



AdmitHub

Regional Pulse Report

Prepared for

Midwest States



Program Overview



Who's Oli?

Oli is a chatbot serving first generation and low-income students that use the Common App.

AdmitHub is using the power of AI to engage with over **173,000 students*** through nudges and interactive campaigns that provide information about college.

Oli answers all sorts of questions – from financial aid to housing to academic tips. Oli forwards more specific questions that require person-to-person interaction to a counselor from College Advising Corps.

The following are the results of our “College and Emotions Check In” campaign, sent July 24 to **18,307 Midwestern** students.**

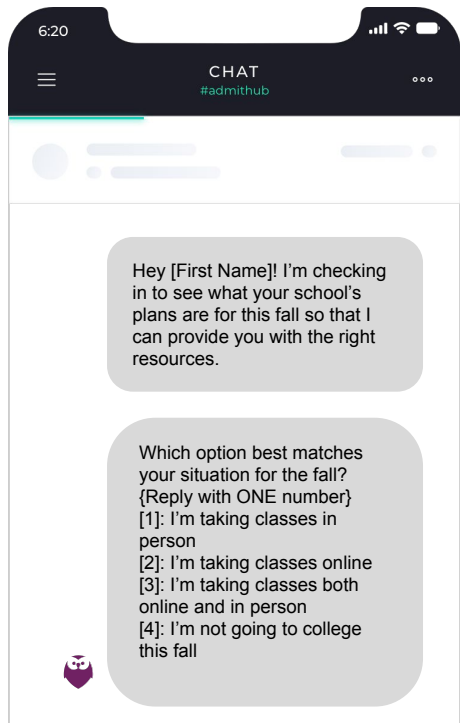
*As of 7/25/2020

**North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Michigan, and Ohio



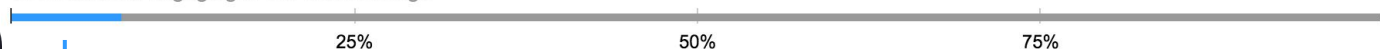
College Emotions Check In: Students' College Plans

We asked Midwestern students what they were doing for college this fall.

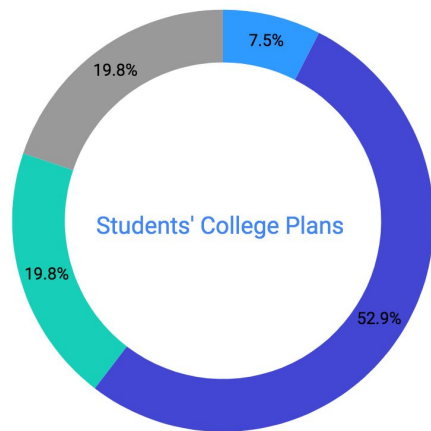


Engagement Rate

% of students engaging in our first message



Students Successfully Contacted
■ Responded ■ Did Not Respond



● not going to college this fall ● taking classes both online and in person
● taking classes in person ● taking classes online

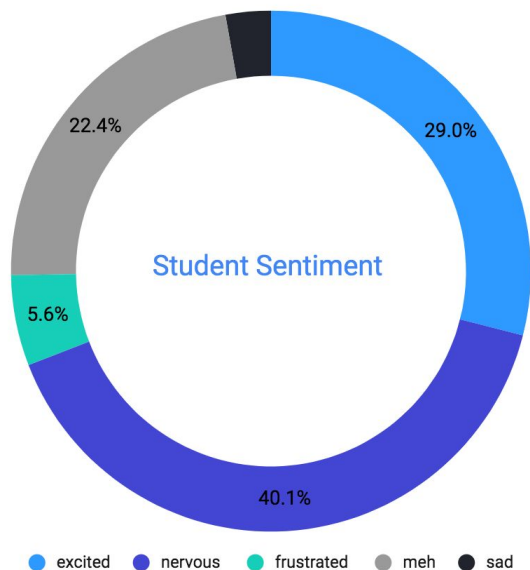
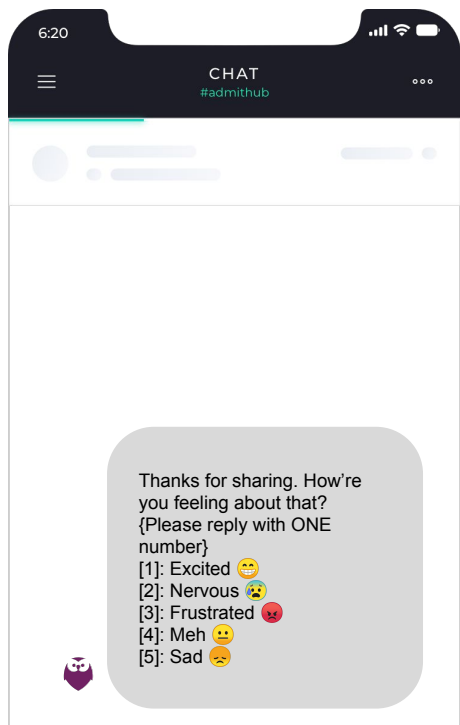
n=1,462

