

# How AI Can Help Your Marketing...

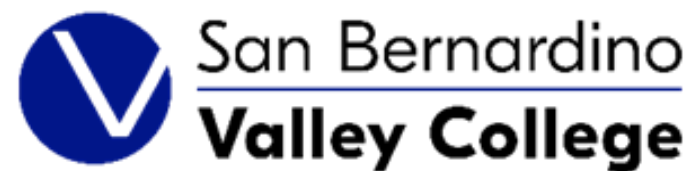
... And Put Hours Back Into Your Day!



# Meet Your Presenters



Paul Bratulin  
Campus Director of Marketing,  
Creative Services & Public Affairs



Kathi Swanson, Ph.D.  
President  
CLARUS - A Carnegie  
Company





# Markets Are Changing

- **Gen Z**
  - Born Between 1997 And 2012
- **The “Snack Media” Generation**
  - Attention Span No Longer Than 8 To 12 Seconds Max
  - Scrolling, Swiping, Clicking
- **Multitasking**
  - Can Work With Five Screens At Once
- **Tik Tok Generation**
  - Very Visual - Videos



# Markets Are Changing



## Gen Z Communication Preferences - Personalization

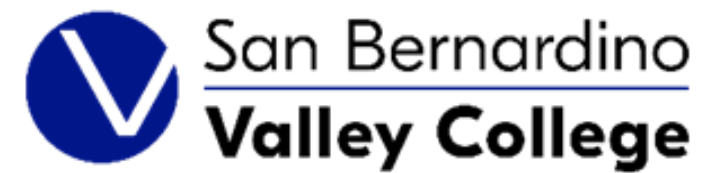
- This generation has grown up in a tech-centric world that caters to their tastes. They're used to custom playlists, targeted ads, and personalized content and recommendations.
  - 41% of Zoomers will provide their data for a personalized experience.
  - 62% are willing to pay extra for personalization, more than any preceding generation.
  - 75% of Gen Z said they're more likely to buy a product if they can customize it.
  - 45% will leave a website if it doesn't predict what they like or need.



