



EDSIGHTS

ANTELOPE VALLEY COLLEGE

- **Research-based persistence interventions**

Ongoing proactive SMS outreach that uses our framework to understand challenges and connect students to resources.

Students will benefit from the only technology that uses adaptive support to learn about each student's needs over time, prioritizing resources and interventions accordingly.

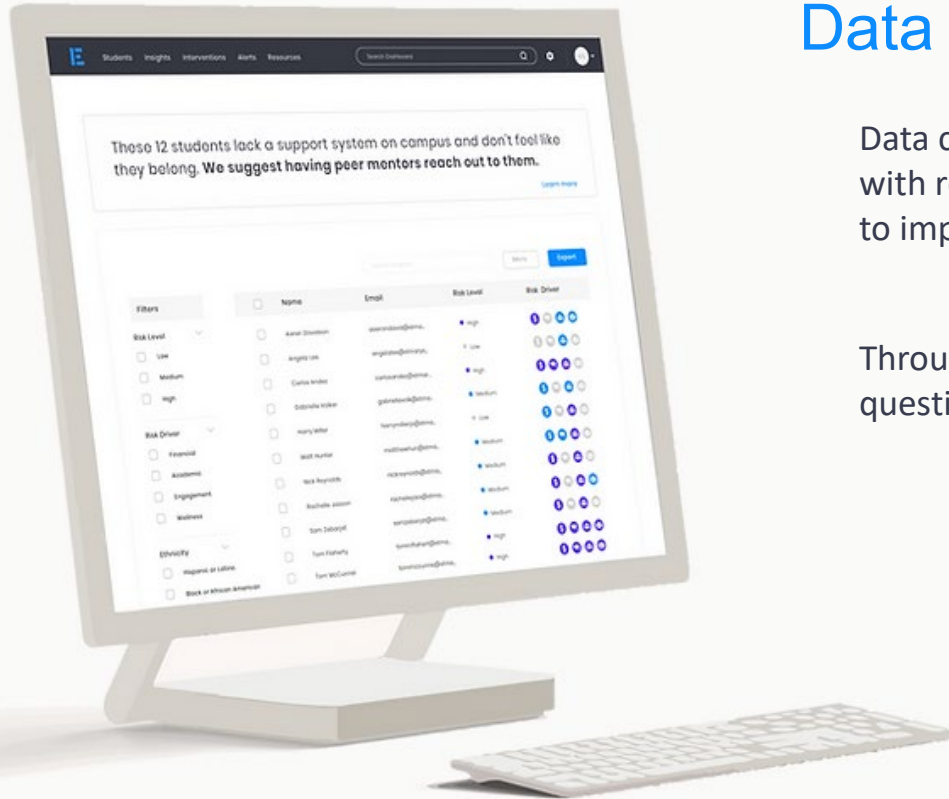
- **Enhanced belonging and connection**

Through engagement and belonging campaigns, students will further feel connected to Antelope Valley College.

The proactive check-ins and continuous support will serve as a reminder that AVC **cares about their wellbeing and success**, and is making a **proactive effort to support them**.

Involve students in the conversation.





Data Collection & Methodology

Data collection will be facilitated through a framework that combines AI powered texting with retention research to check in with students and support them in areas that are proven to impact completion.

Through evidence-based conversations, the framework will periodically ask students questions around 4 key areas:

- Engagement
- Academic Perceptions
- Financial Distress
- Wellness

Over time, the framework will learn about each student's needs and dynamically prioritize different resources and interventions with each student.

