



Student Insights Report

Global Topic & Trends

March 15 - May 20th

About the Data

~150 Educational institutions and COVID-19 support chatbots

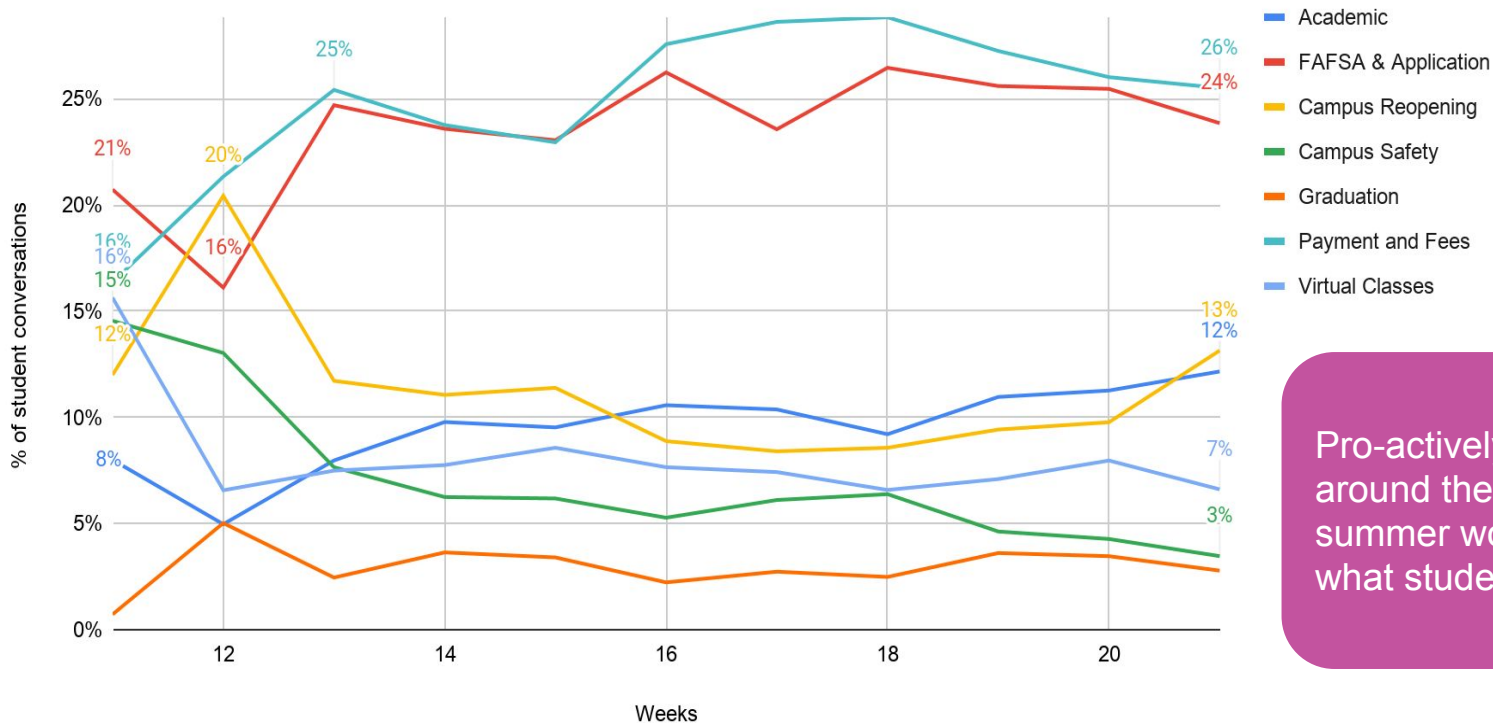
450k Student messages grouped by conversations

10 weeks of data from March 22nd through May 20th

Here are some of the insights we've found...

Questions about applications, FAFSA, and college financing are the large majority (~50%) of student conversations

Regardless of Public vs Private, Degree offered, location or size.



Pro-actively engaging students around these topics through the summer would address >50% of what students are asking about.

Top Category Verbatims

"How do I know when I'm done enrolling?"

"Emergency financial aid"

"I dont understand how to pay for tuition and other things"

"I need help with financial aid specifically student loans."

"when do i need to pay tuition by?"

