



AdmitHub

Pulse Report



Prepared for

State of California

July 2020

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.

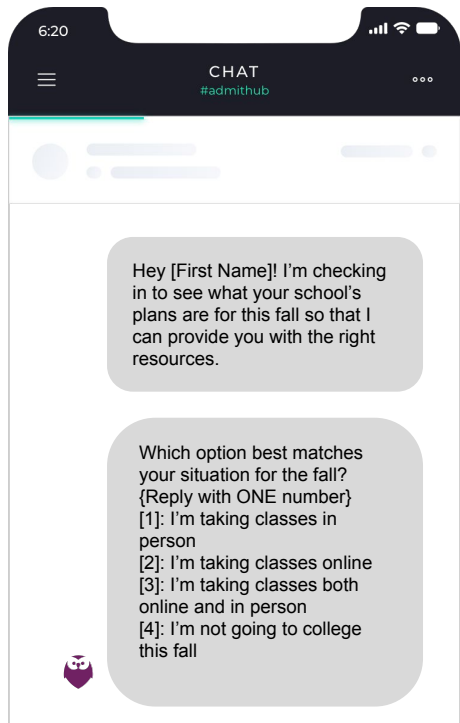
The following are insights from sent to **13,203 students in California** this summer .

*As of 7/25/2020



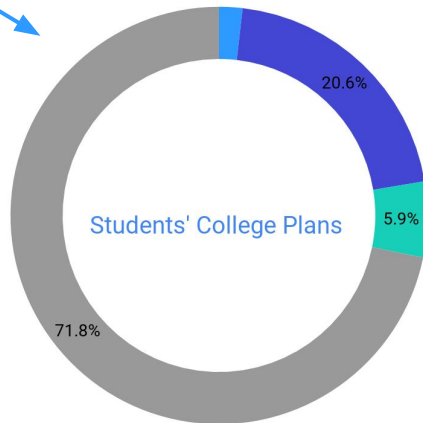
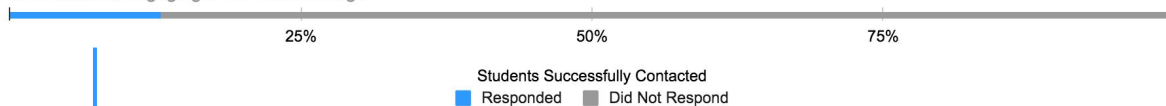
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



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

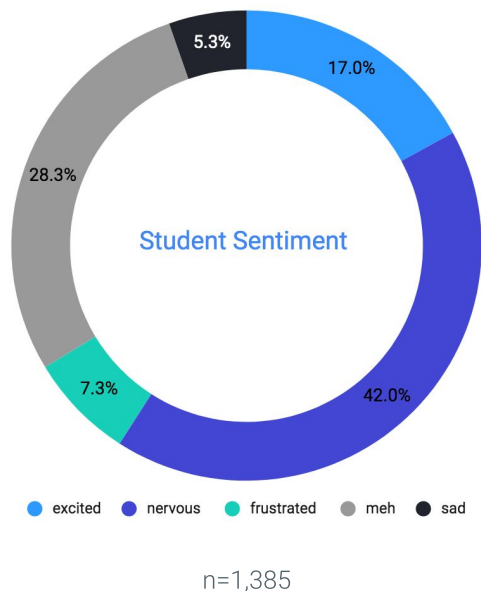
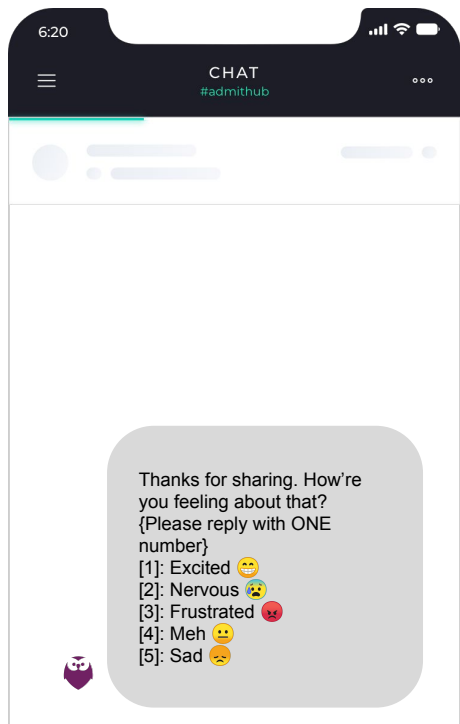
n=1,707

One Key Insight

Most responding California students are attending college online this fall, and few (only 1.8%) are choosing to not attend college.

