Optimizing the Education Pathway

Bring value and foster lifelong support by connecting to students, faculty and alumni during the application process, while on campus and after graduation.

1. Supporting and adding value for a complete education journey

- Interaction improves student retention
- Accommodate disabled students with voice-activated chatbots
- CPaaS enhances collaboration using a single

2. Student Centric Services drive constant contact

Prospective students
- Engage students on campus and online:
  - Current students
  - Post graduation

Current students
- Engage students on campus and online:
  - Incoming students

Post graduation
- Simon Haykin, “Artificial Intelligence Course Creates AI Teaching Assistant,” Georgia Tech News Center (website), May 9, 2016.
- Common App – mobile application that streamlines the application process and sends event updates
- Location based services help navigate the campus
- Cognitive communications provide a virtual concierge

3. Deliver a personalized connected experience

- Cognitive communications is your key to building a digital connection to your students.
- Creates brand ambassadors
- Cultivates emotional and financial involvement
- Foster active alumni:
  - Promotes campus activities, events, visits and opportunities
  - Provides an unobtrusive communications path
- Engage the applicant:
  - Technology makes the application process easy
  - Engage students on campus and online:
  - Deliver a personalized connected experience

References
- Educause, ECAR – Student Technology Usage – 2016 Study; November 2017
- Fund raising
- Professional training
- Follow-up, surveys, etc.
- Faculty and advisors
- Engage the applicant:
  - Technology makes the application process easy
- Alumni
- Post graduation