



AdmitHub

Regional Pulse Report

Prepared for

Southwestern 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 **5,708 Southwestern** students.**

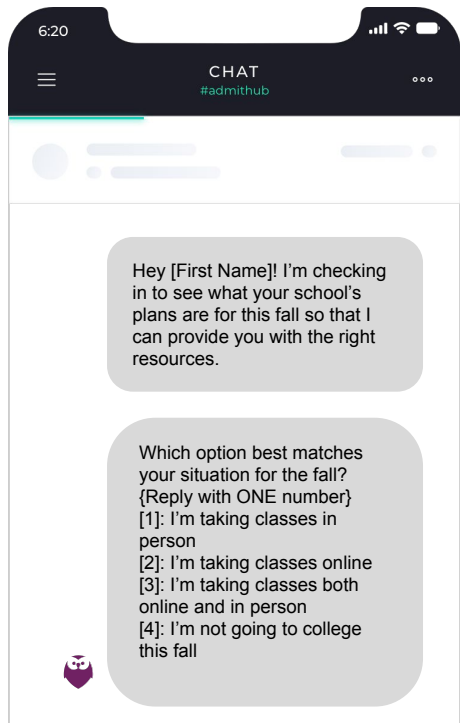
*As of 7/25/2020

**Arizona, New Mexico, Texas, and Oklahoma



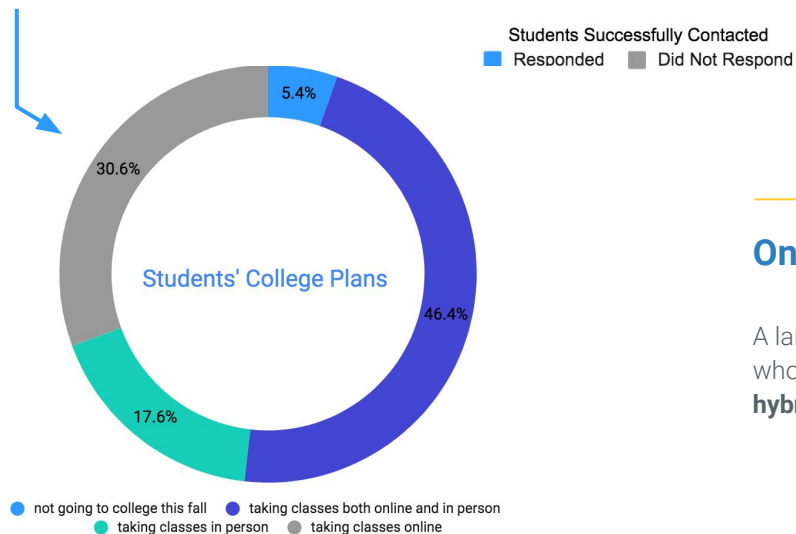
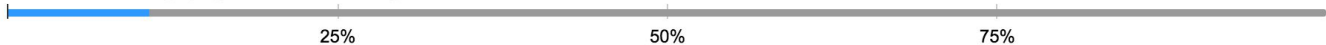
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