One Key Insight

The majority of Midwestern students who responded are taking courses via a **hybrid model**

College Emotions Check In: Students' Sentiment About College Plans

We asked Midwestern students how they were feeling about their situation.

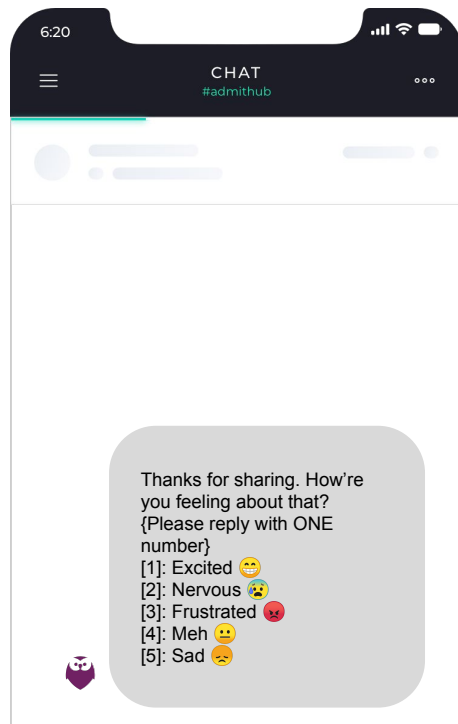


n=1,101

One Key Takeaway

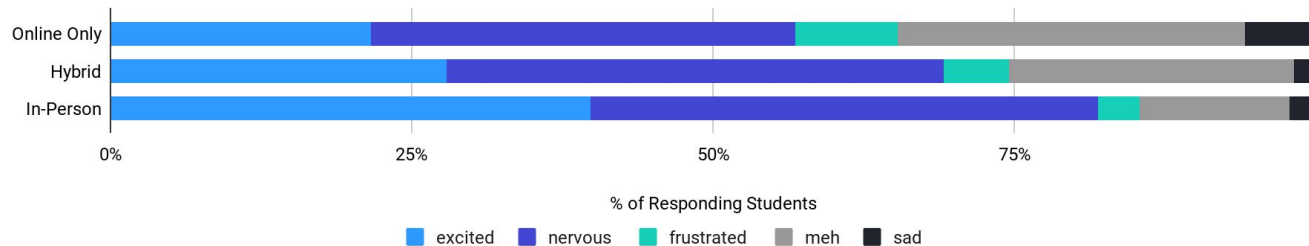
The majority of responding Midwestern students are feeling **Excited** and **Nervous** about college this fall.

College Emotions Check In: Comparing Students' Sentiment About Universities' Models



