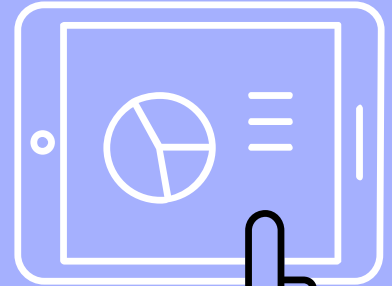
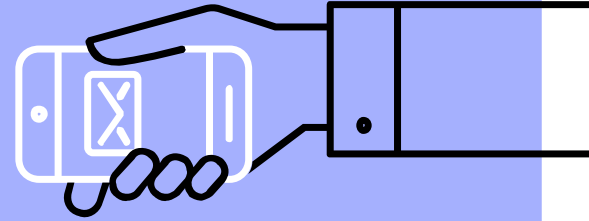


# Ekhobot

Jill Leafstedt & Amanda Quintero

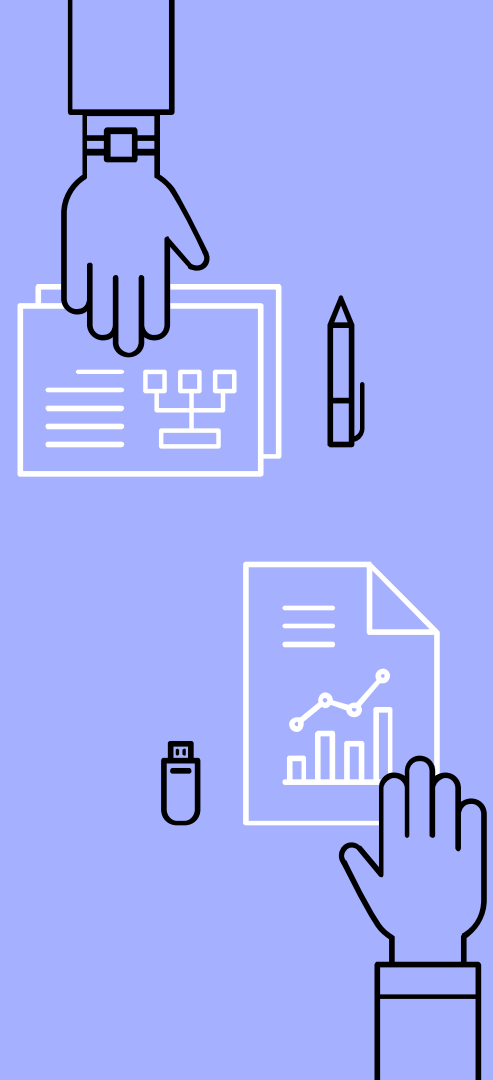


# Why?

To improve the retention of our first year students by connecting them to resources, providing an easy to get answers to their questions, and nudge towards involvement in campus supports and activities aligned to their needs.

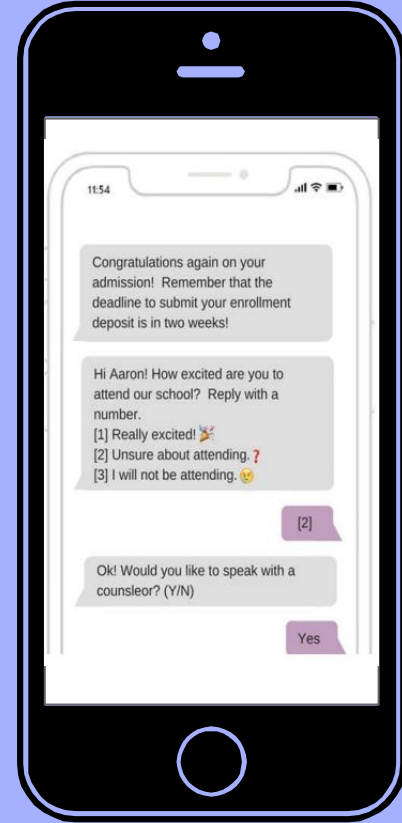
## Strategic Initiatives

- 2.1 Increase academic support for students in the first year
- 2.2 Improve timeliness of admissions and enrollment (e.g., implement an E-Transcript reader program).
- 2.5 Examine and remove administrative barriers that impede timely degree progression
- 4.10 Continue to pursue efficiency and assess effectiveness in administrative services and systems
- 4.12 Leverage technology to allow more time for people to engage in the activities that require human intervention



# What?

- ▷ Behavioral Nudges
- ▷ Interactive Campaigns
- ▷ Conversational text-based platform to respond to student questions

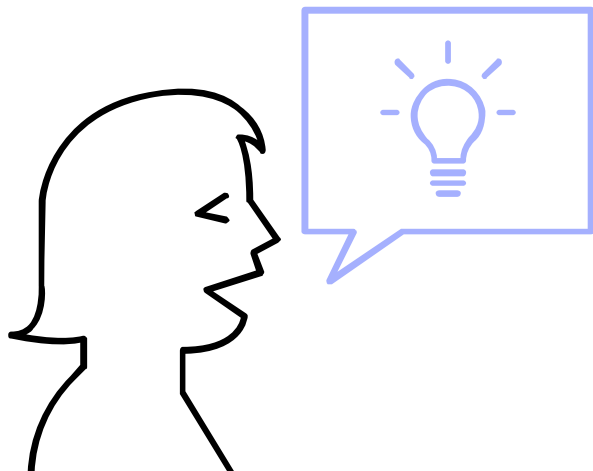


# WHO?

- Implementation Team
  - *Innovation & Faculty Development*
  - Jill Leafstedt & Kristi O'Neil-Gonzalez
- Nudges and Interactive Campaigns
  - *Student Success and Equity Initiatives*
  - Amanda Quintero
  - Michelle Hasendonckx
  - Megan Chiaramonte
- Text-based Platform
  - *Shared Services Solution Center*
  - Tara Hughes

*\*Cross divisional collaborative effort (DAA, DSA & BFA)*





\$12,067

Year 1: Personnel Only (2 FTE)

\$77,395

Year 2: Chatbot and personnel (1 FTE)

\$120,000

Year 3: Institutionalize Ekhobot