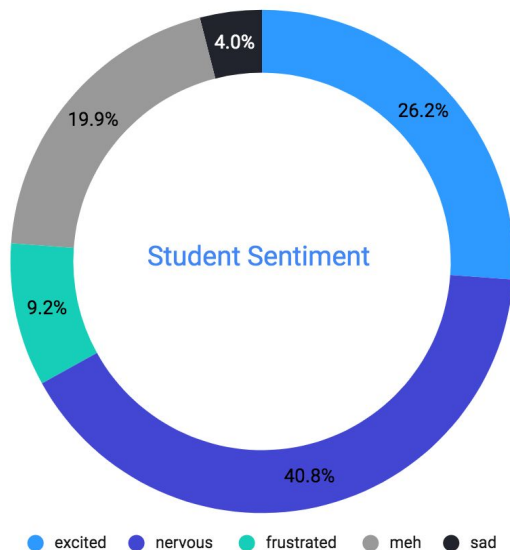
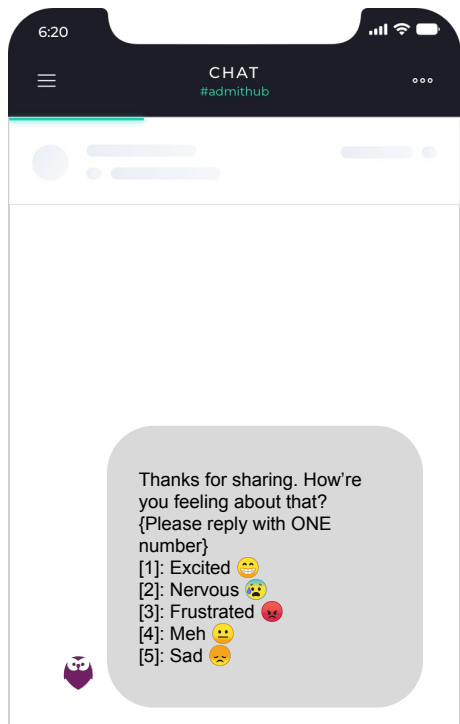
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One Key Insight

A large portion of Southwestern students who responded are taking courses via a **hybrid model**

College Emotions Check In: Students' Sentiment About College Plans

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

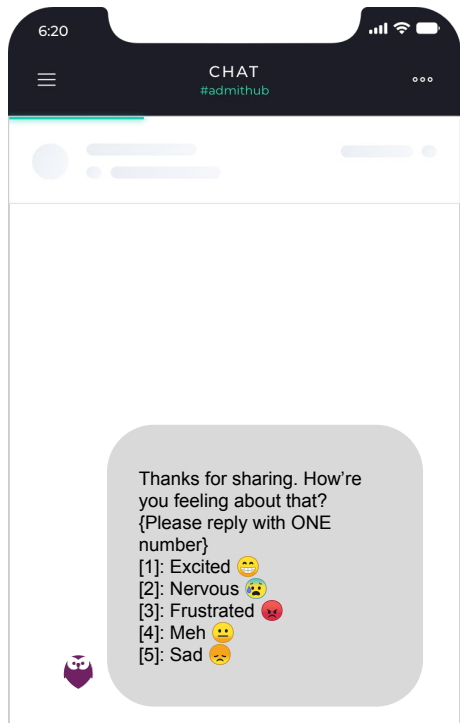


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One Key Takeaway

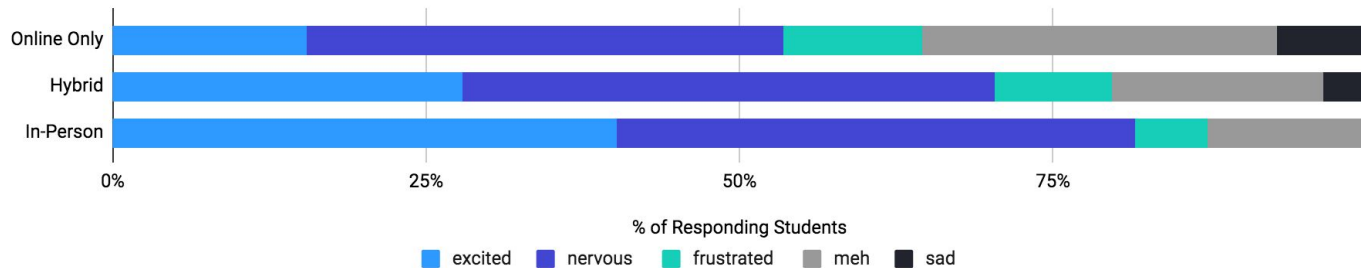
A large portion of responding Southwestern students are feeling **nervous** about college this Fall.