"are you offering any financial aid assistance to help with COVID"

"How does a student apply for the cares act funds?"

"How does a student apply for a pell grant?"

"Has a date been set for the payments of the emergency funding through the CARES Act?"

"Does the Cares Act provide stimulus checks for college students?"

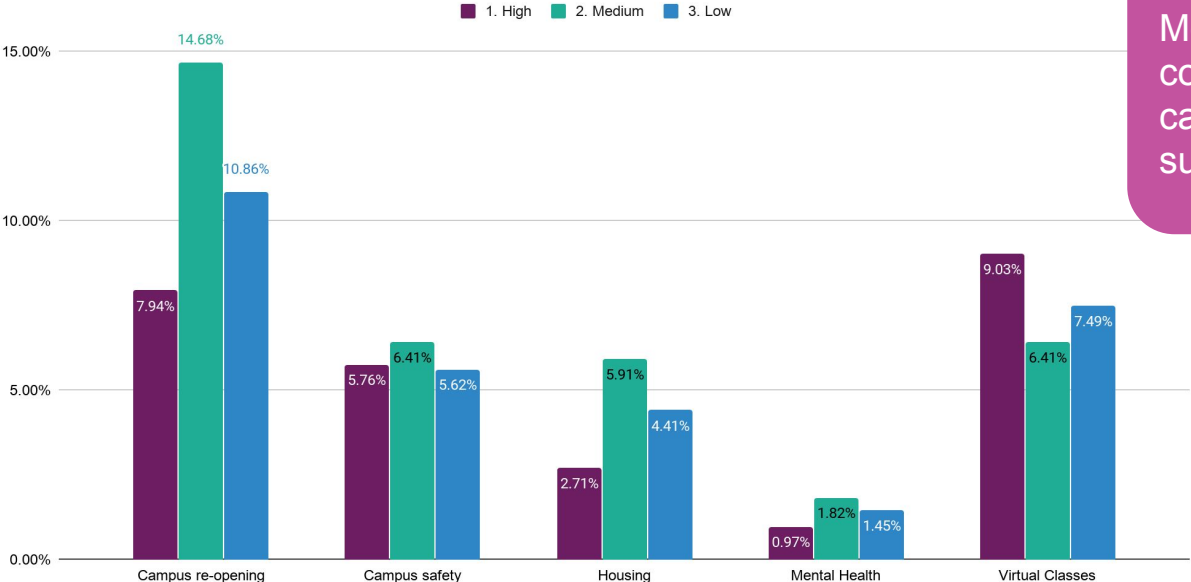
"My dad just lost his job. Will I be able to afford [SCHOOL]?"

Covid-19's impact to a school's area code does not impact the number of Covid specific conversations students have (~6%)

Areas with medium Covid-19 impact receive the most questions about housing and campus reopening.

Areas with the highest covid impact are receiving a higher % and rising inquiry on virtual classes.

Student Conversations by Covid - 19 Density



Moderately impacted areas should communicate campus plans early. As cases rise, invest in resources to support virtual learning early.

Definitions
Low: <25 deaths / 100K pop.
Medium: 26-100 deaths / 100K pop.
High: 100+ deaths / 100K pop.

Top Category Verbatims

In the first 3 weeks of the outbreak, Covid - 19 and health and safety made up 25% of students conversations. This has dropped precipitously to 6%.

“Do I need to wear a mask?”

“How long will we be in quarantine?”

“What is covid-19?”

“How bad is coronavirus?”

“how do i know if i have the virus?”

