



AdmitHub

Regional Pulse Report

Prepared for

Northwest 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 **2,294 Northwest** students.**

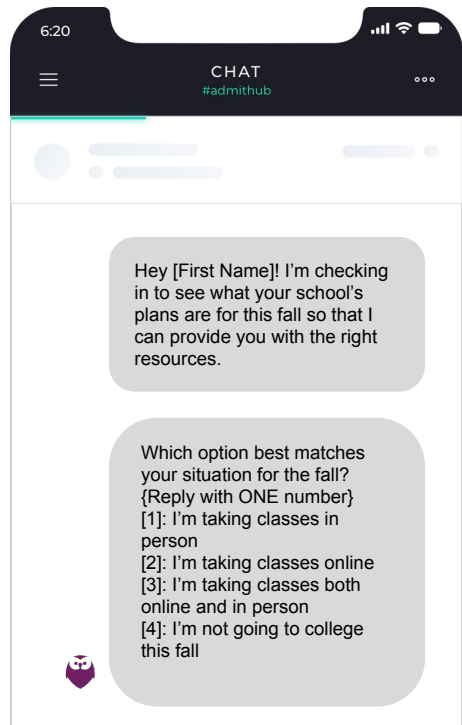
*As of 7/25/2020

**Washington, Oregon, Idaho, Montana, Wyoming, and Alaska



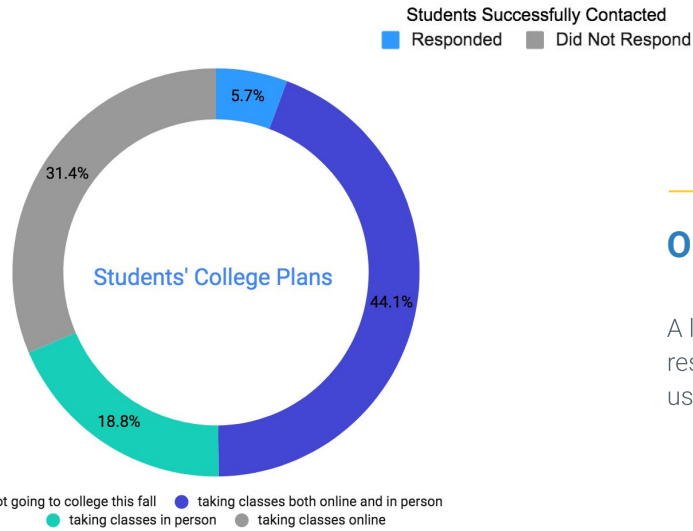
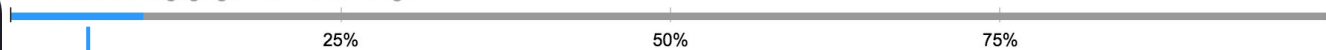
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



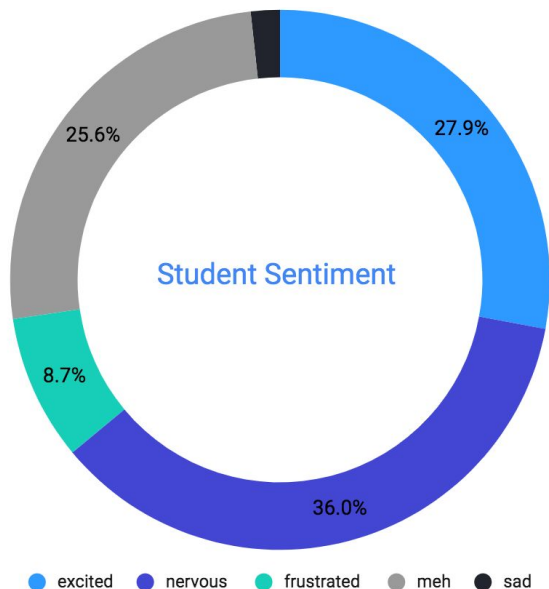
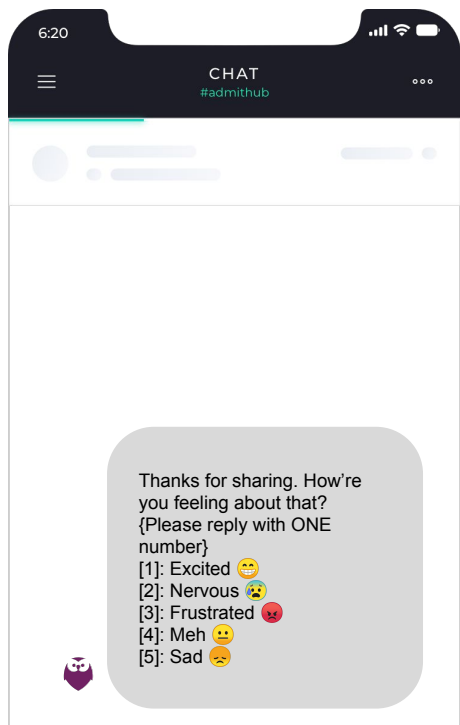
n=229

One Key Insight

A large portion of Northwest students who responded are attending colleges that are using a **hybrid model** this fall.