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



Student Sentiment Per Situation

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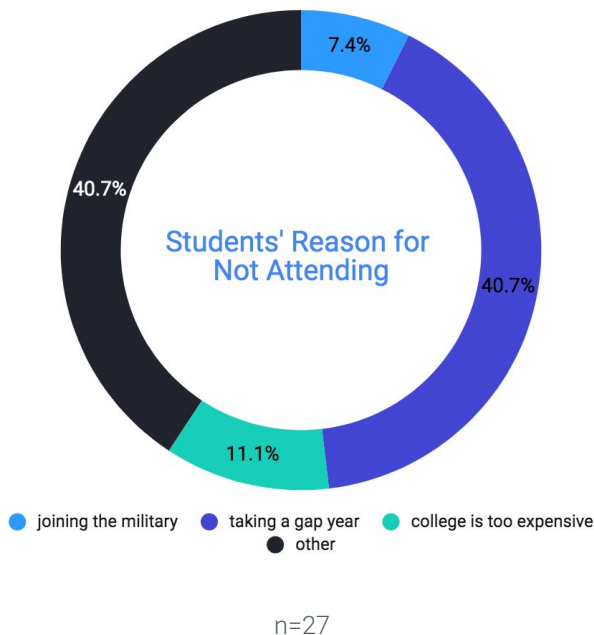
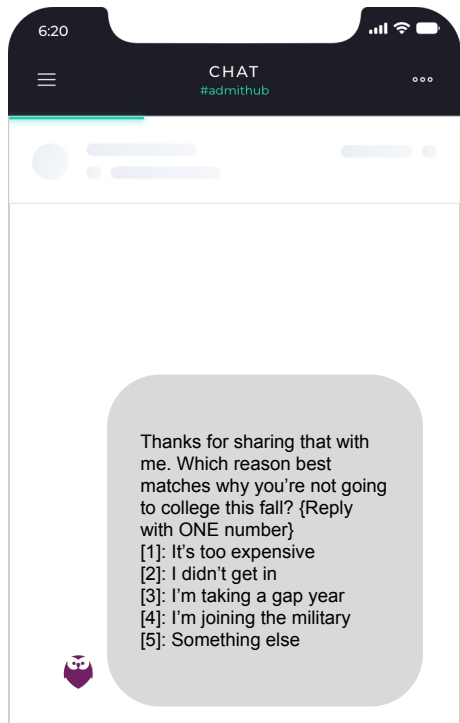


One Key Takeaway

The percentage of responding students feeling **excited** increases, and the percentages of responding students feeling **frustrated**, **meh**, and **sad** decrease, as university 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

A large portion of responding Southwestern students who are not attending college this Fall are **taking a gap year**



Students' Questions about Financial Aid

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

"If I accepted loans and I decide not to use them, will I be penalized?"

"How can verify my FASFA?"

"How can I check my financial aid awards"

"I need help getting my FAFSA money for school. Is there anyway you can help?"

"How do I contact the financial aid office to ask questions?"

"How can I accept loans?"

"Can u talk more about student loans"

*Selected questions from July and August

Great Conversations to Highlight

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



If you've had a change in your finances since you first applied, get in touch with a financial aid counselor ASAP and they might be able to help!



To check your financial aid account, log onto your student portal, or ask your school's Financial Aid Office for help - you can also find the contact info for finaid counselors here!



Do you know any scholarships available?

You can apply for scholarships sponsored by your college or outside scholarships. For the former, check out your school's financial aid webpage. For a database of outside scholarships, you can check out bit.ly/hs-scholarships



R

How to I find the syllabi?

Most professors will hand out or email the syllabus on the first day of class. Email your professors if you have further questions



R

Okay! Do you know when my financial aid will come in? It just says 'pending aid'.

Each school disburses financial aid money at different dates. Check your school's Financial Aid Office website for more info!



R

Wow. Are you sure you are a bot? You're pretty smart, I was just expecting generic answers.

A

Hey, about the FAFSA, when is the earliest I can start filling it out?

You should start ASAP! You can file the FAFSA for the 2019-20 at fafsa.gov and the 2020-21 FAFSA will be available, on October 1, 2019.



A

Okay I will get started! Thank you!

Awesome! 🙌



*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