



Accelerating Student Success with AI

As colleges and universities struggle with enrollment, Google Cloud Student Success Services is poised to reinvent how institutions support and engage their students.



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AS GROWTH IN UNDERGRADUATE CREDENTIAL earning has come to a **standstill** over the last year, colleges and universities are seeking new ways to draw in the right candidates while also holding onto the students they have by bolstering student success efforts. Numerous institutions of higher education are finding success in strategic aspects of the academic lifecycle by embedding the use of artificial intelligence and machine learning.

There are several areas where Google sees the potential for “quick wins” in student success initiatives:

OPTIMIZED ENROLLMENT AND ADMISSION: For performing targeted outreach among those individuals who are most likely to convert from prospect to applicant to enrolled student. Automating the activities of credit transfer analysis, document analysis and personalized course planning can simplify the process of admission and registration, removing the hurdles in the way of successfully launching the student into his or her college experience.

VIRTUAL ASSISTANCE: For delivering 24/7 online tutoring and support in multiple languages answering common questions about required courses, financial aid and other topical subjects; and then using that digital interaction to expand the knowledge base and generate data for better decision-making, such as which new courses to launch or existing courses to expand upon.

STUDENT ENGAGEMENT: Tracking engagement and predicting which students are at risk, to maximize retention. This is done through analysis of LMS data, measuring instructor readiness, gauging adoption of individual teaching tools to correlate usage with student outcomes, and even performing sentiment analysis to understand whether a given student is satisfied or frustrated.

Google Cloud Student Success Services in Action

To address these pressing needs, Google Cloud has developed a set of services that reinvent how institutions

support and engage their students. With **Google Cloud Student Success Services**, each school can start by activating just the functionality it needs. As requirements evolve and colleges and universities advance in their student success efforts, they can add more tools.

These services are proven. Currently, more than 10 schools internationally have adopted Student Success Services, including these institutions:

Penn State World Campus is using **virtual assistants** to get students the routine information they need more quickly while also freeing their academic advisers to handle the more complicated requests.

Recently, the University of Minnesota announced **NXT GEN MED**, a program that brings together cutting-edge technology and learning tools from Google Cloud to engage students virtually and match them with mentors at the Mayo Clinic for immersive learning experiences. The intention is to compress a four-year degree process into two years.

Another institution adopted the Google Cloud solution specifically to address enrollment challenges, as the school saw a decline in the number of out-of-state and international students enrolled. Now that college has changed how it recruits local and in-state students, to help fill the enrollment gap.

Implementation Lessons

As our professional services consultants – both from Google and from certified partners – have worked with customers to introduce Student Success Services, we’ve learned a few things:

EVERY INSTITUTION IS DIFFERENT, AND SHORT AND QUICK IS BETTER. There is no black box that will work for everyone. Therefore, when a school opens an engagement with us, we sit with stakeholders to discuss what their top priorities are and what their current infrastructure looks like. The feasibility study is meant to determine what Student Success initiatives to try first, based on what will bring quick but meaningful wins.

DESIGN AND PLANNING HAVE TO INCORPORATE

CONTINUAL REEVALUATION. Institutions don't like being locked into long, complex and expensive projects where they don't see a return until the very end. While the implementation is staged, at each phase the institution can reevaluate based on what they've learned so far and choose to pivot because priorities have changed or student preference has evolved.

INTEGRATION WITH EXISTING SYSTEMS IS ESSENTIAL.

A successful solution must play well with an institution's existing applications, including student information, learning management and content management; human resources; constituent relationship management; and reporting and analytics. That makes the solution easier to implement and it generates more value out of the existing investments. We have partnered with industry consortia, including **Unizin** and **RHEDcloud**, to produce many of the connections required; but sometimes custom connectors are also needed.

STUDENT SUCCESS INITIATIVES CAN BE FOUND IN ANY KIND OF SCHOOL. We have found success in community colleges, research universities and private liberal arts colleges. In each case, we have brought the technology – AI models trained through public data sets – while the individual school has supplied the local knowledge and its own data for retraining the model to generate the most value. The good news is that training the model doesn't require much technical knowledge. It

can be as simple as loading new questions and answers into a Google Doc, and the solution will automatically learn from that document.

STUDENT SUCCESS DOESN'T HAVE TO COST A

LOT. Institutions look for solutions that are sustainable and affordable – this was a strong driver in the development of Student Success Services. We want this technology to help all types of institutions, even the ones that aren't currently using Google Workspace for Education. As with everything we do at Google, we don't want anybody using a tool we've built because they have to, but because they want to.

As schools struggle to fill the enrollment gaps and keep current students on track, artificial intelligence and machine learning can lend a helping hand. Google Cloud Student Success Services combines best-in-class security, application choice, ease of use and a high-touch student experience to help transform the academic lifecycle, from attracting and enrolling students, to supporting them in their learning efforts, and then watching them graduate, move into their careers and eventually return to the college as alumni, supporters and fans.

Jesus Gomez is a strategic business executive focused on Student Success Services in Google Cloud's public sector, with responsibilities for education and research.



Student Success Services



Attract and support the next generation of students while optimizing operations and improving financial sustainability

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