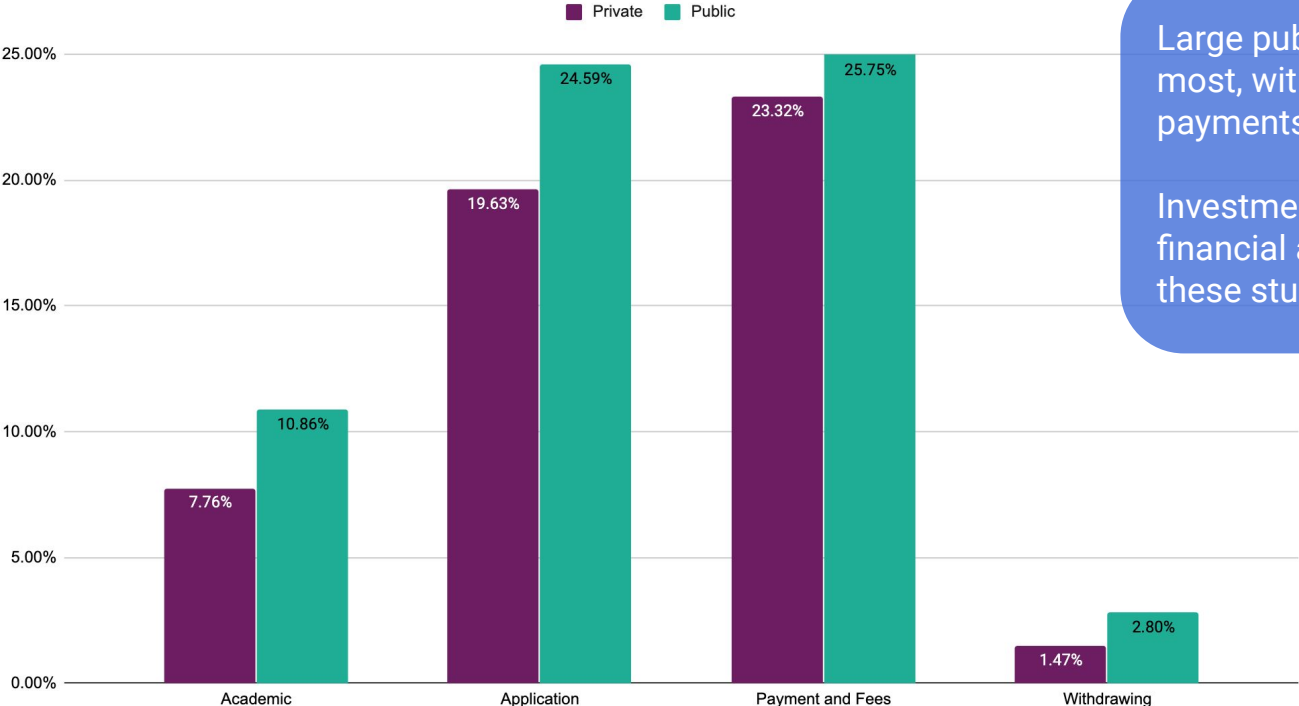
“I have a slight occasional cough and am very congested. Are these symptoms I should come in to get checked out ?”

“where can i get tested for the virus?”

“How can I learn more about the coronavirus?”

“How is the campus being cleaned?”

Public schools field a higher % of conversations around logistics of enrolling and staying in college than private schools



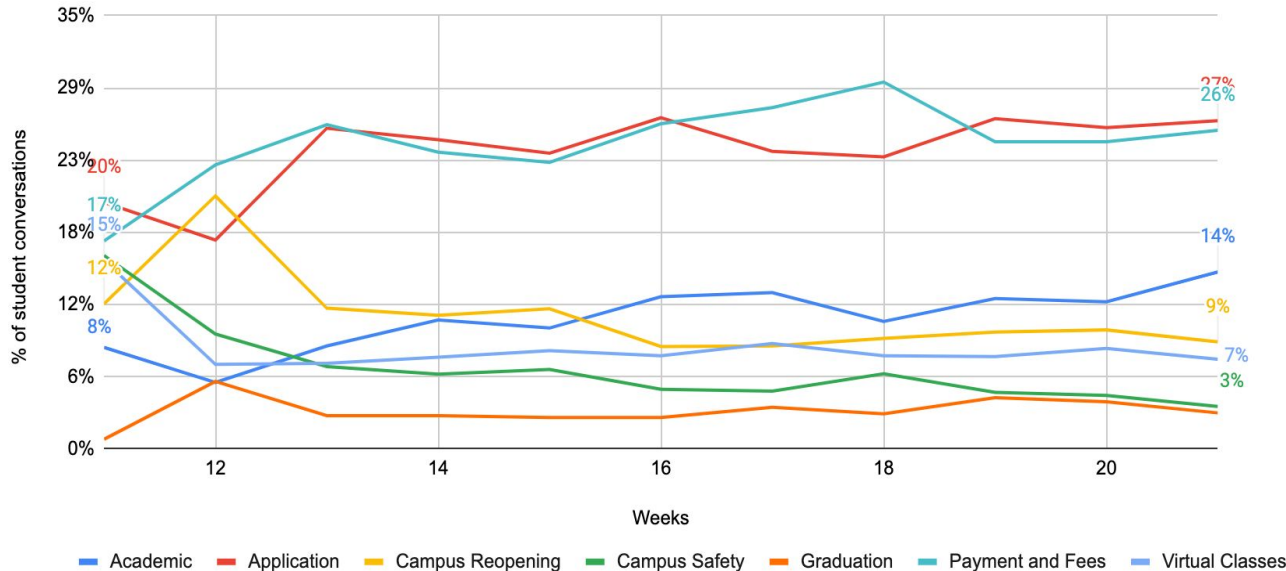
Large public schools are impacted the most, with 30% of inquiries on payments and fees.

