

SOLVING THE STUDENT ENROLLMENT CRISIS

IN HIGHER EDUCATION

Over the past few years, institutions of higher education have had to grapple with a bleak fact:

ENROLLMENT RATES ARE FALLING.

This decline has been steady since the pandemic. Since 2020:



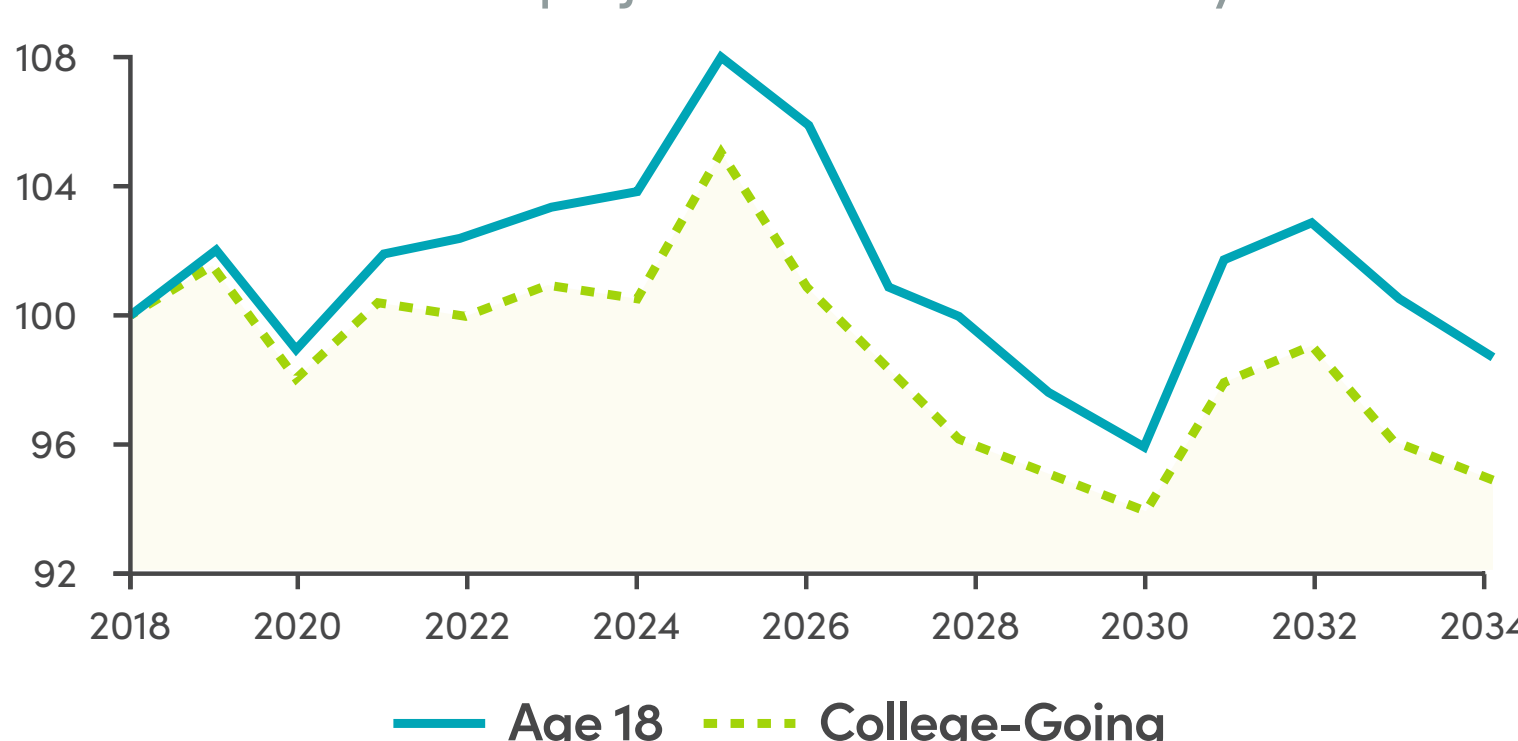
Community College enrollment has **DROPPED BY 16%**



Four-year institutions have experienced **A DECLINE OF 4%**

And on top of all this?
EXPERTS AGREE, IT COULD GET WORSE.

In his book "[The Agile College](#)," Nathan Grawe looks at enrollment projections for 2030 and beyond.



AS YOU SEE, IN 10 YEARS, THERE WILL BE ABOUT

5%-10%

FEWER COLLEGE-GOING KIDS

than there are today, making the gap in enrollment harder to make up over time.



