



AdmitHub

Pulse Report



Prepared for

State of Florida

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.

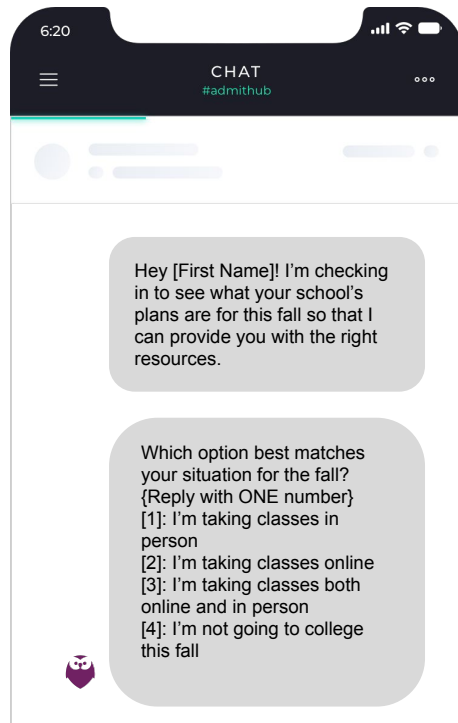
The following are the results of our “College and Emotions Check In” campaign, sent July 24 to **6,290 Florida students**.

*As of 7/25/2020



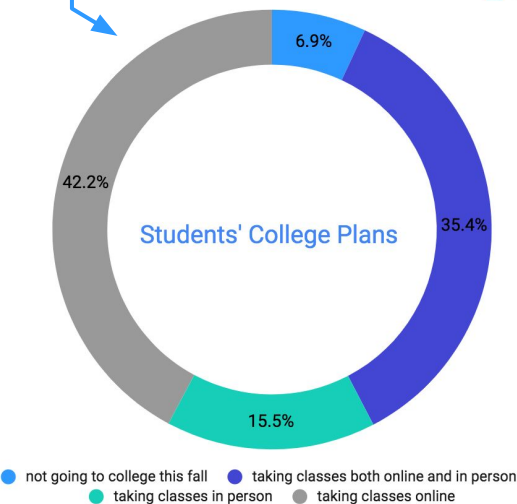
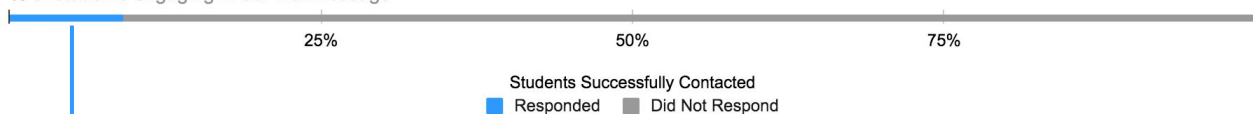
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



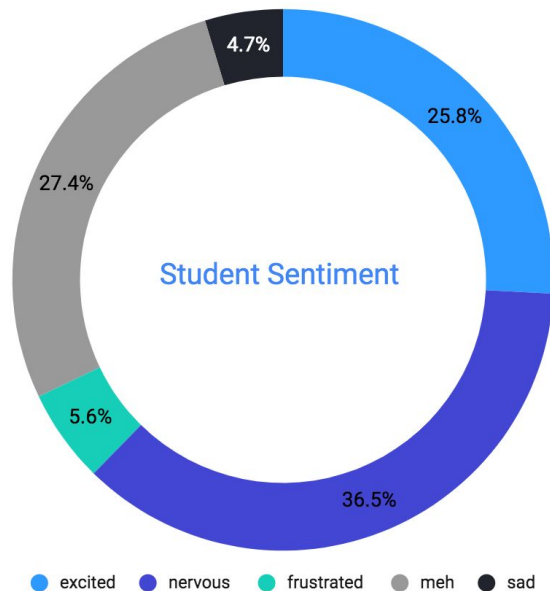
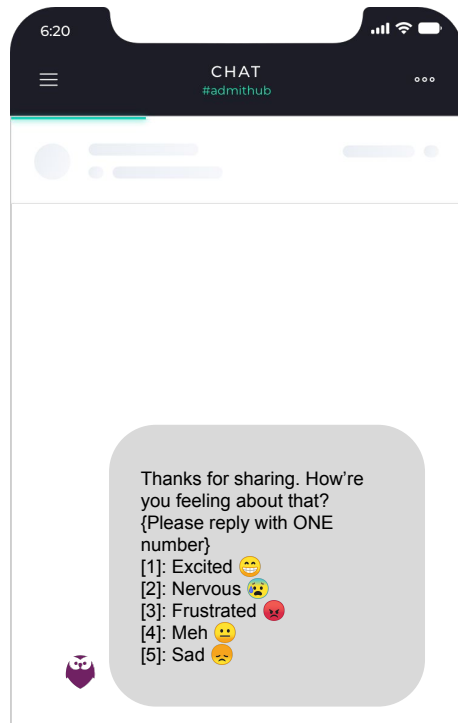
n=576

One Key Insight

77.6% of responding students will be attending colleges that use online learning in some capacity this fall.