Student Sentiment Per Situation

n=1,101

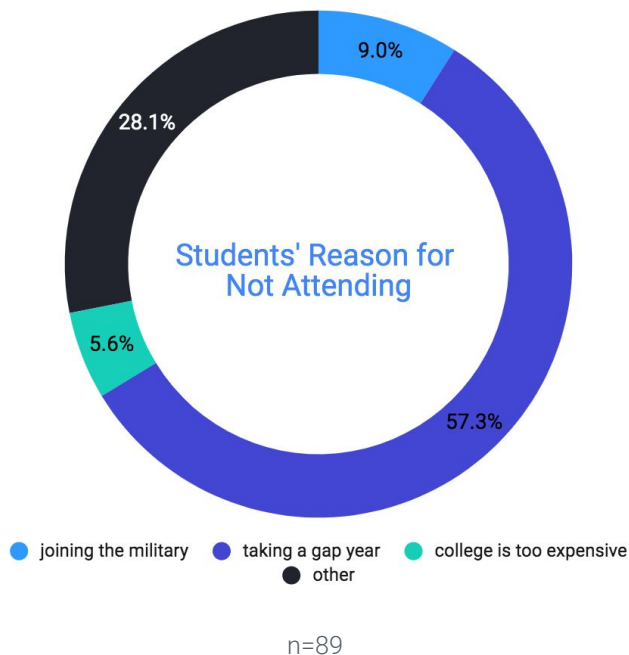
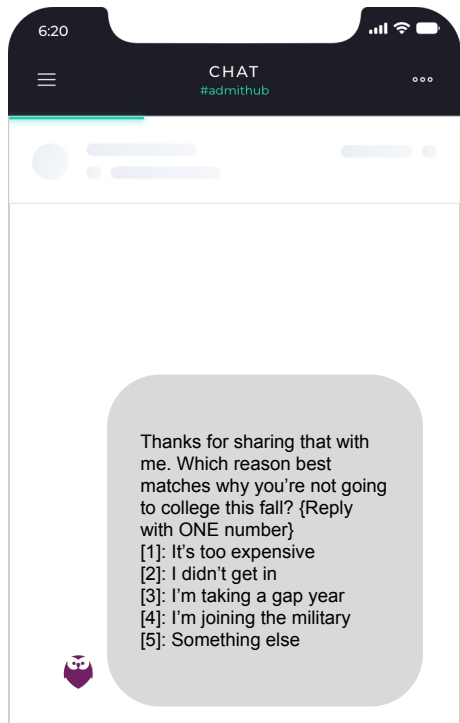


One Key Takeaway

The percentage of responding students feeling **excited** and **nervous** about college increases as universities' models move from online to in person.

College Emotions Check In: Students' Reasons for Not Attending College

We asked those students who previously stated that they weren't attending college what is most impacting their decision.



One Key Takeaway

The majority of responding Midwestern students who are not attending college this Fall are **taking a gap year**



Students' Questions about Financial Aid

Midwestern students had a lot of questions about financial aid, bill payment, and FAFSA*. Here are some examples:

"What's a good way to talk to my school about giving me more financial aid?"

"How do I apply for financial aid?"

"I need a loan without a co-signer"

"Where can I view my financial aid and make the payments ?"

"How do I apply for grants?"

"Is it too late to do FAFSA"

"I was wondering if all my FAFSA information was accepted "

"Where do I send all the forms and stuff"

"Can you apply your fafsa loan to housing bills?"

*Selected questions from July and August

Great Conversations to Highlight

Here are some great conversations we've found of students interacting with Oli*



On your radar should be: final HS transcript, SAT/ACT/AP scores, immunization records, health insurance info, emergency contact info, and your student ID.



Depending on your situation, you may also need to check in about housing, parking permits, residency forms and FAFSA verification. It's a lot, but you got this!



Need to fix my FAFSA? Do you know if there's a number that I can call

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To get FAFSA help on the phone, call 1-800-4FED-AID. The Federal Student Aid website can also provide assistance: bit.ly/fed-student-aid



E

Where do I submit my immunization certificate?

Every school has a different policy for submitting immunization records. You should receive information about this after you're admitted, or you can check the college's Health Services website for their requirements.



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Thank you



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Can you teach me how to make my resume

Go to bit.ly/OliResumeTips for tips on how to write a resume!



S

Sweet



*Selected chat conversations from July and August



General Program Findings to Highlight

Here are some of the most compelling findings across **all US students** in the Program:

Students feel comfortable sharing their feelings, worries, and concerns with Oli

In a June campaign, we asked students if there was anything they wanted to get off their mind. **19.3%** of the 12,716 students who responded said yes.

We followed by asking all respondents about what they need and found that **31.5%** of respondents wanted help preparing for college and **23.2%** wanted more information about mental health resources.

"Oli is encouraging and doesn't judge me if I don't know something" one student says.

Oli facilitates meaningful person-to-person connections

57.8% of survey respondents said they would be interested in attending small group advising sessions

A nudge from Oli can determine whether or not a student pays their bill on time

At the end of July, **24.2%** of students had paid their bill. Of those who hadn't, **12.3%** said that they just needed a reminder