

Strategic Initiative Recommendations & Awards 2019-20

Champion:

Dr. Elizabeth A. Say
Division of Academic Affairs

Proposers:

Tara Hughes
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Title:

Ekhobot: Improving Retention with Artificial Intelligence

Strategic Initiatives

Addressed:

Student Success: 2.1, 2.2, 2.5
Capacity and Sustainability: 4.10, 4.12

Total Request:

\$331,090

One-Time Funding Recommendation:

\$123,630

Summary:

Recommend first year of a multi-year proposal; re-submission for funding beyond first year will be welcome in next funding cycle(s).

This proposal is a cross-divisional initiative involving Academic Affairs, Student Affairs, and Business and Financial Services. We are requesting support to sustain our effort to launch Ekhobot, an artificial intelligence chatbot at CI. Using text messaging, the chatbot will respond to student inquiries and send nudge campaigns at designated times during the semester. By integrating the chatbot with existing student success strategies, we aim to move towards meeting our ambitious retention and graduation goals. The chatbot will provide streamlined access to information about navigating the transition to CSUCI as well as campus culture through student success nudge campaigns to reach students during challenging times throughout the semester to seek out additional supports.