College Emotions Check In: Students' Sentiment About College Plans

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

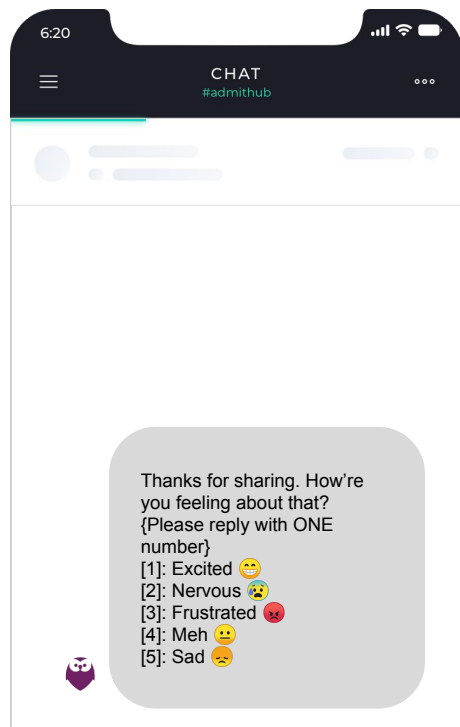


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One Key Takeaway

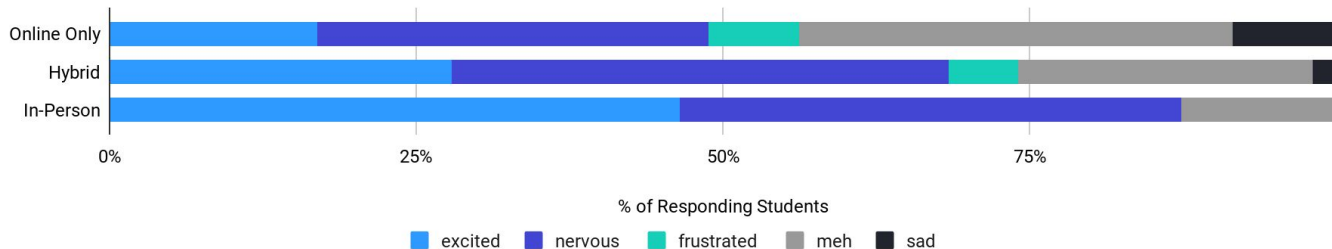
Most responding students are feeling nervous about college this fall.

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



Student Sentiment Per Situation

n=430

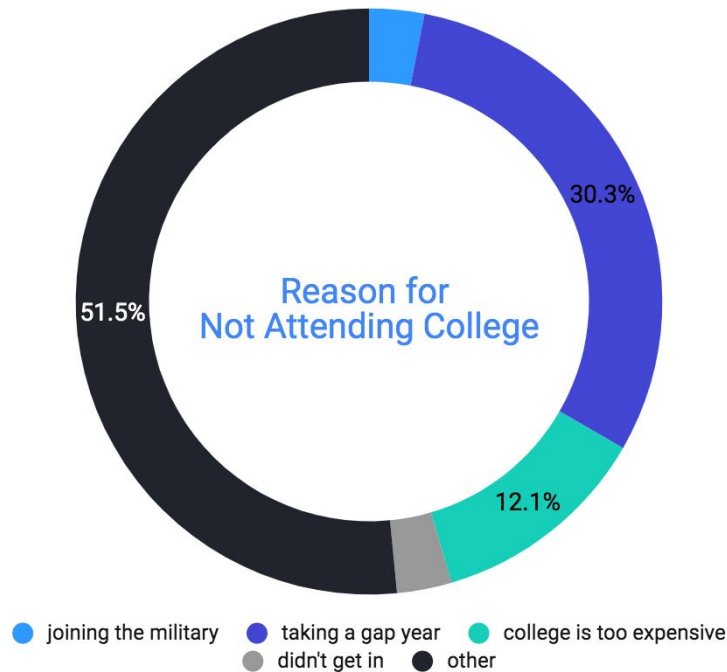
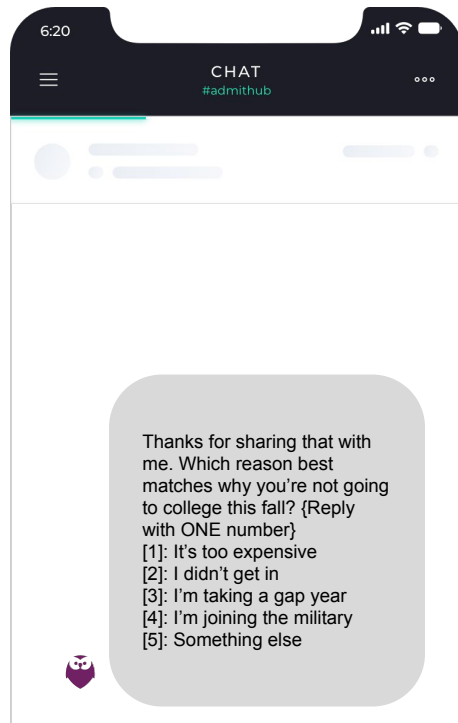


