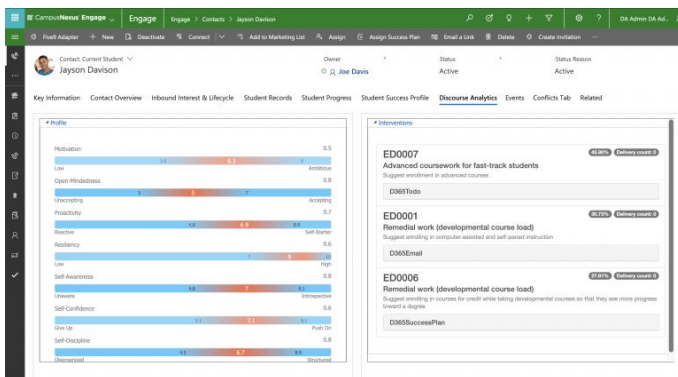# Digital Counselor

for Education

Overview

Discourse Analytics' Digital Counselor™ integrates into Dynamics™ to empower universities and educational institutions to optimize the student journey by improving new student acquisition, enhanced health and wellness, driving deeper understanding and early warning of distress, improving student success and career advancement.

Digital Counselor™ leverages existing LMS/SIS/eReader, card swipe and IoT data and humanizes the analytics and insights that power a student's "next-step" decision making. Instead of demographics and psychographics, Digital Counselor™ deploys "Attitudinal AI," a proprietary data lake and patented "think-a-like" clustering to understand the student, what they need, why they need it and how to convey it. By integrating Digital Counselor™ into your current education systems you unlock the immediate insights that gets smarter and more effective over time without the need of an in-house data science team.

Utilizes

Microsoft Graph API and School Data Sync, as well as main stream LMS, SIS and related university systems, to deliver high-powered prescriptive interventions without requiring access to any personal identifiable information. The platform ingests data from most eReaders, SIS and LMS systems to let educators and advisors understand students more deeply.

Leverages

Discourse Analytics' data lake and think-a-like clustering to enhance the speed and accuracy of profiling people and prescribing interventions. The data lake houses more than 4.3 million anonymized user profiles along with thousands of interventions derived from interactions across educational and other industry engagements such as, financial services, health care and politics.

Functionalities

- ❖ Full campaign exectuon and measurement capabilities
- ❖ Integrates with chat bot functionality
- ❖ Powers reporting through Power BI
- ❖ Mobile SDK available
- ❖ Integrates with Higher Education Data Acclerator
- ❖ Builds student attitudinal profile data objects that are monitored over time
- ❖ Delivers individualized campaigns as an intervention data object

Features

- ❖ Utilizes Office365 Single Sign On (SSO) and School Data Sync (SDS)
- ❖ Cloud based, easy integration
- ❖ Connect with popular SIS, LMS, CMS, and social engagement data
- ❖ Pre-packaged result delivered with minimal IT resources
- ❖ Patented platform leveraging think-a-like clustering for profiling and identifying intervention strategies
- ❖ Four (4) weeks to high impact