Investments to help students through financial aid processes would benefit these students tremendously.

Public Institution Trends

Specific questions about campus safety have gone from 14% to 3% as students adjusted to Covid-19. As we are in application season, inquiries associated with enrolling in college consistently remain around 50%. Academic questions around a mixed media classroom have doubled since March and continue to rise.

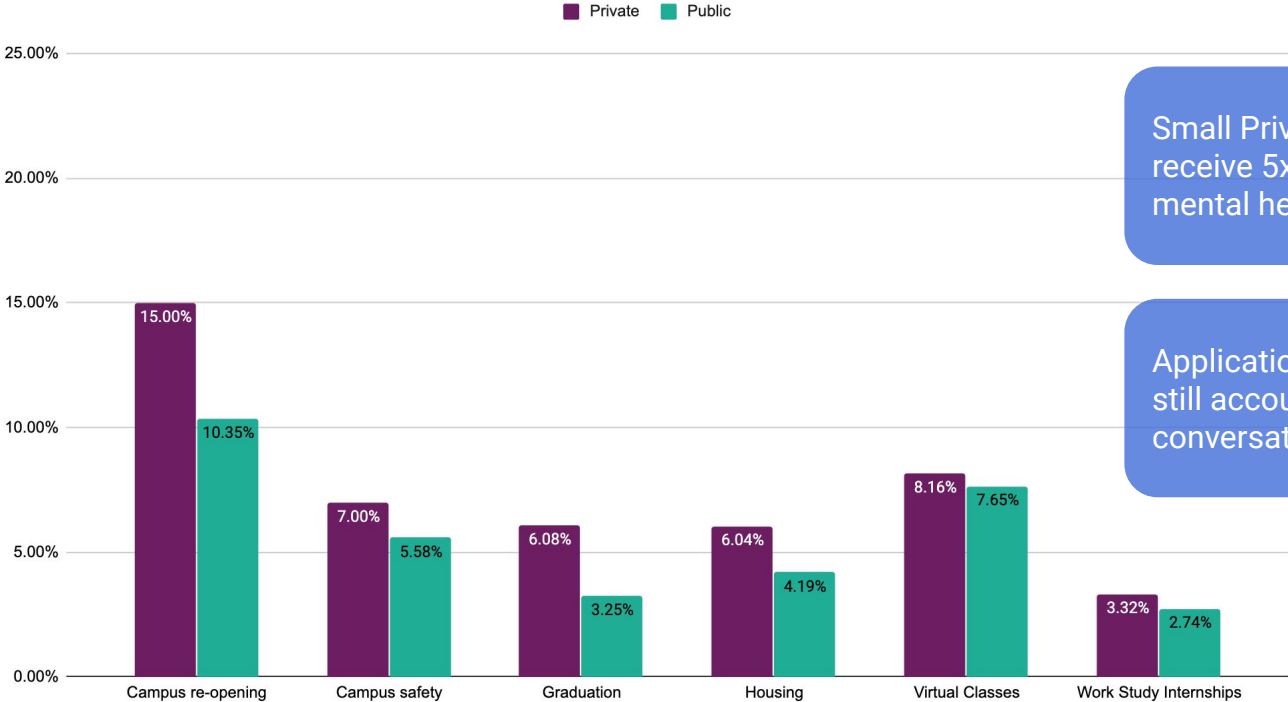
Public schools | Trending Topics



Schools that invest in communication channels to proactively engage college applicants will better support those that communicate with them.

