



AdmitHub

# Pulse Report



Prepared for

**State of New York**

July 2020

# Program Overview



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## 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.

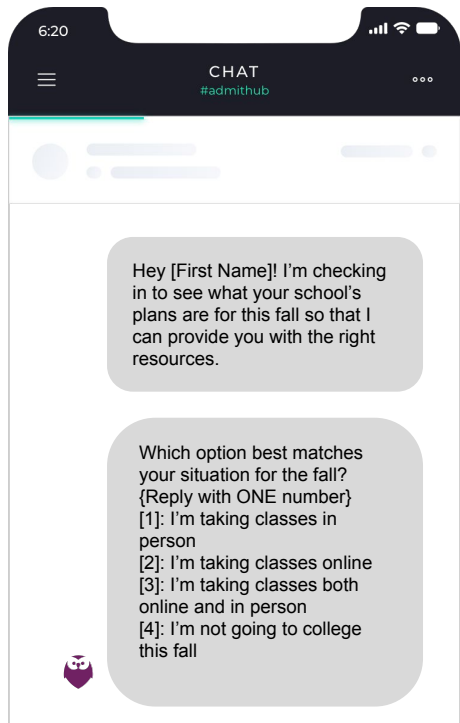
The following are the results of our “College and Emotions Check In” campaign, sent July 24 to **17,477 New York students.**

\*As of 7/25/2020



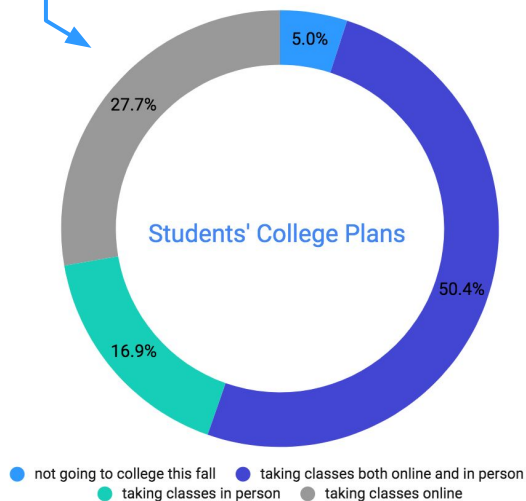
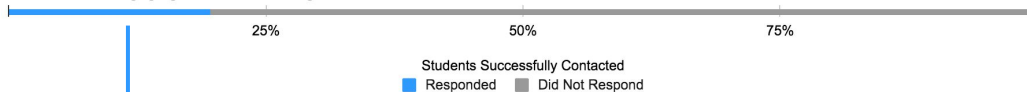
# College Emotions Check In: Students' College Plans

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



## Engagement Rate

% of students engaging in our first message



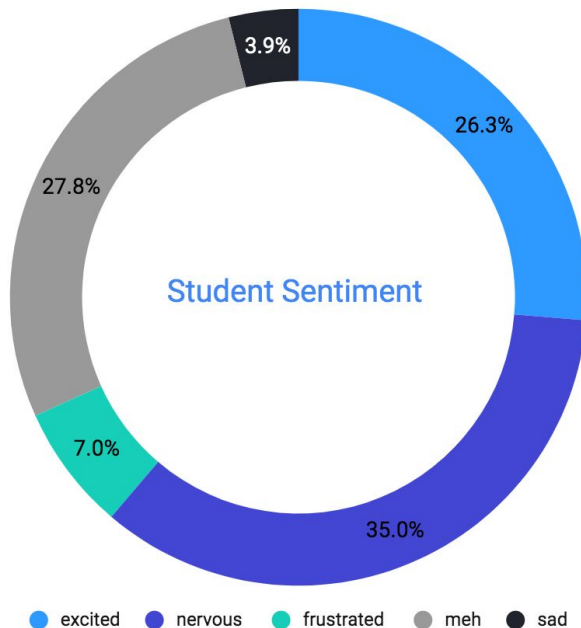
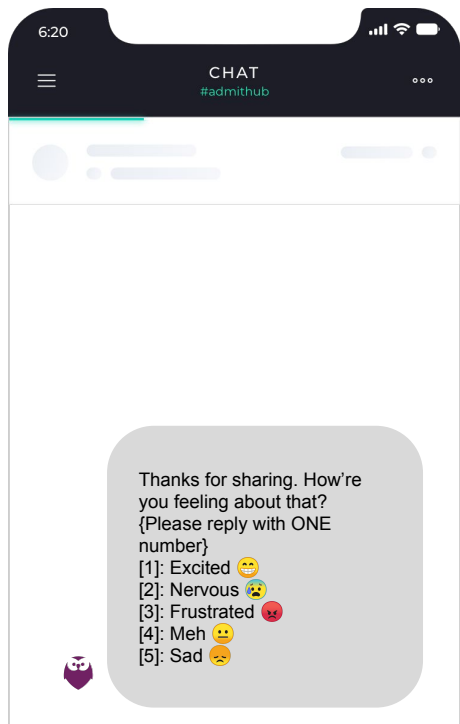
n=1714

