



AdmitHub

Pulse Report



Prepared for

State of New Jersey

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.

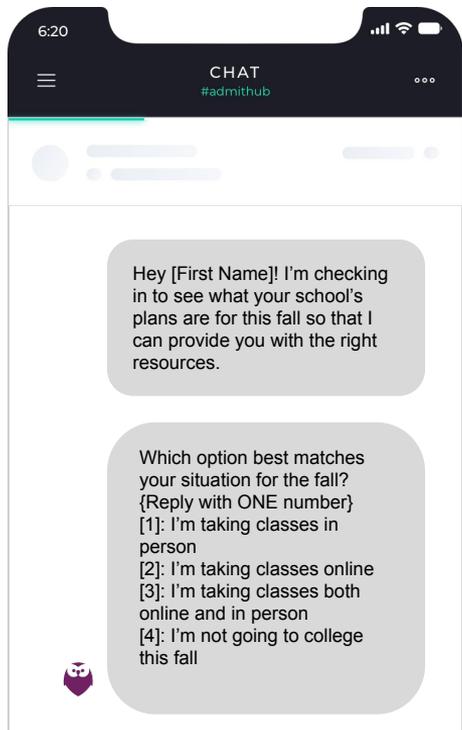
The following are the results of our “College and Emotions Check In” campaign, sent July 24 to **6,841 New Jersey students.**

*As of 7/25/2020



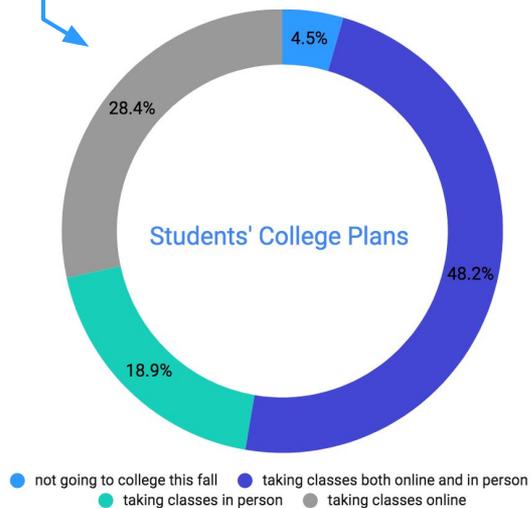
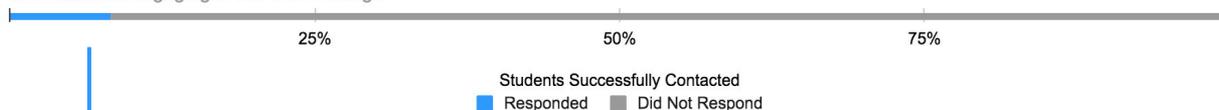
College Emotions Check In: Students' College Plans

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



Engagement Rate

% of students engaging in our first message



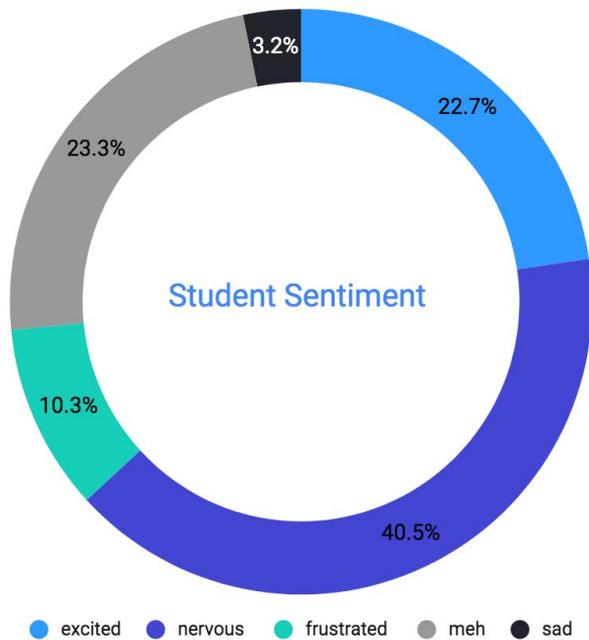
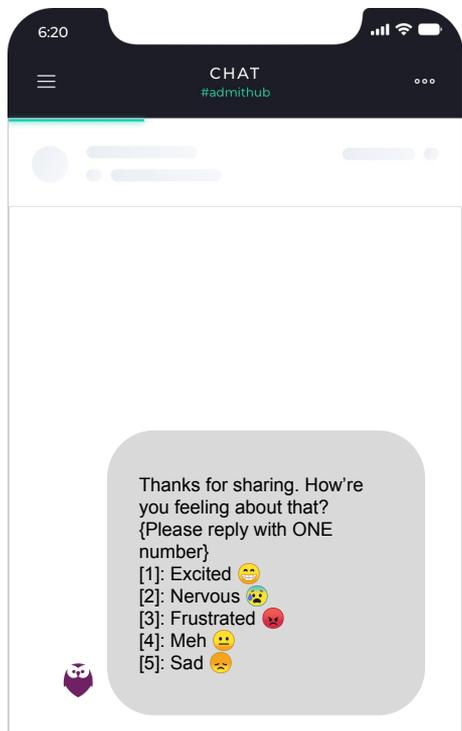
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One Key Insight

Most responding students are taking courses in a hybrid model this fall

College Emotions Check In: Students' Sentiment About College Plans

We asked New Jersey students how they were feeling about their situation.