Academics are going to generate more questions than previous years. Maintaining “normal” support is going to require innovation.

Students at private schools express the most concern around facilities on campus being available compared to peer groups.



Small Private schools (<1000 students) receive 5x more conversations around mental health than any other group.

Applications, FAFSA, payments and fees still account for 43% of student conversations at private schools.

Top Category Verbatims

"Is The Gym Open?"

"Is the pool open"

"Will you have a football team this year"

"When can i get my stuff from my dorm"

"I can't access my online classes. Who do I talk to?"

"When will Commencement take place?"

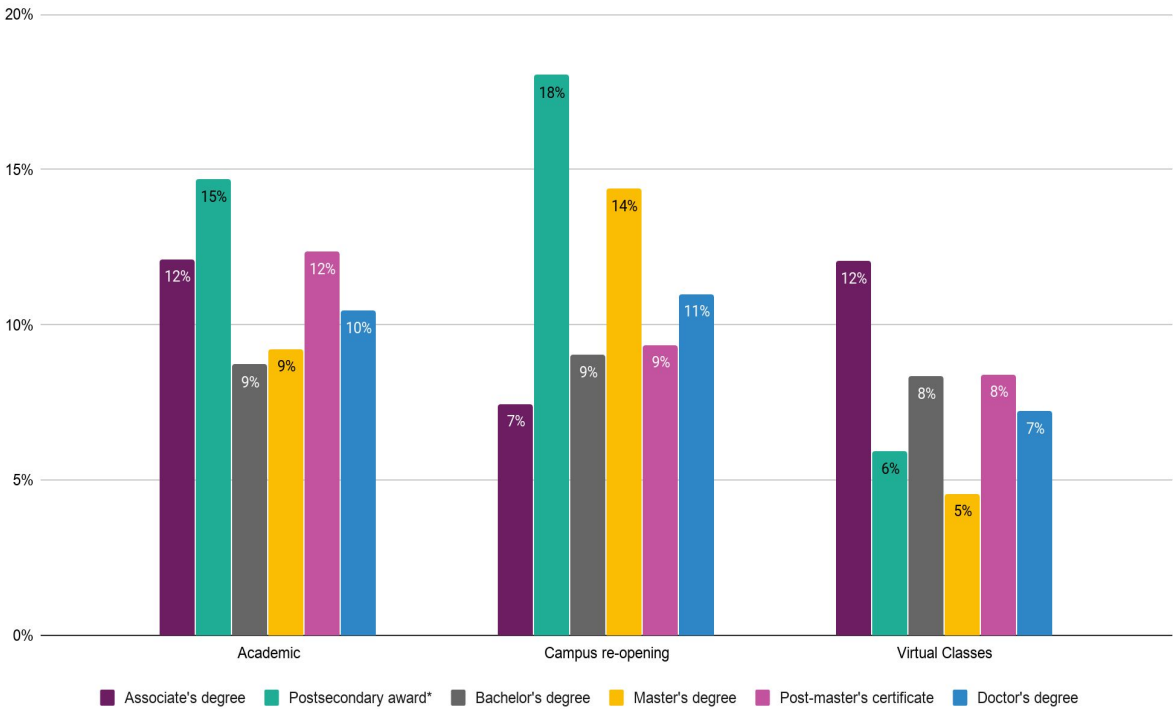
"Can you return books on campus?"

"Can I visit campus even if it is closed?"

"in the fall will the residence halls be single or double"

"What is the status of housing contracts for Spring semester? if my daughter cannot attend or legally get there. Is she still responsible to pay the semester Housing contract fee?"

Students at community colleges and trade schools are most concerned with campus reopening and how a virtual classroom will work.



* certificate or diploma of at least two but < four academic years

33% of student conversations at technical schools surround academics and campus reopening.

24% of student conversations at community colleges surround academics and moving to virtual classrooms.

Texting these students updates with transparency into their specific concerns will support them in a way which is proven to improve enrollment and retention.

Top Category Verbatims

“What are we going to do for fall classes?”

“Will school open again”

“Is there a resource for students who are enrolled in online classes but do not have wifi at home?”

“When will the campus open”

“When will classes resume?”