The Framework

Belonging

Measures areas such as Support System and Campus Engagement



Financial Distress

Measures areas such as Balancing Work & School, Food Insecurity

Academic Perceptions

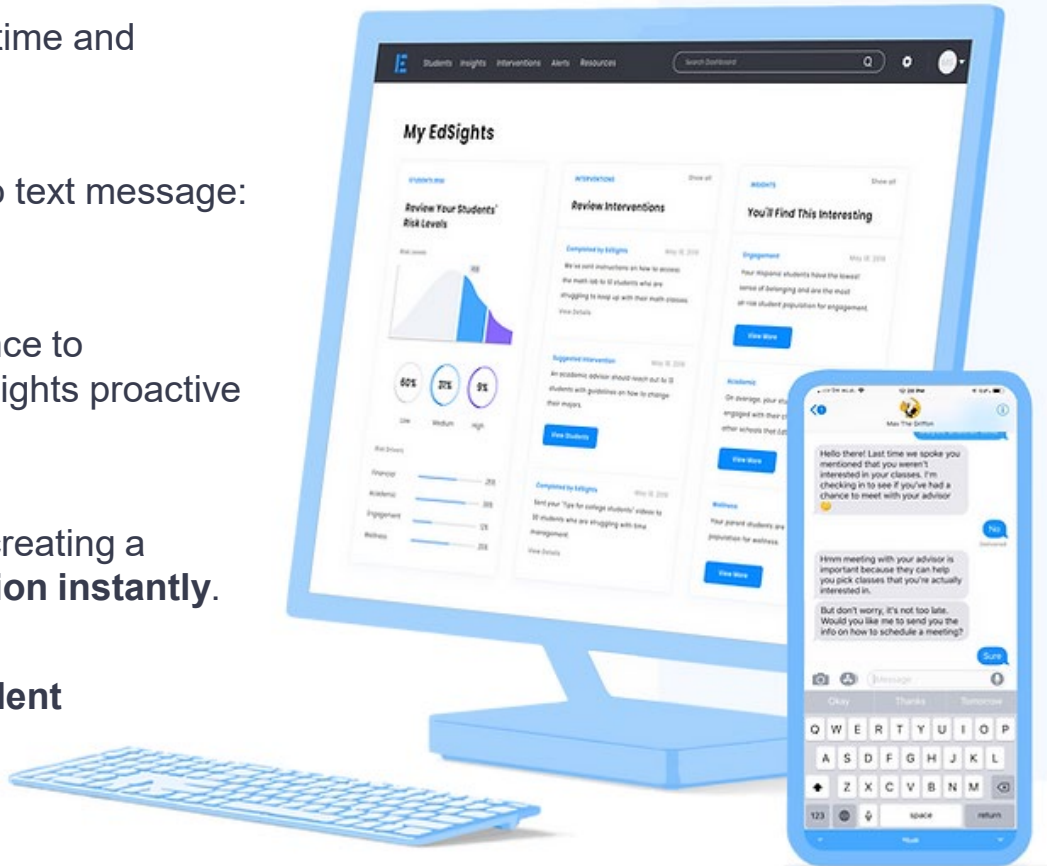
Measures areas such as Self Efficacy, Perceived Relevance Of Curriculum

Wellness

Measures areas such as Lifestyle, Emotional Wellbeing

The Value of EdSights

- **Weekly data on actionable student struggles** to help staff save time and prioritize outreach.
- More **seamless communication with students** by transitioning to text message: students' preferred method of communication.
- Modernizing AVC's communication by leveraging artificial intelligence to **increase student engagement** and cast a wider net by using EdSights proactive framework.
- No more students saying "I never knew we had that resource" by creating a one-stop shop for them to get **access to resources and information instantly**.
- Consolidating insights and early interventions in one place for **student retention and persistence**.



Student Response Outcomes

98%

Opt-In

Students who opt-in to receiving text check-ins throughout the year.

64%

Engagement

Students who actively engage and answer questions about their college experience.

40%

Respond in 10 minutes

Students who respond to our questions within the first 10 minutes of receiving them.





Hey, Kristie! I'm curious how you are feeling. Do you plan on enrolling here at AQ in the fall?

- [1] Yes! 😊
- [2] Unsure ?
- [3] No 😞

I hope you decide to enroll! Please share a sentence or two about what's holding you up.

I'm unsure

I might want to change my major to nursing and I can't do that here and play softball

Thanks for sharing 🙏 Someone from AQ will be in touch



About EdSights:

Benefits/Outcomes:

- **Modernizing communication** by leveraging artificial intelligence to increase student engagement and cast a wider net by using our proactive framework
- No more students saying "**I never knew we had that resource**" by creating a one-stop shop for them to get access to resources and information instantly
- More **seamless communication** with students by transitioning to text message: students' preferred method of communication
- **Consolidating insights and early interventions** in one place for student retention and persistence

How is EdSights different from Ocelot:

In short, Ocelot serves as a chatbot that acts as more of a "help desk" or "nudging tool", e.g. what's the deadline to fill out my FAFSA, versus **ongoing conversations with students that is a feature in EdSights.**

