



AdmitHub

Pulse Report



Prepared for

State of Illinois

Summer 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.

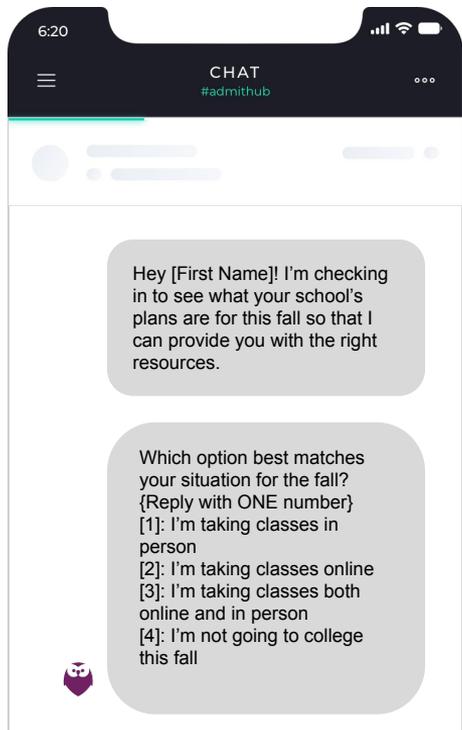
The following are the results of our “College and Emotions Check In” campaign, sent July 24 to **7,660 Illinois students.**

*As of 7/25/2020



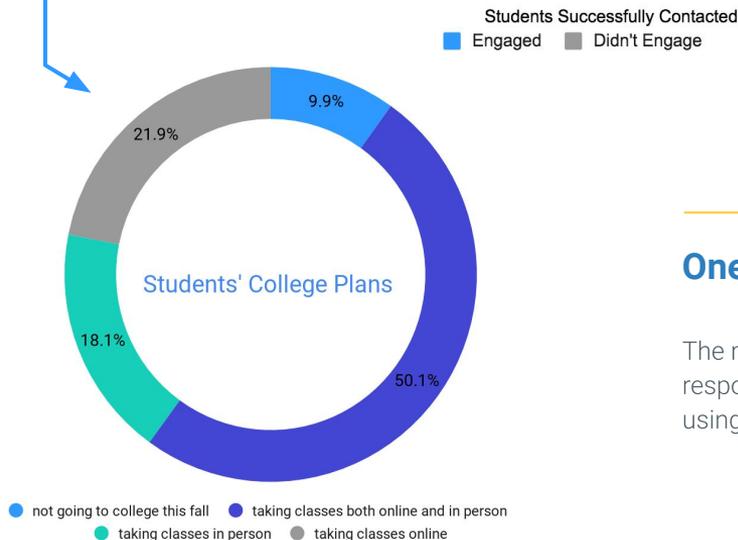
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



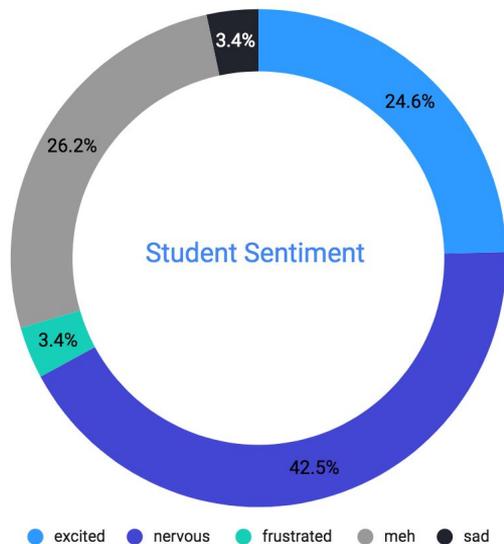
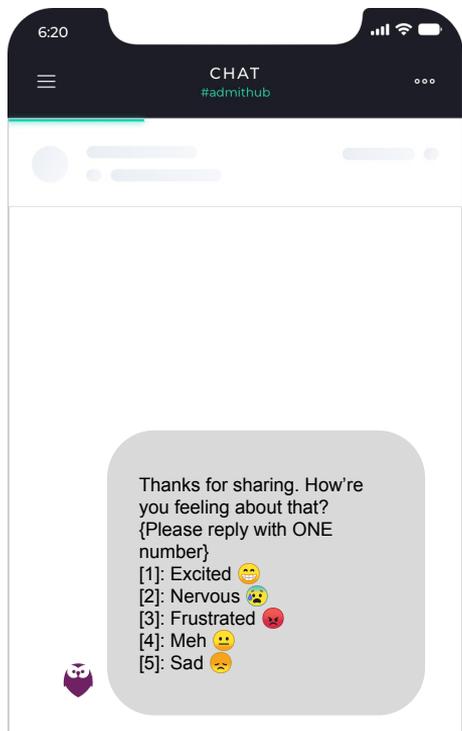
n=525

One Key Insight

The majority of Illinois 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 Illinois students how they were feeling about their situation.

