



USING AN ARTIFICIALLY INTELLIGENT CHATBOT TO BREAK LANGUAGE BARRIERS AND EXTEND SERVICE HOURS



ALAMO
COLLEGES
DISTRICT

Palo Alto College

Presented by

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AHSIE
Alliance of Hispanic Serving Institute Educators

GOALS FOR TODAY

- What the Research Says About “Access”
- How Chatbot Technology Can Promote Student Success
- Share the Ocelot + Palo Alto Collaboration
- What the Results Tell Us
- Show You Live Examples
- Interactive Discussion / Q&A



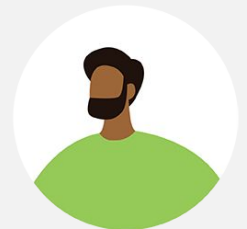
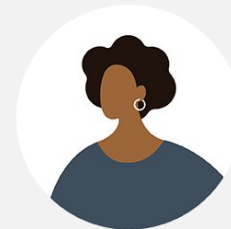
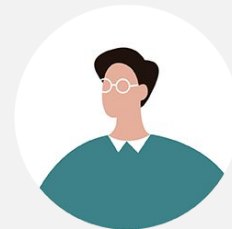
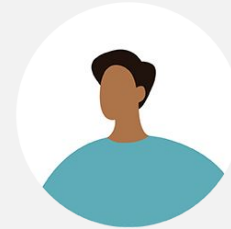
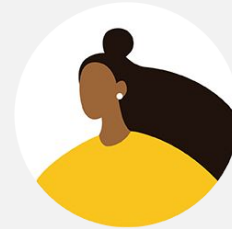
ACCESS: TRADITIONAL STUDENT SUPPORT INSUFFICIENT

● Changing Student Demographics

% First-Gen

% Non-Native English Speaking

8-5 PM Hours
Insufficient / Spanish



ACCESS: TECHNOLOGY NEEDS TO BE MOBILE, VISUAL

● Changing Technology / Student Habits

Connecting on Mobile
Device / Visual



ACCESS: COSTS ARE A BARRIER / HARD TO NAVIGATE FINANCIAL AID

● Cost of Attending College

Help Answer: “How
Can I Afford This?”



ACCESS: NOT ENOUGH ADVISERS TO MEET NEED FOR “PERSONALIZATION”

- Resource Limits Around “Advising”
 - Importance of Graduation Rates
 - Importance of Job Placement Rates

Scale Advising for Student Success





All of these challenges impact enrollment / retention / student success.

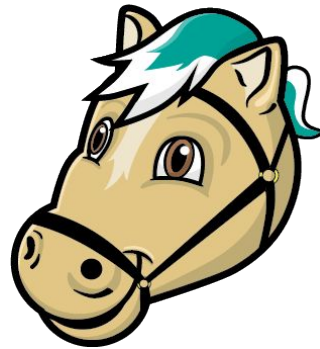
Are there any other Access challenges that you see at your school?

Schools recognize the importance of Expanding “Access”, but are Resource-Constrained.

Affordable Artificially Intelligent Chatbot Technology Is Expanding Access for All Types of Colleges—and Solving a Variety of Challenges.



St. Petersburg College



Palo Alto College



University of California,
Riverside

WHAT IS A CHATBOT?

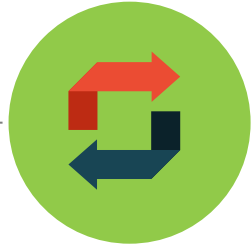
“A bot is a computer program that automates certain tasks by chatting with a user through a conversational interface”