2034

So is higher education's fate sealed? We don't think so — and smart observers like Grawe himself don't either. **THE KEY TO BEATING THE STATISTICS? A SEAMLESS STUDENT EXPERIENCE.**

Student Experience / stü-dent ik-speer-ee-uhns / noun

Describing the overall standard of a student's life while enrolled in a higher education program. This can encompass everything from the quality of courses and instruction to the level of support the student receives from various on-campus resources, to the sense of community a student feels at their college or university.



55%

Currently, only half of current college students (55%) agree the education they're receiving is worth their tuition.



45%

And 45% of students say their institution doesn't understand what's important to them.

In order to emerge from the student enrollment crisis successfully, institutions need to improve these statistics.

BUT WHERE DO YOU START?

When we look at the perspectives at the heart of students' dissatisfaction, there are two clear sentiments:

"My college/university experience isn't measuring up to the cost."

"My college/university isn't meeting my individual needs."



And the fact of the matter is that if students don't see the value in their education or feel like their needs aren't being met, they are less likely to apply, re-enroll, or graduate.

That's the bad news. The good news is that your institution already has almost everything you need to turn those student perspectives around.

HERE'S WHAT YOU NEED:

1 Proactive Communications

You need to proactively communicate with students and share the resources you have available to them in the application phase, as an active student, and even post graduation to prove to them that their education is more than worth it in the long run.

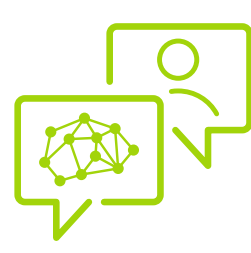
2 Student-Specific Information

You need to customize the communications you send with personal information mined from the back-office systems you use across campus to ensure that the messages you send are relevant and actionable.

3 AI-Powered Student Communications Technology

Cutting-edge technology leverages the power of artificial intelligence to help institutions deliver communications that are proactive and personalized, connecting students with the information they need to make the most of their student journey.

They do this through a combination of:



Student-Preferred Communication Channels (Chatbot, Texting, Live Chat)



Higher Education-Specific AI Knowledge Base



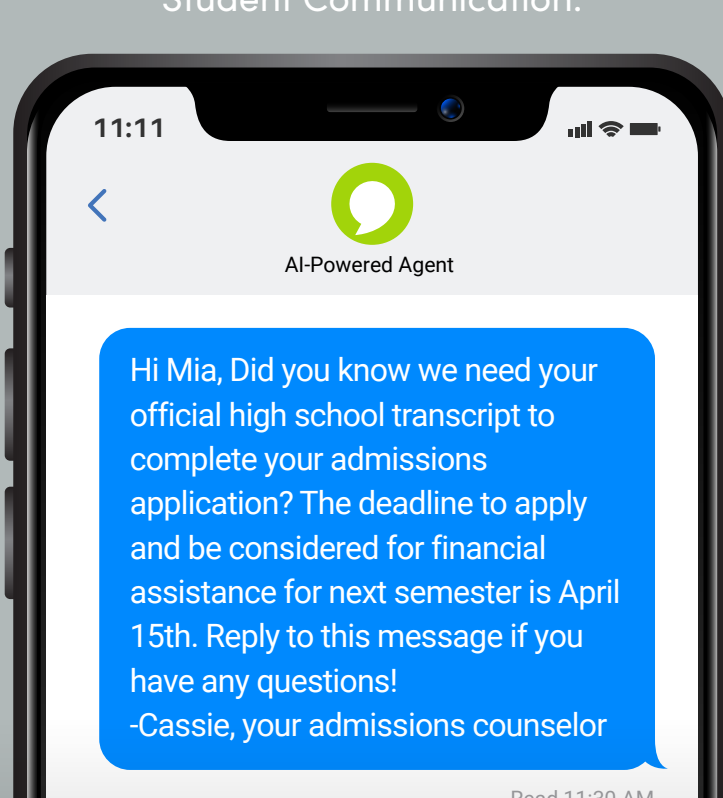
Integrations with Back-Office Solutions from Across Campus (CRM, SIS, & Beyond)

HERE'S THE EVIDENCE:

WITHOUT AI-POWERED Student Communication Technology:



WITH AI-POWERED Student Communication:



VS

CAN YOU SEE THE DIFFERENCE?

- ✓ The first text message is just a notification, while the personalized one not only mentions the student's name but also details on the specific application elements they need to tackle, and where to find them. That's why AI-powered messages get a much higher student response!
- ✓ Message one could be to any student, whereas message two include personal details — not only the student's name, but also what application elements they need to complete and where they can do so.



AI-POWERED STUDENT COMMUNICATIONS
THE DIFFERENCE MAKER FOR STUDENT EXPERIENCE.



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