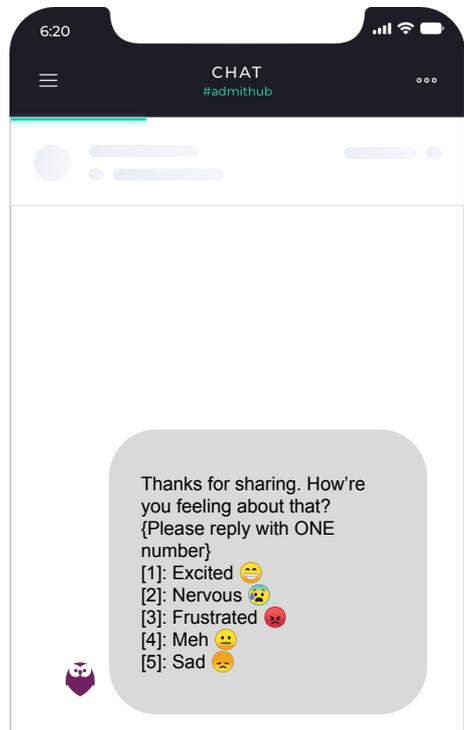


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One Key Takeaway

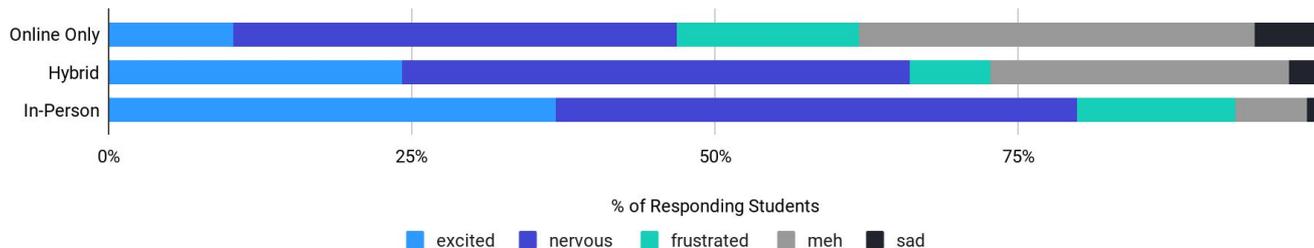
Most responding students are feeling nervous about college this fall

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



Student Sentiment Per Situation

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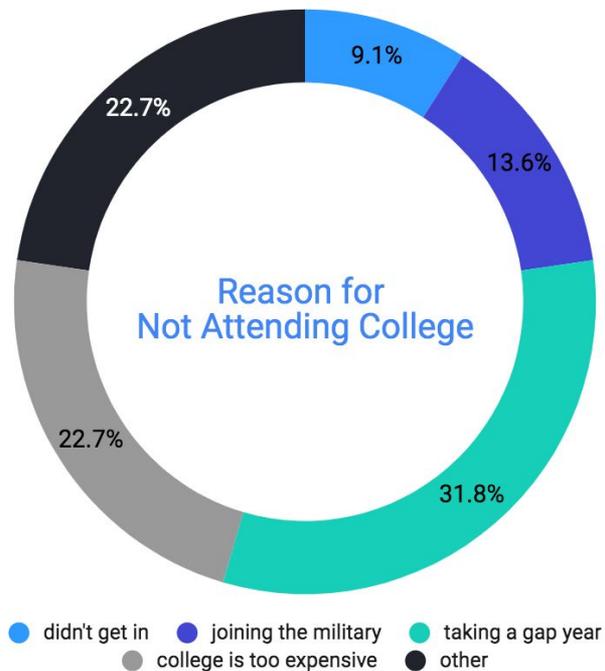
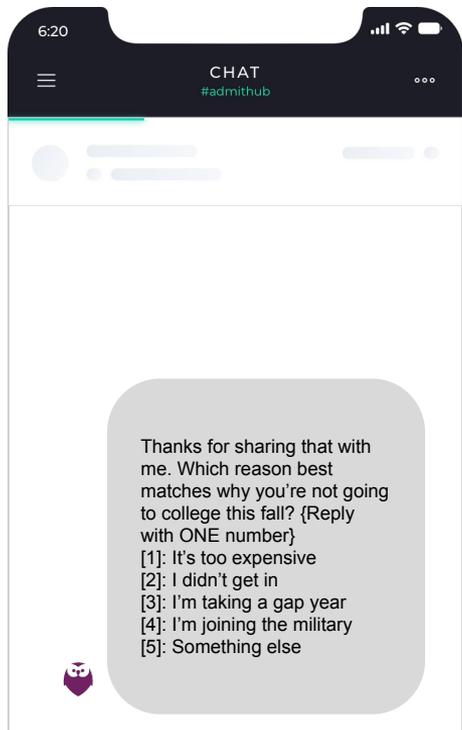


One Key Takeaway

The % of respondents feeling excited and nervous 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.



n=22



Students' Questions about Financial Aid

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

“Is there a certain date that fafsa needs to be handed in ?”

“Where can I see my financial aid account ?”

“Are parent plus loans good?”

“How do we take out loans?”

“How can i start an application for direct federal loans?”

“Where do i go to pay tuition?”

“I haven't received my ebill, what do I do?”

“I want to enroll for the payment plan”

“What's a EFC?”

Great Conversations to Highlight

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



K I have a question

I'll try to have a quick answer!

K Everyone says that college is so different from high school. Specially what aspects are different?

The difficulty of college depends on the amount of work and time you put in! Most colleges offer student services for those who are struggling with academics or adjustment to the college lifestyle to make it easier for you :)

K Where should I register

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!

K And is it too late for sat

To sign up for the SAT, sign in to your free College Board account. Check bit.ly/collegeboard-covid for the latest updates on test dates and options.

K Ok thank you

If you can't make a payment, try getting in touch with your school's financial aid office to see if there's anything they can do to help. I believe in you!

N Thank you

N What scholarships could I apply to?

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