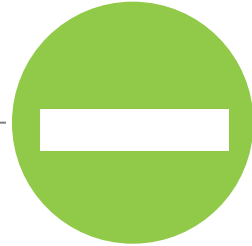
THE CHALLENGES A CHATBOT CAN ADDRESS



Under-Resourced
for Success



Repetition



Lack of
Student
Engagement

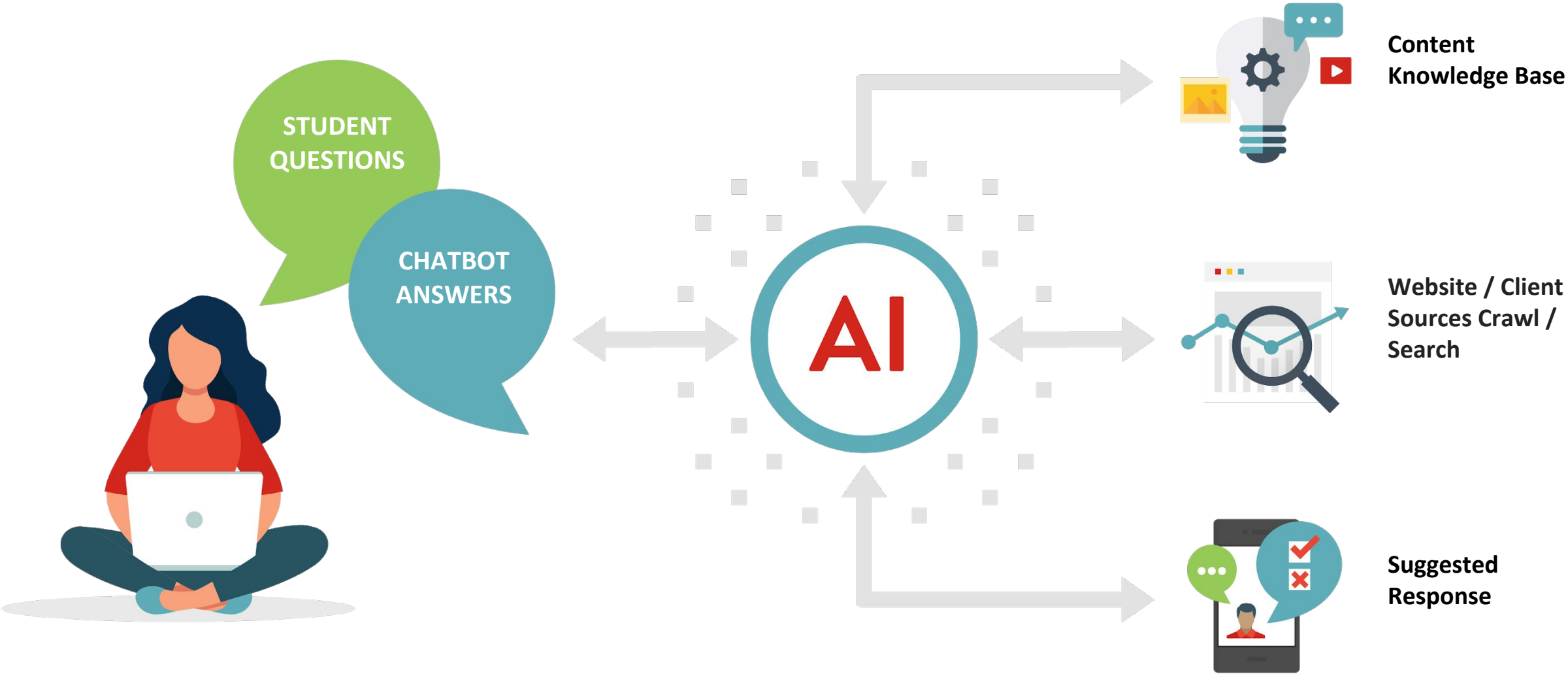


Students
Communicate
24.7.365



Pressure to
Increase
Enrollment &
Retention

HOW IT WORKS

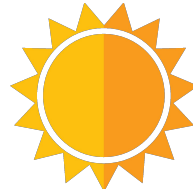


OCELOT TODAY – BY THE NUMBERS



380

Higher Ed Institutions



46

States



190

Chatbot Clients

*(Largest Deployed US
Chatbot Community)*

OCELOT'S UNIQUE APPROACH TO LANGUAGES

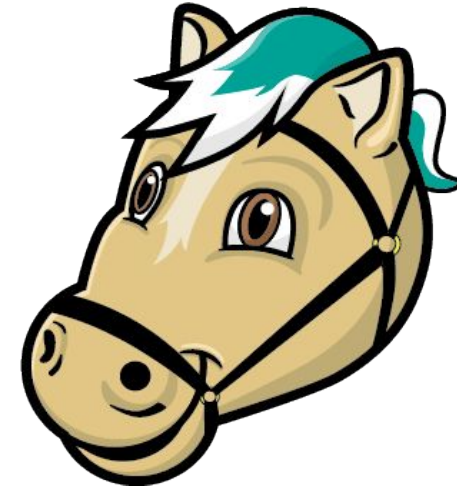


Meet PAC's Chatbot, "PRIMO"



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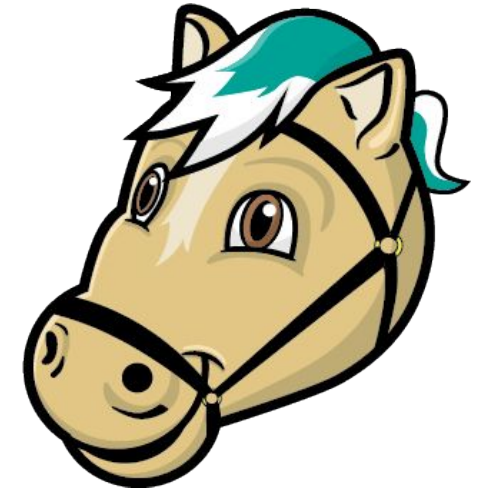


"Ask Primo"

*Welcome Center/Enrollment,
Admissions & Records,
Financial Aid, and Student
Advocacy Chatbot*

WHY PALO ALTO COLLEGE CHOSE A MULTILINGUAL CHATBOT

- Need for 24/7/365 Support
- Limited Hours & Staff
- Meeting Students Where They Are
- Large “non-traditional” population
- ***78% Spanish Speaking Students***



Why Ocelot?

- Top Rated Customer Service
- Extensive Knowledge Base
- Easy to Implement
- Multilingual Functionality
- Customized Branding

UTILIZING TITLE V GRANT FUNDING

Goal: Establish college wide best practices and support systems for high need students to enter, persist, and complete a degree at Palo Alto College

Priorities:

- Support instruction for Financial Aid and other areas (English and Spanish)
