Admissions Optimizer®

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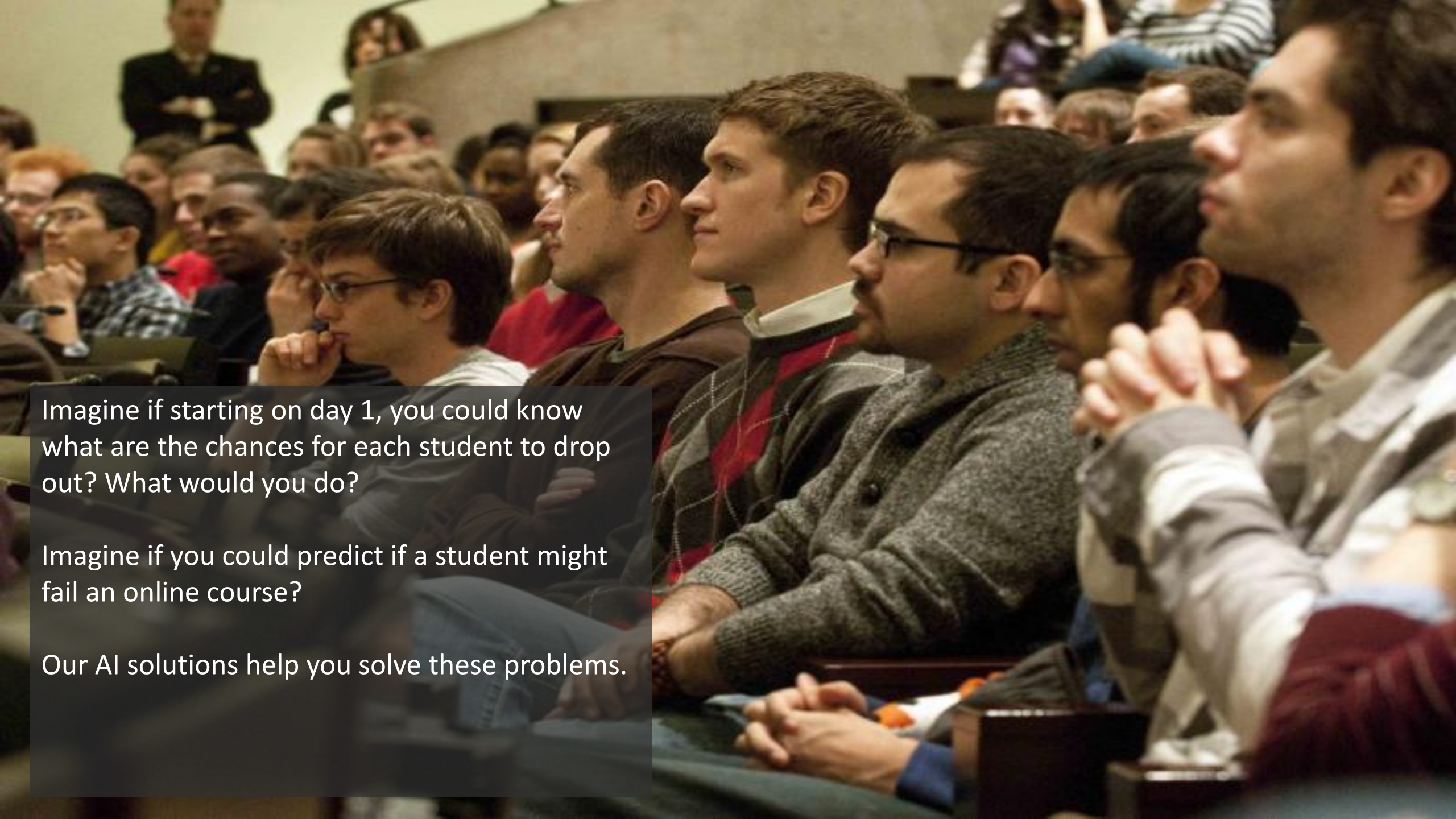
Creating Success at the Outset

Using Machine Learning and AI to Optimize the Admissions Process

Global EdTech Startups Awards

LATAM WINNER



Imagine if starting on day 1, you could know what are the chances for each student to drop out? What would you do?