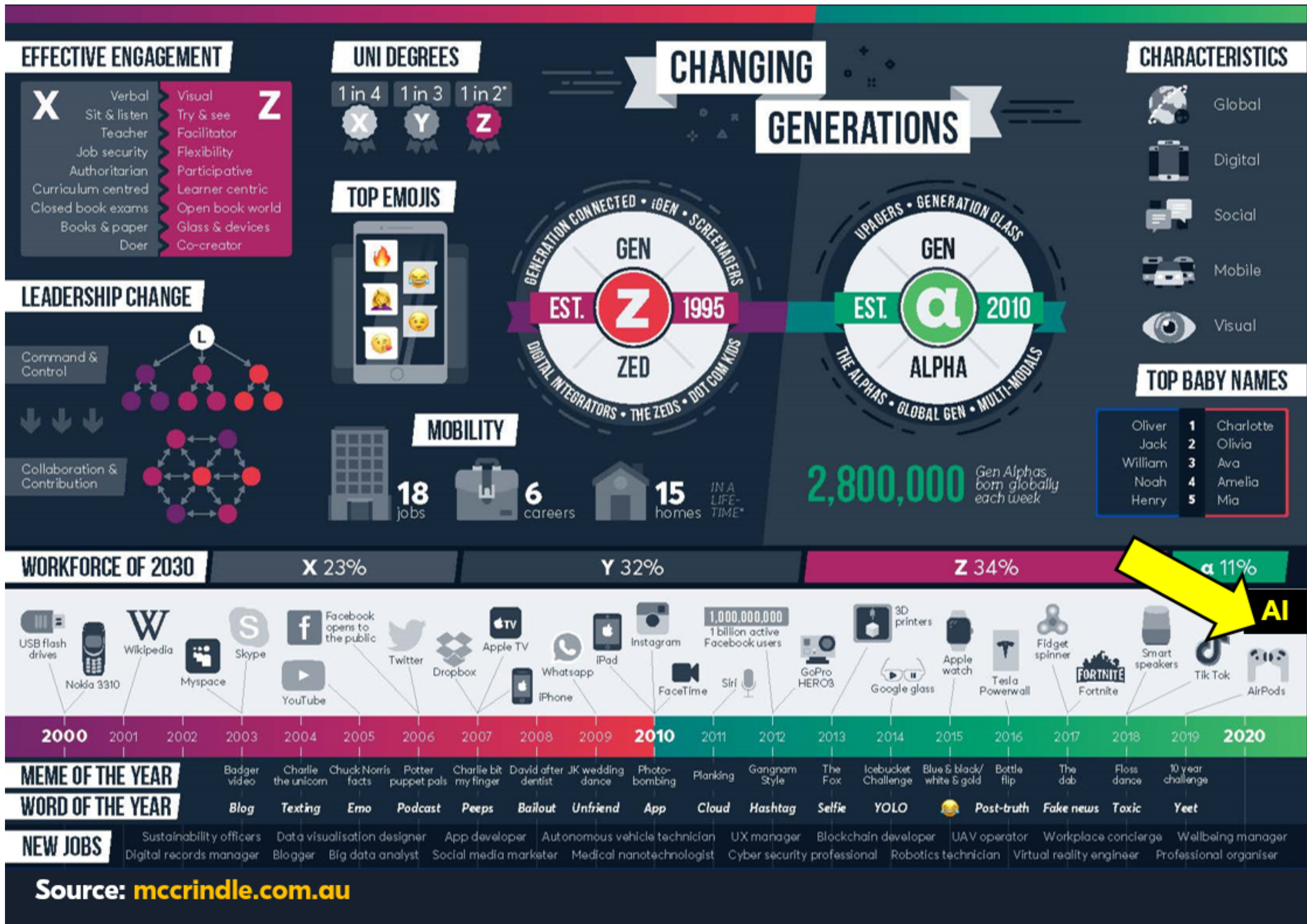
Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	We prefer proper English if you please	Be cool Peace Groovy Way out	Dude Ace Rad As if Wicked	Bling Funky Doh Foshizz Whassup?	Fam GOAT Slay Yass queen	lit yeet hundo oof rn idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	Model T Ford Final, 1927	Ford Mustang 1964	Holden Commodore 1978	Toyota Prius 1997	Tesla Model S 2012	Autonomous vehicles 2020s
Iconic toys	Roller skates	Frisbee	Rubix cube	BMX bike	Folding scooter	Fidget spinner
Music devices	Record player LP, 1948	Audio cassette 1962	Walkman 1979	iPod 2001	Spotify 2008	Smart speakers Now
Leadership style	Controlling	Directing	Coordinating	Guiding	Empowering	Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)