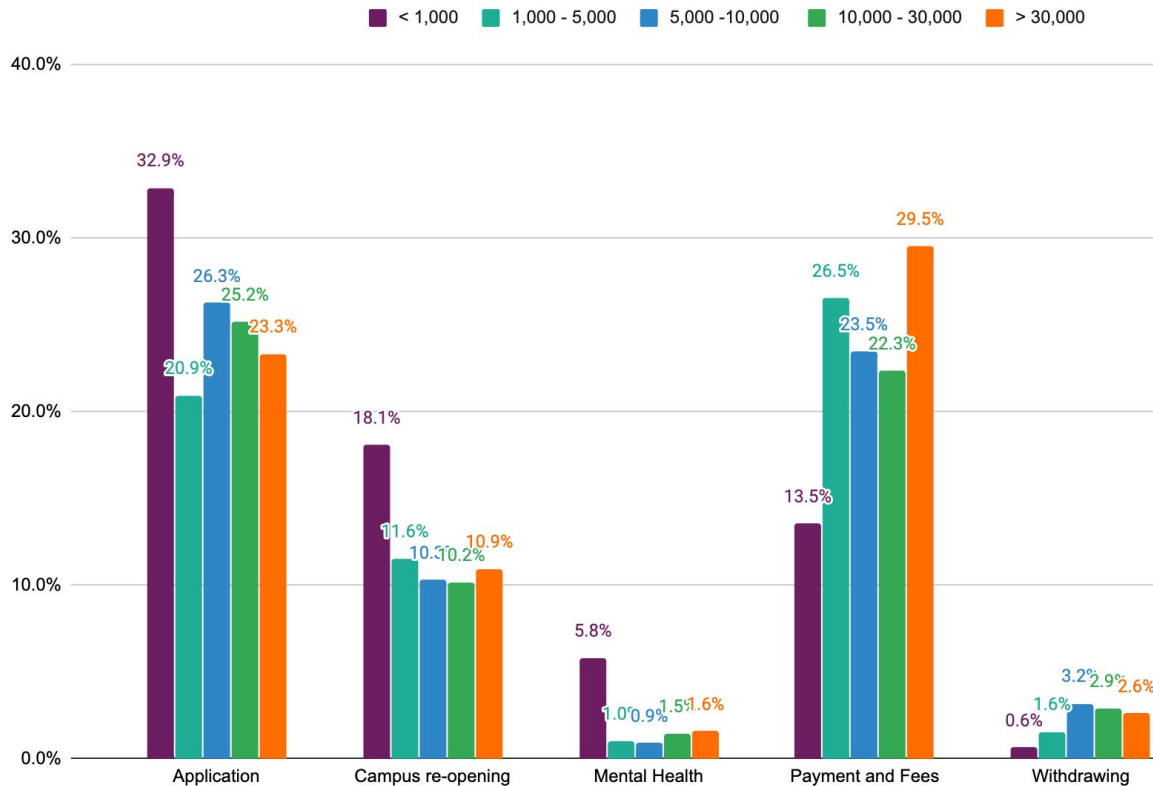
“I want to start class ASAP but idk what step to take to do so”

“Are any of the campus library’s open?”

“are their laptops available for students?”

“hello, i am enrolled in a chemistry class online and it says we have to go to campus to take the tests, are the testing centers back open?”

Small Schools appear the most impacted by campus closure, and least impacted by payments and fees.



Students at small schools:

- Ask about payments and fees **half as frequently** as other schools
- Ask about withdrawing **4x less** often than the average.
- Ask about work study **half as frequently** as other schools

Improve your student experience for small schools by focusing on proactive communication about application and campus (51% of their conversations)

Prioritize informing these students about health and wellness resources, they ask about it 5x more than peer groups.

Top Category Verbatims

"Can I switch my application from dorming to commuting?"

"If campus is closed, are you still accepting applications for next year?"

"I am afraid that my grades will suffer I don't know how online classes work"

"What is the application deadline for fall 2020?"

"When will the campus reopen? And when will students have equal access to resources again?"

"I want to know what would happen to my financial aid if I drop one of my classes."

"Do you think we're going to have virtual class for the fall semester of college?"

"I hear rumors about grades getting changed to pass or fail and I don't want that to happen. I want my gpa to be calculated for grad school. Are they changing the grades to pass or fail?"