Imagine if you could predict if a student might fail an online course?

Our AI solutions help you solve these problems.

Through Machine Learning and AI Solutions we empower educational institutions to increase their students' success rate.

RETENTION - ATTRACTION – STUDENT SUCCESS

Testimonials

"Through the use of predictive solutions […] we've been able to ***reduce student dropouts 10-20%...***** *"*

Juan Ortiz, Analytics Director – Laureate International Universities*

"The Admissions Optimizer Solution has helped us drastically optimize Recruitment […] ***inscriptions have gone up close to 10%****".*

Michel Reynaud, Strategic Planning Director – UVM & UNITEC *

* Laureate Education is the largest conglomerate of universities. (i.e. UVM, UNITEC, etc.)
** From the total number of dropouts.

Prior Learning Analyzer –
Ensuring students get credit for their life and work experiences.

Discover –
Aligning content with goals, objectives, and competencies.

Financial Aid Abuse Analyzer –
Detecting bad actors who are attempting to misuse the system.

Foresight –
Improving retention and learning outcomes.

Career Planner –
Helping students visualize and achieve their dreams.

Admissions Optimizer –
Developing the admissions funnel and identifying at-risk students early.

Our set of Solutions

Admissions Optimizer®

Creating Success at the Outset

Value proposition: Optimize the conversion rate of your recruitment campaigns.

- We integrate information from your CRM and marketing automation systems to understand the drivers of the recruitment process and **predict which prospects are most likely to be admitted and enrolled.**

The admissions Funnel

- Which prospects are most likely to convert?
- Will students who are admitted persist?*
- Whether selective or open admissions, all institutions struggle with these basic questions.

*When Foresight Risk™ is included.

Administrative Considerations

Which prospects will be the most likely to convert? How can admissions resources be best allocated to focus on these prospects?

Which students will require additional support(s)? What will these supports consist of?

How can these problems be addressed in a cost-effective manner?

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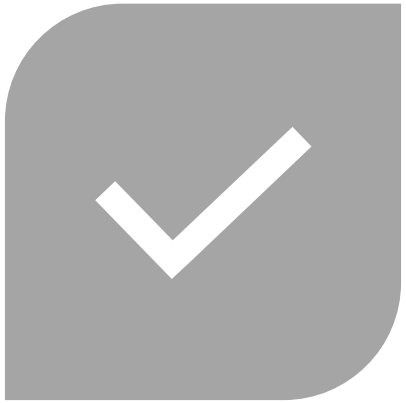
Admissions Optimizer™

CREATE TARGETED RECRUITMENT CAMPAIGNS.



OPTIMIZE PROSPECT SELECTION.

IDENTIFY INCOMING STUDENTS WHO NEED SUPPORT.

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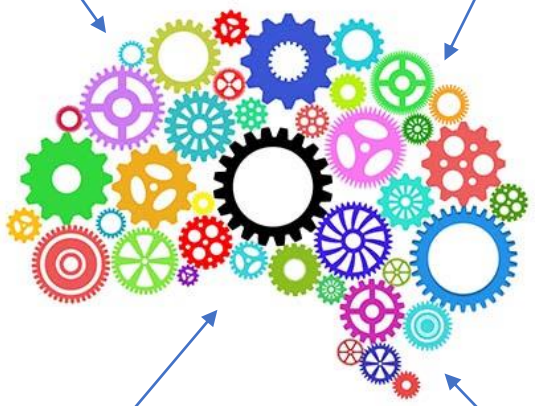
How does it Work?

