

Yes: Sunny responds to the student. If sensitive keywords were used, we receive an email alert to escalate.

No: Sunny will check in with us, and we review the recent message as well as the conversation history.

Will the student need an ASU team member to reach out?

Yes: We respond to the student and create a Salesforce case to connect the student to the department that can support.

No: When we transfer the case we @mention the academic advisor or someone from the unit in the Salesforce Chatter. There are three main units we connect student to:

- Academic Advisors
- Financial Aid
- Dean of Students

If Sunny’s answer needs improvement, we respond to the student and answer the question or message.
What does it take to manage a chatbot?

Chatbot Time Allocation

- Developing Knowledge: 20.0%
- Collaboration: 20.0%
- Crafting Campaigns: 20.0%
- Student Conversation Monitoring: 20.0%
- Evaluation: 20.0%
Sunny chatbot usage
June 2020 - June 2024

- **~1,700** Number of campaigns sent
- **5.8 million** Text messages sent
- **1.8 million** Messages sent to Sunny chatbot from students via text message, web chat and voice combined.
- **~320,000** Web chatbot sessions initiated by students for finances and technical support
- **~279,000** Unique students have interacted with Sunny

- **2.8%** Percentage of students opted out
What we’ve learned from Sunny...

- Students can develop a trusting relationship with a chatbot.
- SMS provides a low-risk and low-effort space for students to be vulnerable.
- Successfully leveraging AI and SMS in support of students’ success, requires a thoughtful, coordinated strategy across the institution.
AI at ASU
ASU's AI strategy is principled and agile, smartly navigating the universal challenges of high costs and compute limitations with a data-informed, impact-focused approach.

OpenAI partnership
Challenge process with reporting and evaluation requirements, implemented in partnership with the Provost’s Office

AI vendors
Low-cost proof of concepts applying ASU’s AI Evaluation Framework and applied measurement of key business metrics.

Internal AI development
Enables rapid prototyping, holistic evaluation, and in-depth research in collaboration with the Provost’s Office.
MyAI Builder
Simple-to-use AI tools, enabling anyone at ASU to develop their own AI agents and leverage the power of generative AI.

AI-powered products developed for the ASU community
AI-powered agents built by ASU community members

Select products featured on Betaland showcase

CreateAI Platform

Exclusive Application Programming Interface (API)
Ethical AI engine
20+ large language models
Multiple vector databases
Document upload, extraction, and ingestion
Single-Sign-On (SSO)
Access control and audit logs
Higher-speed performance and advanced AI cloud service capabilities

Choose from 20+ LLMs
Ethical AI Engine
Enterprise-grade security and privacy
Model and cloud independent
Concierge
Q&A
Introductions

Arizona State University

**Kim Marrone Beckert, Ed.D.**
Assistant Vice Provost
Undergraduate Education
Office of the University Provost

**Crystal Gustavson Miller**
Director
Student Success Innovations
Office of the University Provost

**Paul Alvarado**
AI Program Manager
AI Acceleration Initiative
Enterprise Technology
Generative AI at the University of Michigan

U-M launched groundbreaking new AI tools at the start of the 2023-24 school year. In one academic year:

- **U-M GPT** had over 35,000 unique users.
- **U-M Maizey** allows the U-M community to easily build custom GPT tools trained on their own data.
- **ITS** launched free GenAI training classes for U-M students, faculty, and staff in February 2024.
- In AI, a “token” is a single unit in language data, like a word.

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>25,000+</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>9,500+</td>
</tr>
<tr>
<td>Custom Maizey GPTs</td>
<td>1,600+  created in the academic year</td>
</tr>
<tr>
<td>Unique Users</td>
<td>1,700+  utilized Maizey every week</td>
</tr>
<tr>
<td>GenAI Training</td>
<td>1,200+  people completed the training in 2 months (with hundreds more scheduled for future classes)</td>
</tr>
<tr>
<td>AI Tokens</td>
<td>180 million, every day</td>
</tr>
<tr>
<td>1 token</td>
<td>~(\frac{3}{4}) words, akin to generating around 645 copies of Moby Dick</td>
</tr>
</tbody>
</table>

genai.umich.edu
U-M GPT

- No cost
- U-M's version of ChatGPT
- Interactions with U-M GPT will remain confidential in line with privacy notice and IA and U-M policies
- Fully accessible and works with assistive technology

**Why?**

- Privacy and confidentiality
- Security
- Accessibility
Maizey

- Build your own version of U-M GPT that is trained on a custom dataset & shared with specific audiences
- Supports data from:
  - Google Drive
  - Public websites
  - Lecture Capture
  - Canvas
- New integrations: Dropbox, Zoom, Slack
- Monthly billing based on usage
- Point & click - no coding required!
Maize Pages Maizey Bot

The Maizey AI bot has been trained on student organization engagement data to help students quickly sort through and find student organizations that interest them out of 1700+ available at U-M.

Maize Pages is U-M’s student organization engagement platform, managed by the Center for Campus Involvement (CCI) in Student Life.

CCI pursued a Maizey pilot after a 2023 Student Life Research Study finding that students experienced challenges easily finding and getting connected to student organizations.
Maizey Benefits

➔ Easier for students to search and get connected to organizations

➔ Students receive 3-5 tailored results with some details rather than 200 results from a traditional search

➔ Role of Administrators:
  ◆ Upload student org data and how to present info to students
  ◆ Set it to not hallucinate
  ◆ Tune the AI bot to speak like a professor, another student, or even pop culture figures
“I am a first-year student who enjoys crafting, and I am majoring in nursing. I'm looking for student organizations to support my studies and provide some fun.”