College Emotions Check In: Students' Sentiment About College Plans

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

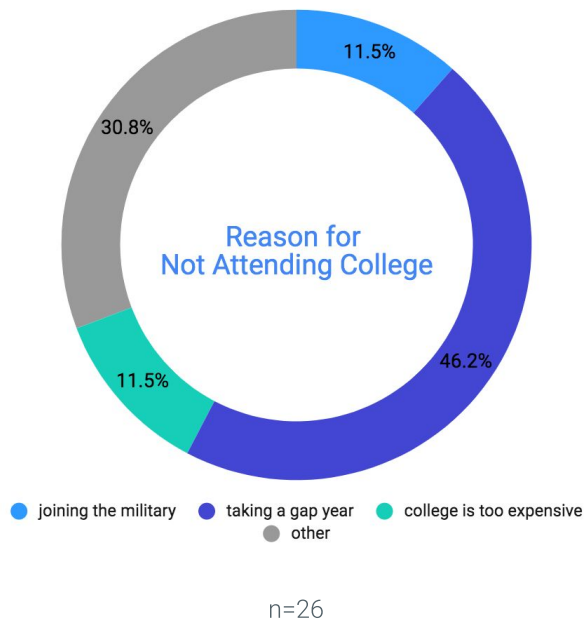
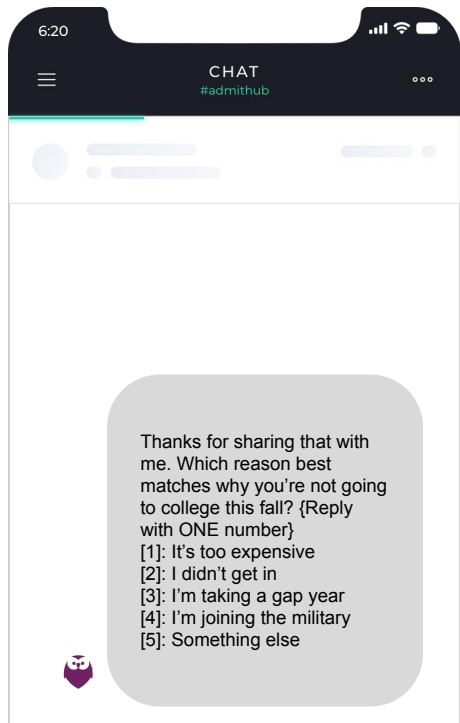


One Key Takeaway

Most California students who responded have a mixed or negative feeling about college this fall.

Interactive Campaign Example: Students' Reasons for Not Attending College

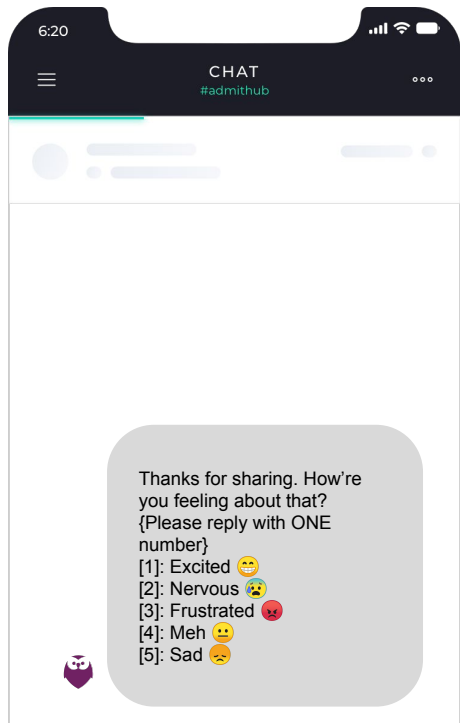
We asked students who previously stated that they weren't attending college what is most impacting their decision.



One Key Takeaway

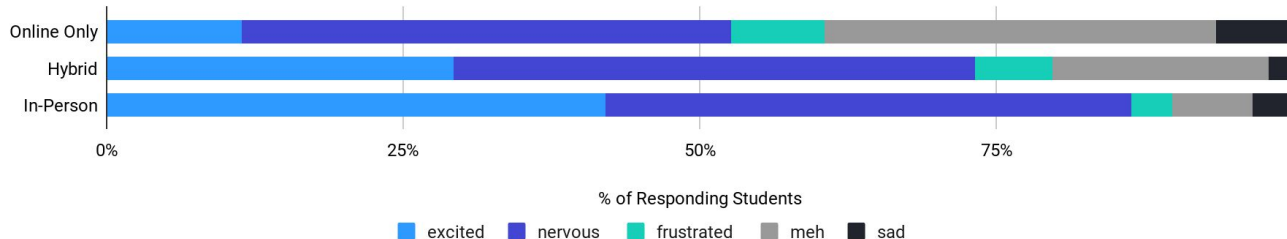
Among responding students not attending college this fall, most are taking a gap year.