ICONIC  
TECH:  
AI





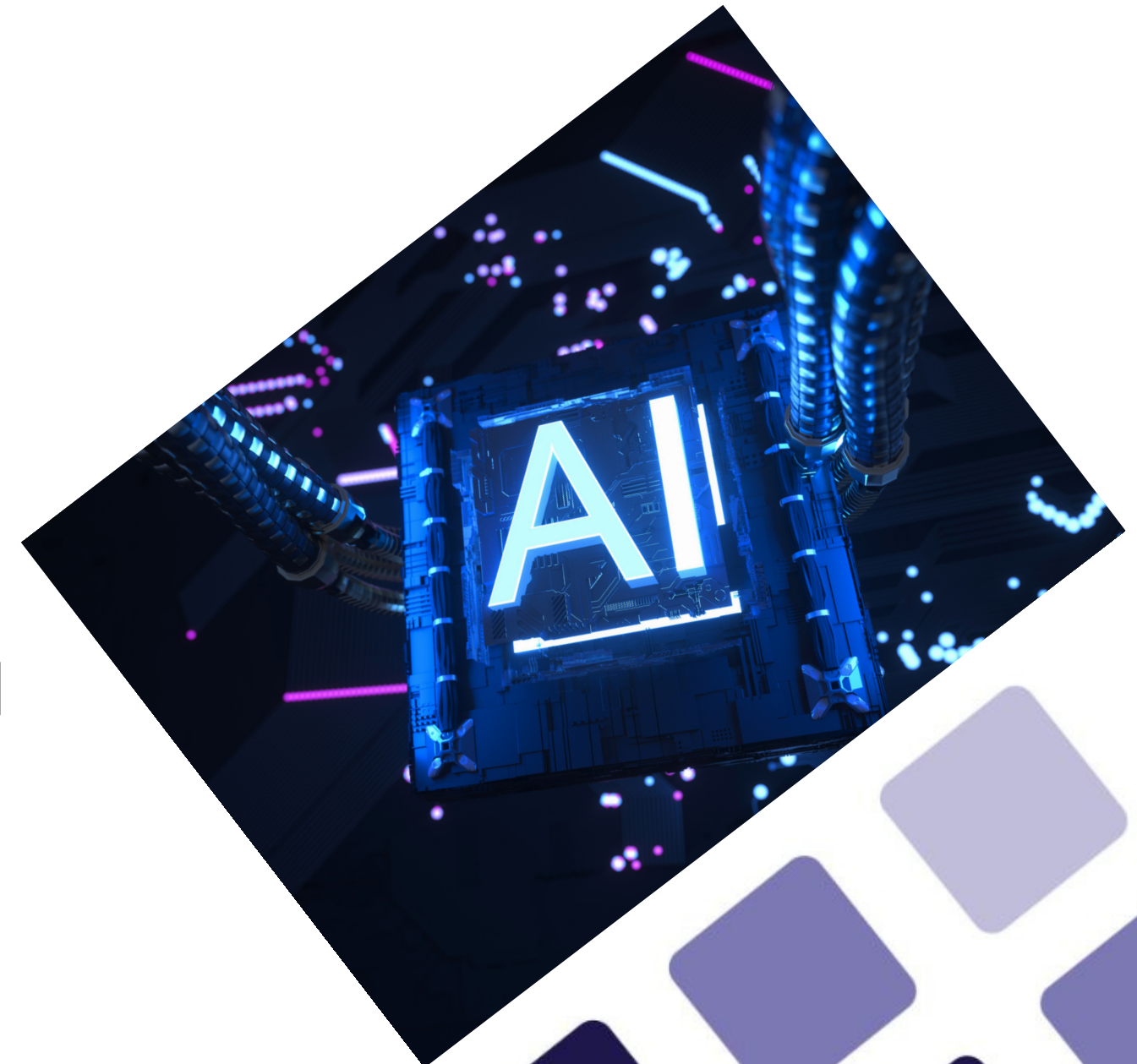






# Predicted To Be An Integral Part Of Work Today And Tomorrow

- Automate routine tasks, freeing up human workers to focus on more complex and creative tasks.
- Augment human capabilities, helping workers to perform tasks more efficiently and accurately.
- Increase efficiency and productivity, automating processes, reducing errors, and providing insights into operations.
- Increase minimal expectations of worker output in knowledge-related industries.







# AI Apps Are Already Able To...

- Create quality first drafts of written and multimedia content
- Proofread, correct, and rephrase written content
- Develop multimedia content in a specified voice or writing style
- Conduct research, interpret and compile results into plain-language outputs
- Automate marketing data analysis and optimize marketing campaigns
- Predict marketing trends using vast amounts of historical data
- Create personalized marketing campaigns that are tailored to individual customer profiles
- Provide 24/7 customer service by answering frequently asked questions and providing quick and accurate responses
- Schedule social media posts, as well as monitor and provide feedback on social media performance...



# What Is AI?

**Artificial intelligence (AI) involves using computers to do things that traditionally require human intelligence.**

**AI can process large amounts of data in ways that humans cannot. The goal for AI is to be able to do things like recognize patterns, make decisions, and judge like humans. To do this, we need lots of data inputted into them.**

# AI For Automation

**By automating repetitive tasks, AI has the potential to free up workers' time so that they can focus on higher-level tasks. In addition, AI has the potential to improve the accuracy of these tasks, as well as to identify tasks that are most suitable for automation.**