College Emotions Check In: Students' Sentiment About College Plans

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

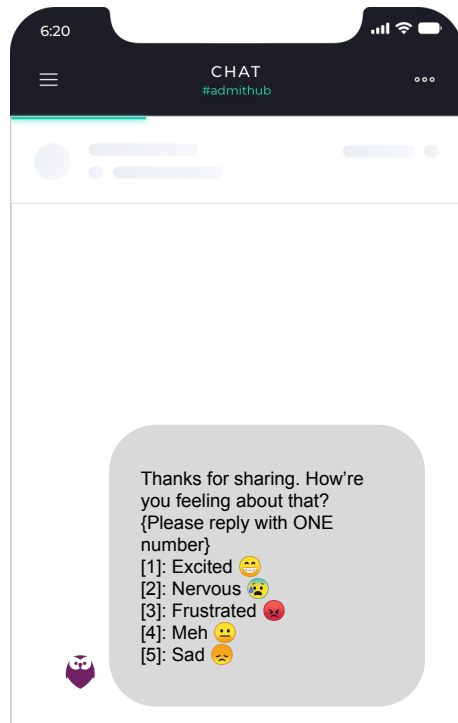


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One Key Takeaway

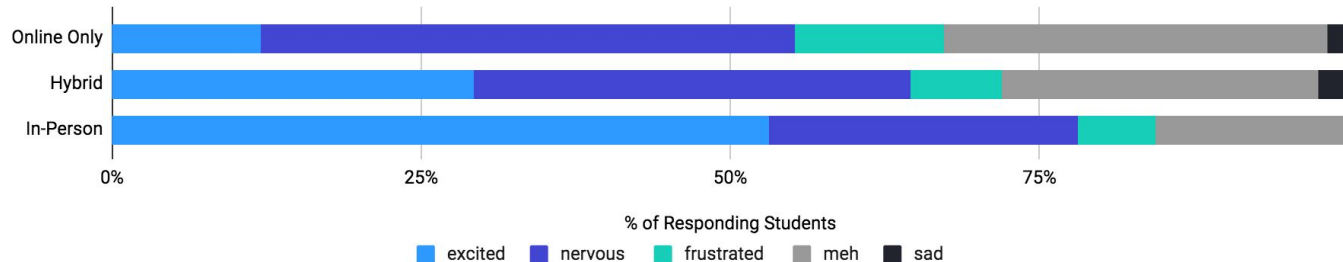
A large portion of Northwest students are feeling **Nervous** and **Excited** about college this fall.

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



Student Sentiment Per Situation

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One Key Takeaway

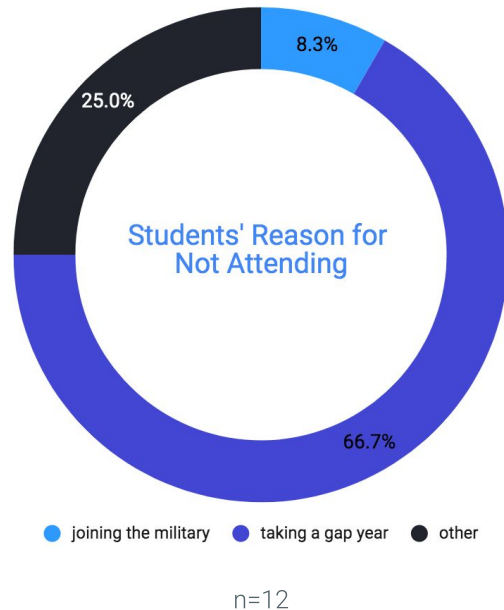
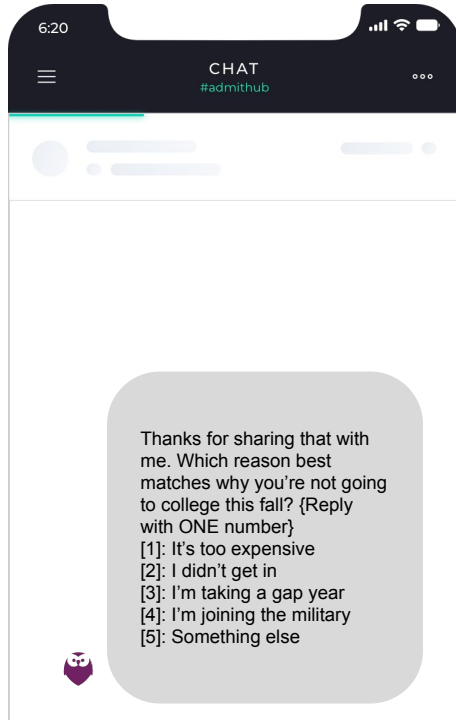
The percentage of responding students feeling **excited** increases as university models move from online to in-person (12.1% for online, 29.3% for hybrid, and 53.1% for in-person students).

A major challenge this coming school year will be **getting online students excited about college**.



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

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



One Key Takeaway

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



Students' Questions about Financial Aid

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

“I need help getting scholarship money for this year”

“Government Aid”

“What are the steps after you submit the FAFSA?”

“Is it expected that schools will lower attendance costs if the semester is online?”

“when does the refund hit?”

*Selected questions from July and August

Great Conversations to Highlight

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



Professors may not remind you about exams & deadlines. Do future Josiah a favor & take a few minutes to copy dates into your calendar. You'll be golden. ✨



If you haven't already, you should talk to an advisor or someone else from your school to discuss what classes you need for your major or should explore if you're still undecided.



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



Once you know what you'd like to take, register as soon as you are able to get your 1st pick courses. That might be during orientation depending on your school!



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!



J

How do i get my syllabuses for classes

Most professors will hand out syllabi on the first day of class.



K

I need to talk to an advisor

To set up an appointment with your advisor, reach out to them through email. Every college assigns advisors differently. If you're not sure who your advisor is, ask the Dean of your academic department about how to connect with an advisor.



K

How do you cancel on campus housing

If you want to cancel your housing contract, call or email your school's Housing office or visit their webpage for more info



*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