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



Student Sentiment Per Situation

n=1385

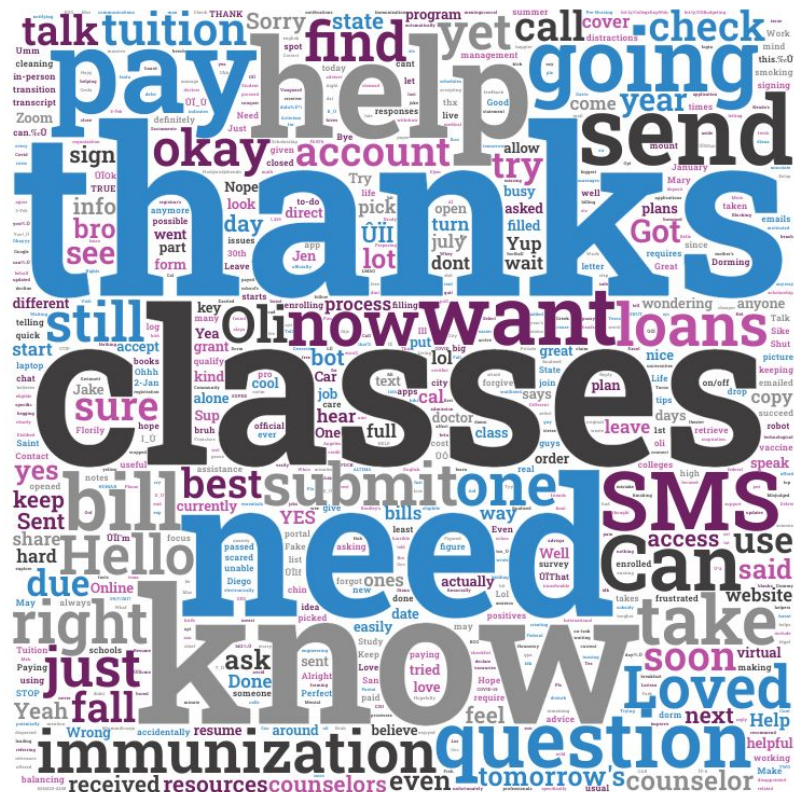


One Key Takeaway

The % of responding California students excited to attend college grows as model's move toward in-person, but the % of students nervous to attend college is close-to identical across models.

Visualizing Students' Questions

What topics are students asking about?



Students have Lots of Questions about Financial Aid



California students had lots of questions about Financial Aid, Billing, and FAFSA. Here are some examples:

“How do I know how much money I am getting for financial aid ?”

“What are cal grants?”

“Do I need a bank account for FAFSA”

“Can FAFSA be used for off campus housing ?”

“I don't know how to accept financial aid”

“I would love help on which student loans to use”

“how do I accept money from the Federal Work Study program?”

“Are loans bad?”

“How and where can I ask for student loans?”

“Are grants free ?”

Great Conversations to Highlight

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



E After everything, I might still have to take loans

There are a few different kinds of student loans, direct federal loans and Perkins loans. Typically with direct federal loans, you need to complete entrance loan counseling and sign a master promissory note. The loans are then disbursed directly to your school.

E What loan do you recommend?

For all loans, the money has to be repaid with interest. The government pays interest on the Subsidized Stafford loan while the student is in school, whereas the student is responsible for all interest on the Unsubsidized Stafford loan. Generally, federal loans offer the best terms, then state and college loans. Private loans offer the worst terms.

V Where do I review the bill

Check you student account or financial aid reward letter for more info on how much tuition you need to pay. Lots of colleges also have online net price tuition calculators for students to estimate what their total tuition cost will be. Check online to see if your school offers a tuition calculator! If you have questions, you should contact the college's financial aid office.

V Is fall 2020 going to be online

Contact your school to learn about school closure status and updates. You can go to bit.ly/cdc-updates to follow any updates on COVID-19 from CDC.

S How to pay for tuition

Acceptable payment methods could differ depending on several factors, so be sure to verify with your school's accounting services staff if you're not sure if your preferred payment method is acceptable.

S What if you can't pay tuition

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



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