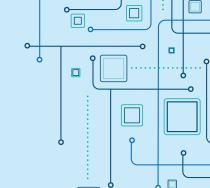
Unlocking AI's Potential in Higher Education

12 Innovative Ideas to Help Leaders Identify AI Promises Across Campus

Al-driven innovations present numerous opportunities for higher education institutions, including providing personalized student support, supercharging faculty and staff productivity, and optimizing operations. This infographic highlights examples of Al promises and their expected impact. Use this infographic to identify, develop, or acquire Al applications that best align with your institutional priorities. Refine these promises into actionable strategies and pilot projects, designed to both evaluate and demonstrate tangible impact of Al solutions across your campus.



ACADEMIC AND CAREER SUPPORT FOR STUDENTS



Personalized Tutor for Every Student

PROMISE

Al tutors provide on-demand tutoring tailored to each student's real-time needs. Learners can explore course material via interactive Q&A sessions with the Al, which adjusts to their individual learning preferences and knowledge levels.

EXPECTED IMPACT

Increased subject mastery, reduced student stress, more equitable access to 1:1 academic support for students



2 Adaptive Academic Pathways

PROMISE

Al-driven academic advisors tailor academic pathways for students based on real-time performance and evolving student interests, even providing tailored nudges and automatic scheduling of classes and other on-campus resources.

EXPECTED IMPACT

Higher completion rates, fewer course dropouts, more effective use of academic resources



AI-Powered Career Coaches

PROMISE

Al coaches identify right-fit jobs based on comprehensive student profiles, including academic qualifications, skills, preferences, professional experiences, and even personality and work style. Al can then align profiles with appropriate job openings, tailor resumes and cover letters, and fill out applications.

EXPECTED IMPACT

Higher job placement rates, data-driven career planning, improved alumni relations

ENROLLMENT SUPPORT FOR PROSPECTIVE STUDENTS



4 24/7 Enrollment Concierge

PROMISE

Conversational AI bot offers around-theclock support to applicants, providing tailored responses and nudging them about financial aid, deadlines, housing, and more.

EXPECTED IMPACT

Smoother applicant journey, increased yield, and reduced administrative workload



Holistic Financial Aid Support

PROMISE

Al models better align financial aid resources with student need using holistic review and streamlined fund distribution. Conversational Al bots then provide personalized support throughout the student lifecycle (e.g., FAFSA¹ form or SAP² appeal reminders and completion assistance).

EXPECTED IMPACT

Greater financial equity, faster award distribution, reduced administrative costs

PERSONALIZED CONTENT GENERATION FOR ENROLLMENT MARKETING + DONOR RELATIONS



Hyper-Personalized Outreach for Prospective Students

PROMISE

Al produces personalized content for individual students, tailored to the distinct styles and tones of various senders (such as renowned professors, deans, or presidents). This content can then be automatically distributed across multiple channels, including social media, emails, and text messages.

EXPECTED IMPACT

Stronger engagement, higher application conversion rates, better brand perception



Data-Driven, Customized Donor Outreach

PROMISE

Al tools generate customized and ongoing donor journeys by continuously identifying and adapting outreach based on donor behaviors (e.g., response) and interests.

EXPECTED IMPACT

Higher donor retention, increased fundraising yield, improved donor satisfaction

OPERATIONAL EFFICIENCY GAINS



Expanded AI Service Desk Capabilities for IT and Facilities

PROMISE

Conversational AI bots with dynamic Q&A capabilities address customer concerns and independently manage (and even close out) sophisticated help desk inquiries.

EXPECTED IMPACT

Reduced staff workload, streamlined issue resolution, improved customer satisfaction



Holistic Application Review in Admissions

PROMISE

Al expedites the summary and evaluation of both qualitative and quantitative application materials, offering a streamlined approach. This can be especially valuable for testoptional admissions.

EXPECTED IMPACT

Reduced administrative burden, more comprehensive reviews, faster decision-making



Instantaneous Access to Institutional Knowledge for Back-Office Functions (e.g., Finance, Legal, HR)

PROMISE

Conversational AI bots trained on institutional knowledge—from internal policies to legal documents to financial statements—accelerate staff access to information and expedite knowledge-intensive tasks such as due diligence and contract analysis.

EXPECTED IMPACT

Increased efficiency, reduced time spent on data searches, better decision-making

FACULTY EFFICIENCY GAINS IN TEACHING AND RESEARCH



Assisted Course-building and Automated Grading

PROMISE

Al tools assist faculty brainstorming and develop course content such as syllabi and lesson plans. They also automate components of the grading process across assessment types, from written responses to videography.

EXPECTED IMPACT

Reduced faculty workload, improved course quality, faster grading turnaround



Streamlined Research Administration

PROMISE

Al tools improve grant identification based on faculty profiles (e.g., research history, qualifications, desires) and partially automate components of grant application (e.g., biosketches, workplans).

EXPECTED IMPACT

Reduced administrative burden, betterfit funding opportunities, increased grant application volume