- Provide a robust database of services
- Increase support to better guide students through transition of college
- Better communicate college's supportive services (after-hours)

Moving Forward:

- Adopted by our District Office
- All five Alamo Colleges have transitioned to Ocelot



KEYS TO SUCCESS

- Leadership buy-in
- Collaborative approach working cross-campus with multiple departments
- Aligning with campus initiatives & grant priorities
- Constantly updating knowledge base
- Next steps - Sister Colleges want in! - District Effort

INCREASE RETENTION & GRADUATION: UC RIVERSIDE

- UCR implemented Ocelot to support goal of increasing retention and graduation
- Focus on transfer students, first generation focus / URM students, and demystifying summer
- 41% Hispanic population (HSI)
- Using web-based chatbot and proactive campaign functionality (text nudge)



ENGAGE STUDENTS AFTER HOURS



18%

Decrease in
phone, email,
walk-in traffic

20%

Of interactions
serviced by
Ocelot

40%

Of interactions
occurring
after-hours

“Students are getting what they need—they are less stressed. Staff are able to focus. Answers are consistent and right. This product drives enrollment and retention.”

~ Mike Bennett, AVP, St. Petersburg College



**ON TO THE LIVE
EXAMPLES**



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**THANK YOU,
ANY QUESTIONS?**



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