Based on your interests in nursing and crafting, here are a couple of organizations at the University of Michigan that could support your studies and offer some fun activities:

- **Student Nurses' Association (SNA)**
  - Website: SNA Maize Pages
  - Email: umsn-ugsna@umich.edu
  - **Summary:** This organization is perfect for nursing students looking to grow professionally and engage in community service. The SNA could provide you with opportunities to connect with peers in your major and participate in events that enhance your educational experience.

- **LGBTQ+ Nursing**
  - Website: LGBTQ+ Nursing Maize Pages
  - Email: rushika@med.umich.edu

- **Summary:** If you're interested in fostering an inclusive environment within the nursing field, this student-led group is a great place to build connections and learn about improving nursing practice and education with a focus on LGBTQ+ issues.

For a fun crafting-related activity, you might want to look into general university clubs that focus on arts and crafts, as there doesn't seem to be a specific crafting club within the nursing department. Here's a suggestion:

- **Arts & Crafts at U-M**
  - **Summary:** While not specific to nursing, a general arts and crafts club at the University of Michigan could offer you a creative outlet and a way to de-stress from your studies. You can search for such a club on the Maize Pages website by using keywords like "crafting" or "arts."

If you don't see what you're looking for here, sign up for an Involvement Drop-In through this link: Involvement Drop-In Sign-Up.
Lessons Learned

➔ Not perfect, making it clear to users that it’s an AI bot continually learning

➔ Constantly tuning, improving, guiding the bot to answer appropriately

➔ Recognition that Maizey is one tool among many other resources

➔ Data has to be good data
  ◆ Ex. CCI added fields during the annual student org registration process for whether an org requires dues and an application process as this is an important factor for current students to know when searching
Findings

➔ 1100 chats in Maizey after a soft rollout

➔ Student feedback has been positive in offering an efficient, quick, customizable solution to help students get connected to student orgs

➔ Next steps:
   ◆ Fall 2024 marketing plan
   ◆ November research study to understand what current students are saying about Maizey for student engagement connectivity
Overview

• What is SMART?
• How did we deploy?
• What do you need to consider?
• What were the lessons learned?
Helping students before they even know they need help.

Problem:

- Only 33% of FTIC students attending public institutions are graduating from that institution within 4 years.
  - 67% are left underprepared for the job market and faced with mounting student debt.
  - Institutions nationwide face growing pressure to boost these metrics (along with retention & others) to justify state funding.

- Student success practitioners lack actionable data intelligence for identifying “at risk” students early, monitoring population health trends often, and aligning individual students with targeted intervention.
  - Data trapped in de-centralized silos.
  - Unstructured assessment & risk mitigation protocols.
  - Lack of predictive behavior modeling necessary for preventative supports.
A practitioner friendly, Population Health Management tool.

Solution:

Data that fits the workflow…
- Bringing data together in one place
- Removing inefficiencies
- Identifying students in need of support
- Understanding student success factors
- Coordinating across student success departments

Specifically designed to support the Advocacy decision-making framework.

Course designed to teach others how to apply the ARISE model
https://usfcorporatetraining.instructure.com/courses/3323
A data-driven approach to effectively monitor & support student progression.

• A Student Success Platform focused on Risk Measurement & Degree Progression Tracking
  • Centralized data sets with fully automated, work-flow friendly reports & early warning alert system.
  • Built-in inventory of strategic Risk Factors based on academic performance, student surveys & predicted outcomes.
  • Designed to support a multi-tiered, data-driven approach to Population Health Management.

• Based on proven practices developed at USF, a leading student success institution.
Population Scanner

- Have eyes on all students.
- Target strategic populations.
- Dynamically measure point-in-time risk levels for individual students.
- Manage risk stratification.
- Generate out-reach campaign lists.
- Quickly identify customizable Intervention Groups.
- Track towards registration goals.
Student Profile

- Get a 360-degree student summary in one place.
- Monitor vital indicators of success across multiple data sources.
- View real-time* grades, graduation requirements & other student records.
- Gain clear insight into areas of support.
SMART: Operational Dashboards

OAA SMART

Mid Term Grades

Advising SMART

Transfer Student Success

Student Success Metrics
Total Population support = outcomes

15-25% of the university student population is in the greatest need of outreach and care.

Student success outcome metric increases after model implementation:
- Retention rate: 2013 = 86%, 2020 = 91.9%
- Four-year graduation rate: 2013 = 43%, 2020 = 63.5%
- Six-year graduation rate: 2013 = 66%, 2020 = 74.6%
Outreach & Support Indicators

SMART dashboard of data points and analytics that provide insights on which students may need more intrusive care to persist, progress, or graduate on time.
Lessons Learned

• Define your problem and set your goals
• Consider value of scalable and total population approaches
• Engage practitioner-informed data solutions and continually review
• Create collaborative data culture
Visit our website for more information:
www.usf.edu/oaa
WEBINAR 3

AI EMPOWERED
STUDENT ENGAGEMENT AND SUCCESS:
IMPLEMENTATION BEST PRACTICES
Friday, June 21st @ 1-2PM ET

CHECK YOUR EMAIL FOR REGISTRATION!