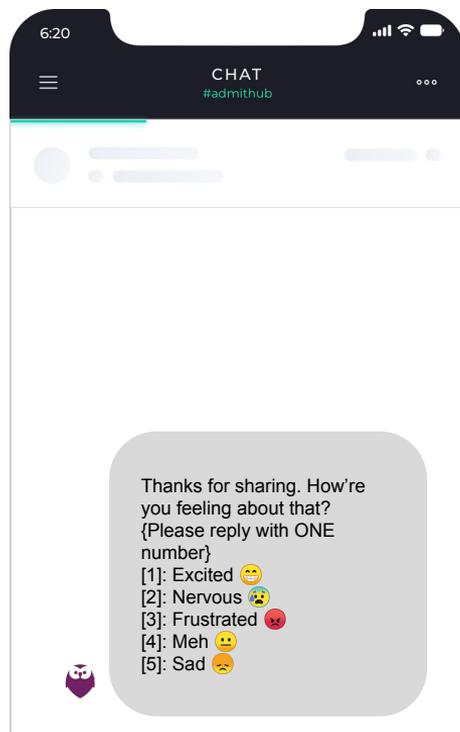


n=386

One Key Takeaway

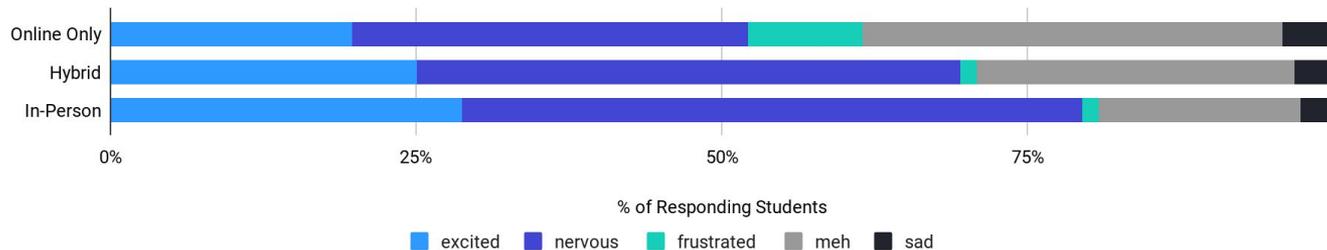
A large portion of Illinois students are feeling nervous about college this fall.

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



Student Sentiment Per Situation

n=385



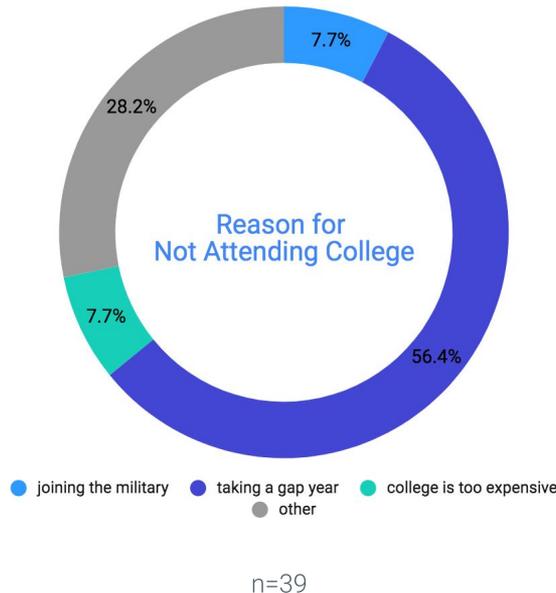
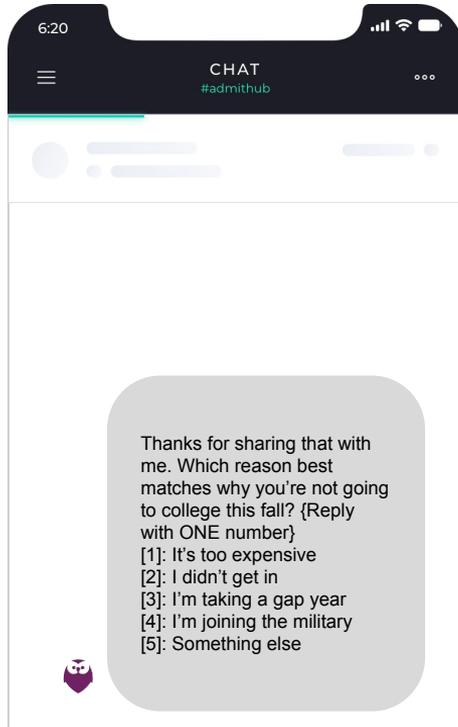
One Key Takeaway

Respondents' excitement and nervousness about college increases as a university's model becomes more 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.



One Key Takeaway

The majority of responding Illinois students who are not attending college this fall are taking a gap year



Students' Questions about Financial Aid

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

“what does verification mean in the financial aid process?”

“How do I check my bill?”

“Is there any scholarship you know of?”

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

“I need a loan without a co-signer”

“When’s the deadline for financial aid?”

“Hey, do I have to pay subsidized and unsubsidized loans back right away?”

“Do I have to pay for college all at once ?”

“How do I call the student billing office”

Great Conversations to Highlight

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

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 financial aid counselors here!

S I need financial aid counselors

If you need help with financial aid, contact your school's Financial Aid Office. They're staffed with counselors who can help you through this process!

S Thank you



A When can I take my placement test for English?

Check your school's website for the latest details about placement testing given COVID-19.

A How do I register for classes

You get to choose your classes in college. Make sure to check in with your academic advisor to know which classes to take and when to register! The earlier the better!

A Ok thank you



Y when do I have to pay the bill for the fall semester

Check your student account or financial aid award 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.

Y how should I pay it

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.



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