Campaign& Marketing Outcomes

CRM Data



Retention Data

Applicant Demographics

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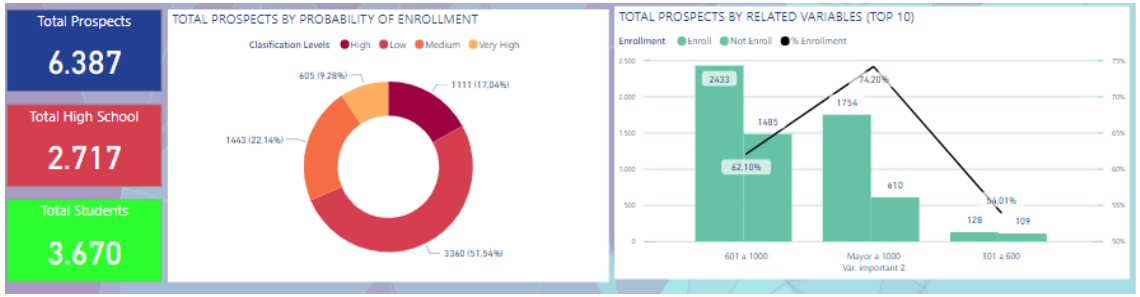
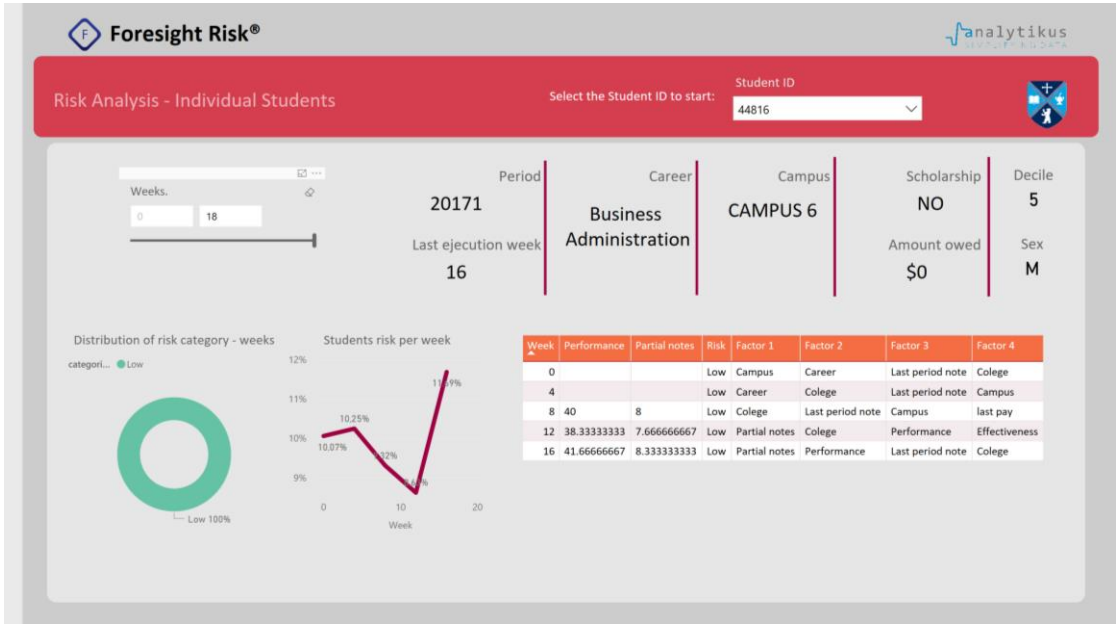
Powering the Admissions Process

Strategic dashboards: administrators can see, at a glance, the factors influencing the application funnel and success post-admission.



Tactical dashboards: allows institutions to target recruitment candidates and identify students who may struggle from the start of their academic careers.