On top of that **reactive** capability, EdSights is primarily a retention tool that **proactively** checks in with students using our framework to understand which students are struggling the most and the reasons behind them. This article--[Chatbots Without EdSights Are Like Chips Without Guac](#)--highlights how the EdSights chatbot is simply a vehicle to give you **insights into the barriers your students are facing.**

Here's an example of our chatbot automatically checking in with students: https://www.youtube.com/watch?v=9S_zptrljHQ

1. **Dynamic Retention Framework:** With Ocelot, if your goal is to increase persistence, your staff is responsible for building out a persistence-focused communications strategy. With EdSights, you would get a proactive framework that is already built in and that we manage for you. Our AI periodically checks in with students, uncovers their needs, and connects them to resources. Over time the AI learns about each student based on what they've shared in the past, dynamically prioritizing different interventions, conversations, and resources with each individual based on their unique risk factors.
2. **Managed Services:** We take a managed service approach which is built into our offering at no additional cost. The framework described above is fully self-sufficient and no staff lift is required on your end. Any custom campaigns you decide to send you can submit to EdSights for the actual building and to apply texting best practices. Finally, the EdSights team is fully responsible for monitoring any missed questions and growing your AI and knowledge base.
3. **Student Insights:** Our framework systematically collects, analyzes, and displays new, non-cognitive information that helps institutions improve retention. Our framework supports students in 4 areas: **wellness, financial distress, academics, and belonging.** On our dashboard, you can see how each student is doing in those areas and we automatically produce insights (no analyst needed to analyze student responses) on which demographics are most at-risk in different areas.

As a reminder here are the Outcomes that I mentioned from the presentation that I saw with SJCC:

Goal:

1. Improve Communication
2. Real-Time interventions
3. Foster a sense of belonging and support

91% of students opted into the Ai

74% response rate as compared to 30% on emails

SJCC did 85 retention campaigns in the past 2 years

1092 Students in need were supported

468 Opportunities for follow up

EdSights	Ocelot	myAVC Dashboard	Cranium Cafe
<p>Primarily a retention tool that proactively checks in with students using framework to understand which students are struggling the most and the reasons behind them.</p>	<p>Serves as a chatbot that acts as more of a "help desk" or "nudging tool", e.g. what's the deadline to fill out my FAFSA, versus ongoing conversations with students.</p>	<p>Serves as a student portal to important services and information. App allows students formation in a collaborative/social network design that allows campus services to provide information and support through online engagement and conversation.</p>	<p>Meeting and collaboration platform designed specifically for student support.</p>
<p>Proactive framework that is built in and that is managed for you. The AI periodically checks in with students, uncovers their needs and connects them to resources.</p> <p>Over time the AI learns about each student based on what they've shared in the past, dynamically prioritizing different interventions, conversations and resources with each individual based on their unique risk factors.</p>	<p>Staff is responsible for building out a persistence focused communications strategy.</p>		
<p>Managed service approach which is built in at no additional cost. The framework is fully self sufficient and no staff lift is required.</p> <p>Any custom campaigns can be submitted to EdSights for the actual building and to apply texting best practices. EdSights is fully responsible for monitoring any missed questions and growing the AI and knowledge base.</p>	<p>AI backed two-way texting capabilities.</p> <p>Students can ask questions 24/7 through AI chatbox and text capabilities.</p> <p>Transition from Live Chat to 1:1 advising sessions seamlessly.</p> <p>Target students with guided, personalized outreach campaigns.</p>		<p>Web-based service which uses webcam and audio to supplement an in-person experience.</p> <p>Online, live chat.</p>
<p>Framework systematically collects, analyzes and displays new, non-cognitive information that helps institutions improve retention.</p> <p>Framework supports students in 4 areas: wellness, financial distress, academics and belonging.</p>	<p>Automatically create IT help desk tickets and sync conversation transcripts.</p>		
<p>Dashboard shows how each student is doing in different areas and insights are automatically produced (no analyst needed to analyze student responses) on which demographics are most at-risk in different areas.</p>	<p>Dashboard shows hourly/weekly/all-time platform analytics.</p>	<p>Dashboard allows students to access Financial Aid, E-mail, Social Media, Transcripts, Upcoming Events, Canvas, Grades, Groups, Registration, Payments, etc.</p>	<p>Dashboard allows immediate access to available staff.</p>