## One Key Insight

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

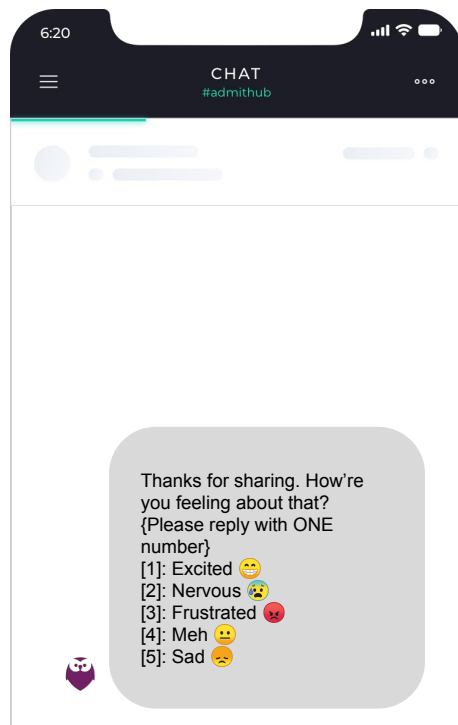


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## One Key Takeaway

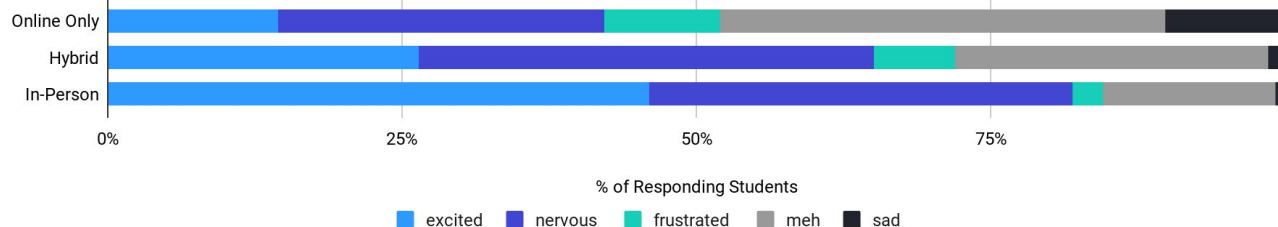
Of those students who responded, more students are feeling nervous than any other emotion

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



## Student Sentiment Per Situation

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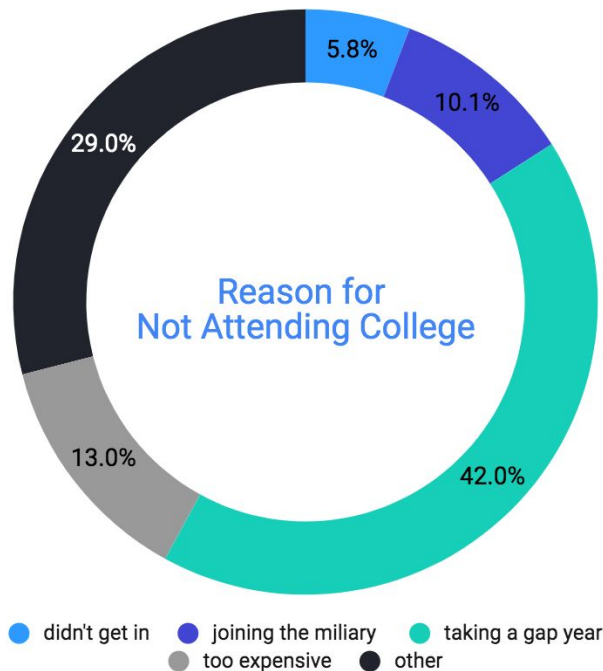
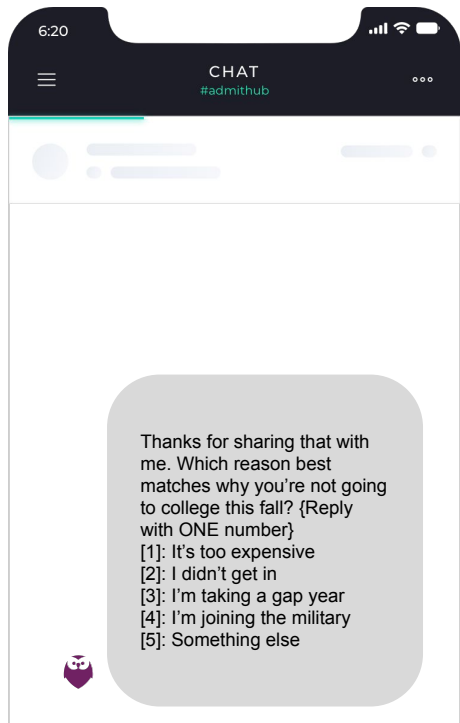


## One Key Takeaway

The percent of respondents feeling excited and nervous about college **increases** and the percent of respondents negative feelings **decreases** 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=69

## One Key Takeaway

The majority of respondents are taking a gap year

# Visualizing Students' Questions

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





# Students' Questions about Financial Aid

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

“How can I check my financial aid account?”

“How can you check how much you got from Fafsa”

“How to complete a FAFSA verification?”

“What's a unsub loan?”

“How long does it take for financial aid to be authorised ?”

“Hey! Do you know anything about available scholarships?”

“What's a student loan?”


“How do I know if I got accepted into the work study program at my school?”




# Great Conversations to Highlight


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



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](https://bit.ly/hs-scholarships) 

**L** I haven't received financial aid from my college yet still waiting on that


> Bot matched to Understanding at 5/8/2020, 5:34:17 PM

Every college has a different schedule for sending out financial aid letters; you should make sure that you submit all the required documents by your deadline so the process can go as smoothly as possible. If you have questions about your aid, you should check your school's website or talk to a financial aid officer. 

**L** Ok thank you 😊 

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 

**N** 10 ❤️❤️❤️

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

**N** I get all the information I'm looking for from him 😊



# 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