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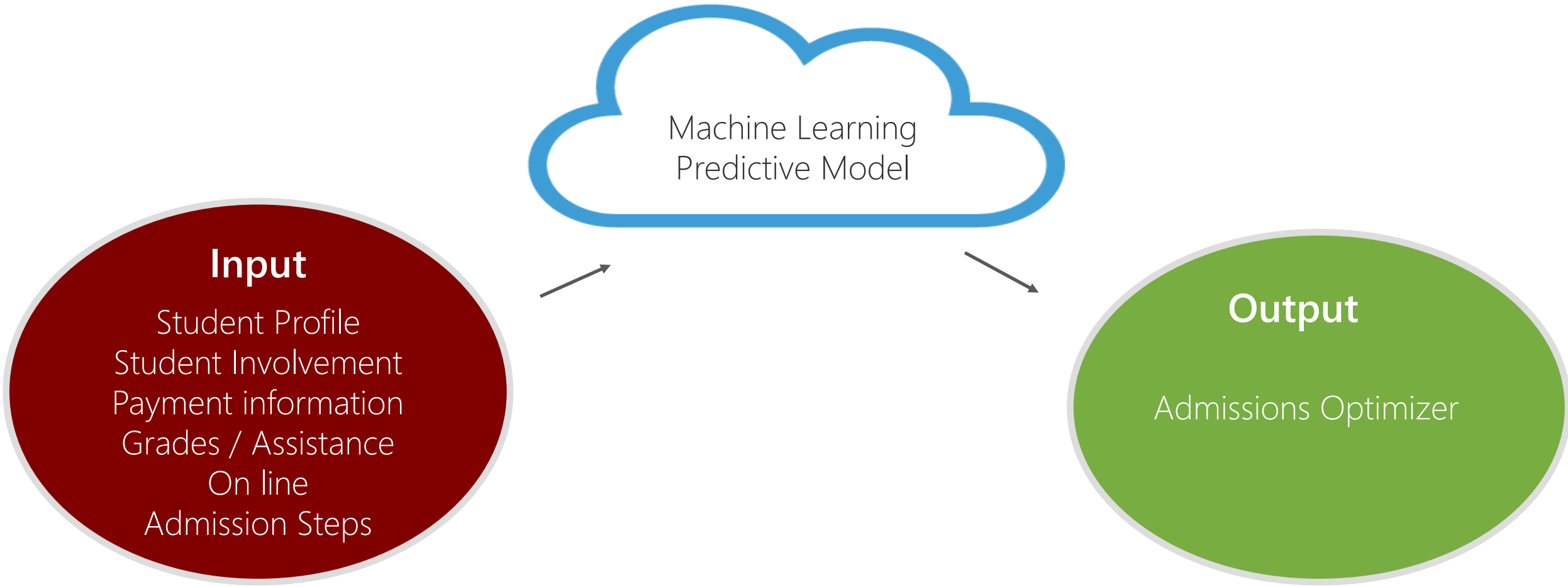
How does it work?



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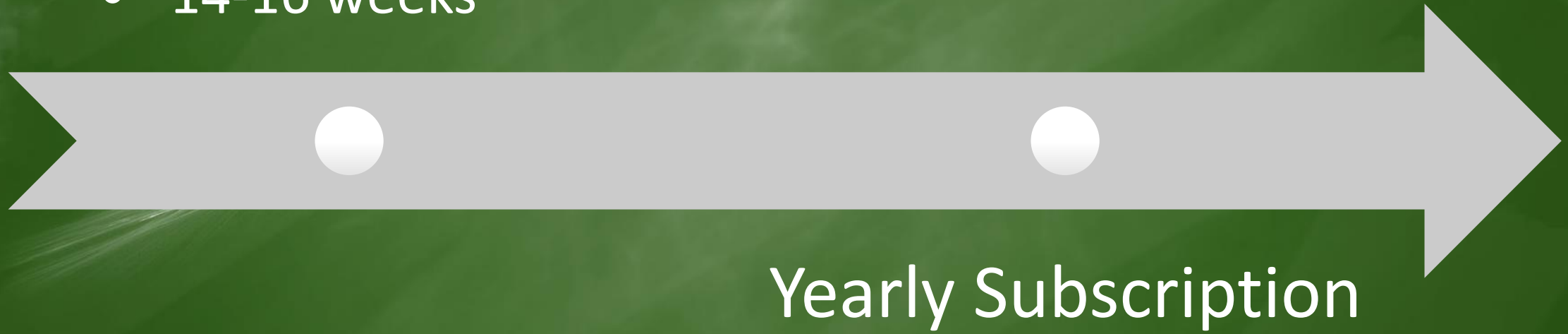
Avg. Schedule and Business Model

Implementation

- ~14-16 weeks



Yearly Subscription

It’s Simple

- By combining Machine Learning, AI, Cognitive Science, and years of work in Higher Education, we provide the solutions that make students and institutions successful.

Thank you, we look forward to further discuss this presentation with you.

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