One Key Takeaway

No responding students are feeling frustrated or sad about attending college in-person

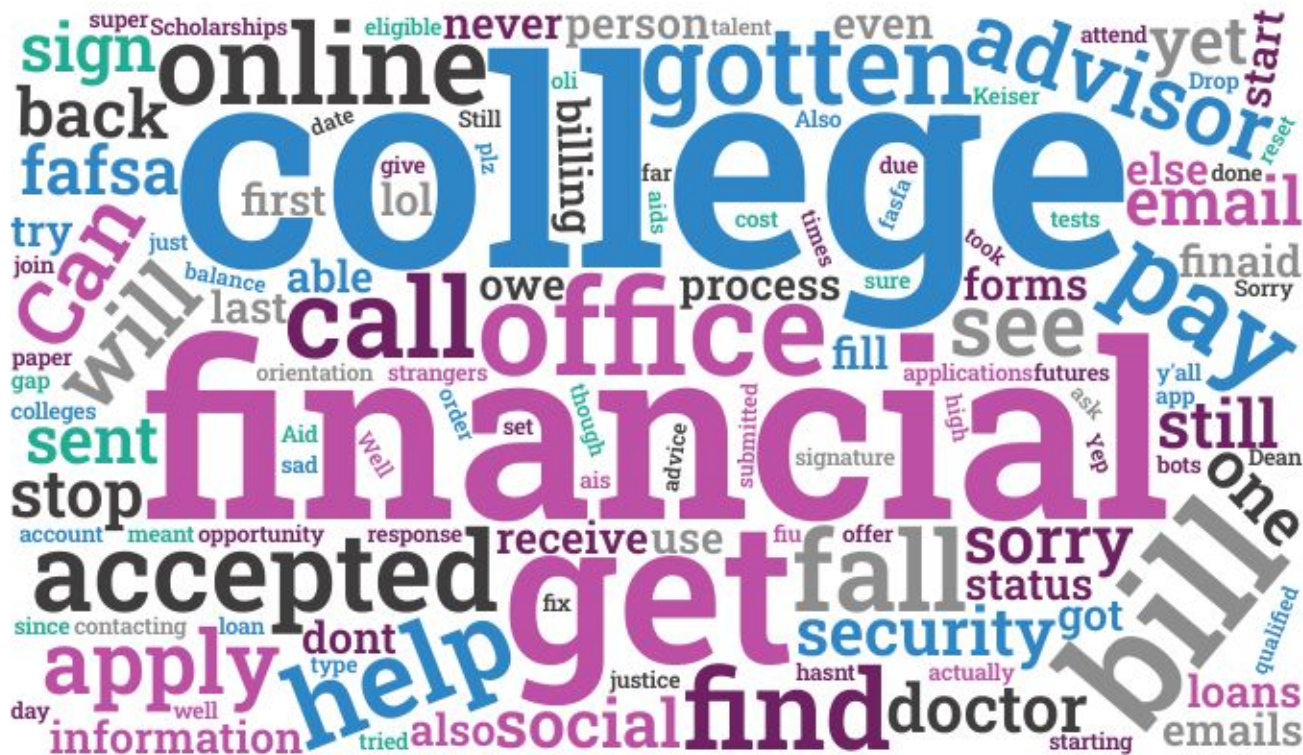
College Emotions Check In: Students' Reasons for Not Attending College

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



n=33

Some of the most common words from student questions about college:



Students' Questions about Financial Aid

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

"How do I find out my bill information and cost?"

"What to do if a payment is due and i have no money to pay for it ?"

"Does financial aid automatically pay for school for you?"

"Need help on fasfa plz"

"Can I be eligible for bright futures without a social security number?"

"How do I check my aid accounts?"

"Do you know anything about scholarships?"

Great Conversations to Highlight

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

F

If I filled out the FAFSA and my school hasn't gotten it yet, what do I do?

After submitting your FAFSA, you will receive an email with 3-5 days later with instructions on accessing your Student Aid Report. If your application is incomplete, the SAR will specify what issues need to be resolved.

F

Okay thank you so much

V

I'm glad we're talking about this now! If you think you might have trouble paying for school talk to your financial aid office ASAP.

Okay.

V

You'll also want to check in with your student billing office - they might be able to put you on a payment plan. Some schools even offer grants to help you pay your bill.

On It.

A

On a scale from 1-10, has Oli been a helpful resource for you? Please reply with a number 1-10 (1- Not helpful at all, 10 - Very helpful). [1] 1 [2] 2 [3] 3 [4] 4 [5] 5 [6] 6 [7] 7 [8] 8 [9] 9 [10] 10

A

10

That is great to hear. What is your favorite thing about Oli? Please text us your response.

A

He gives me a lot of important information

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