

60x30TX and Innovation in Higher Education

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Meeting students where they are
to help them succeed



Personalization



Relationship
Building

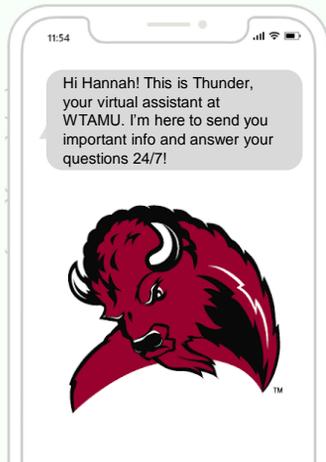


Instant
Fulfillment



Anytime,
Anywhere

Meet Thunder, WT's Chatbot



Personalization Success Cases using AI



RCT results

- 3.3%pt increase in enrollment
- 21.4% decrease in summer melt



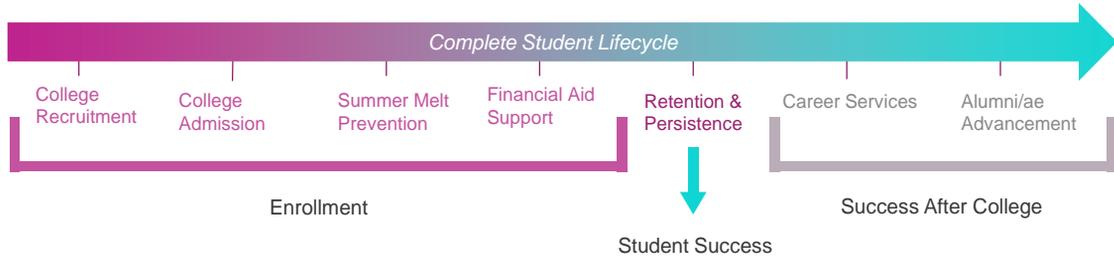
- 14.5% increase in first-time Freshman enrollment
- Largest full-time Freshman cohort in 150 year history
- 18% increase in first-generation college students
- 13% increase in Pell-eligible students



- 2% increase in retention for first-time Freshmen



The Potential for AI in Higher Ed



AI helps universities as they help students to...



Apply



Enroll



Succeed



Give Back