# How Is AI Used In Advertising?



Workwell - Google Display Ad Set

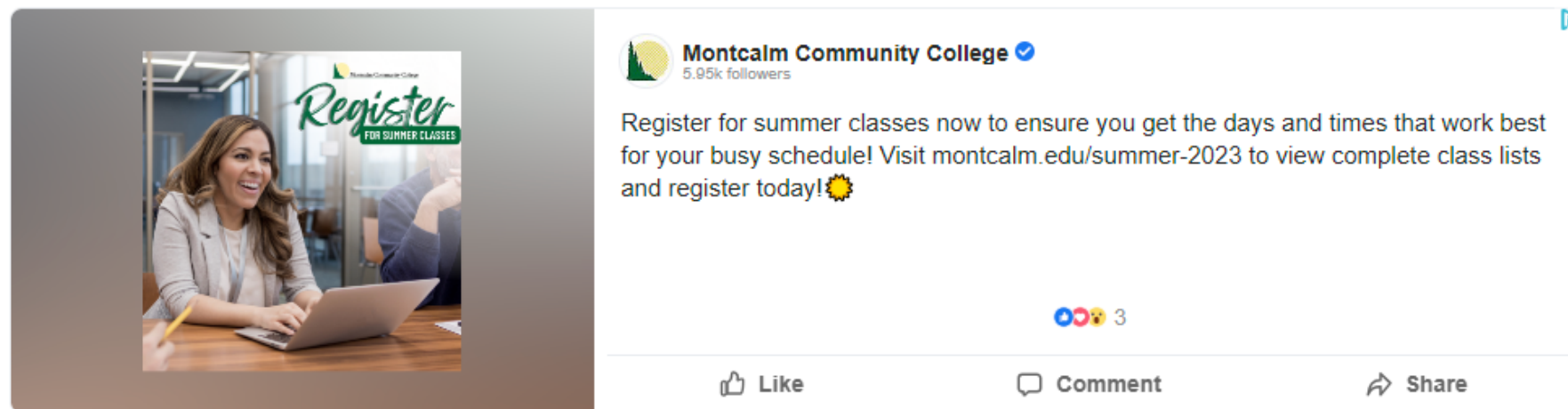
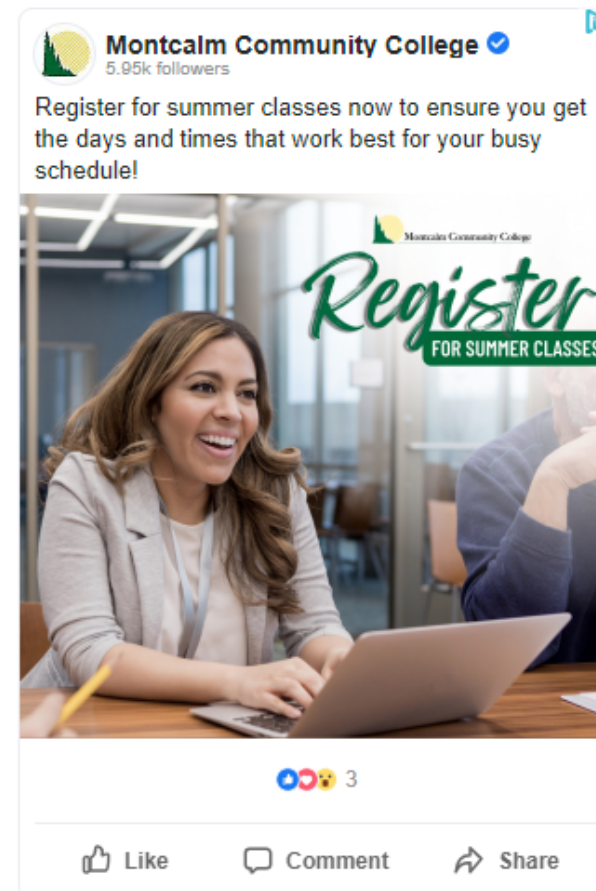
Thank you @ Sarah K!

3

	HEADLINE	CTA	IMAGE URL
✓	Get the offer!	Buy Now	/products/AP432.jpg
✓	Save 50% today.	Shop Now	/products/CL332.jpg
✓	Smoother & better.	Find out more	/products/AP432.jpg
✓	Try the new iPad.	Order Now	/products/CL332.jpg

**AUTOMATION**  
**AD CREATION**  
 Designing One  
 Ad Set In Minutes  
 A/B Testing In  
 Minutes

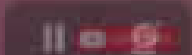
# How Is AI Used In Advertising?



AUTOMATION  
SOCIAL DIGITAL  
ADS  
Social Media URLs  
That Are  
Converted To  
Programmatic Ad  
Sizes That Update  
As The Posts  
Update



for what the future holds in advertising.  
Let's Jump Right In This is the website

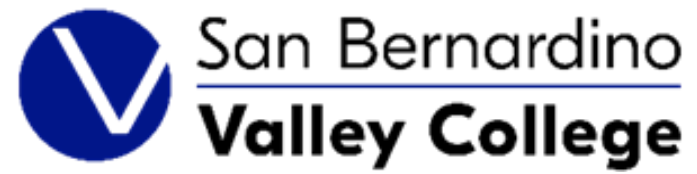




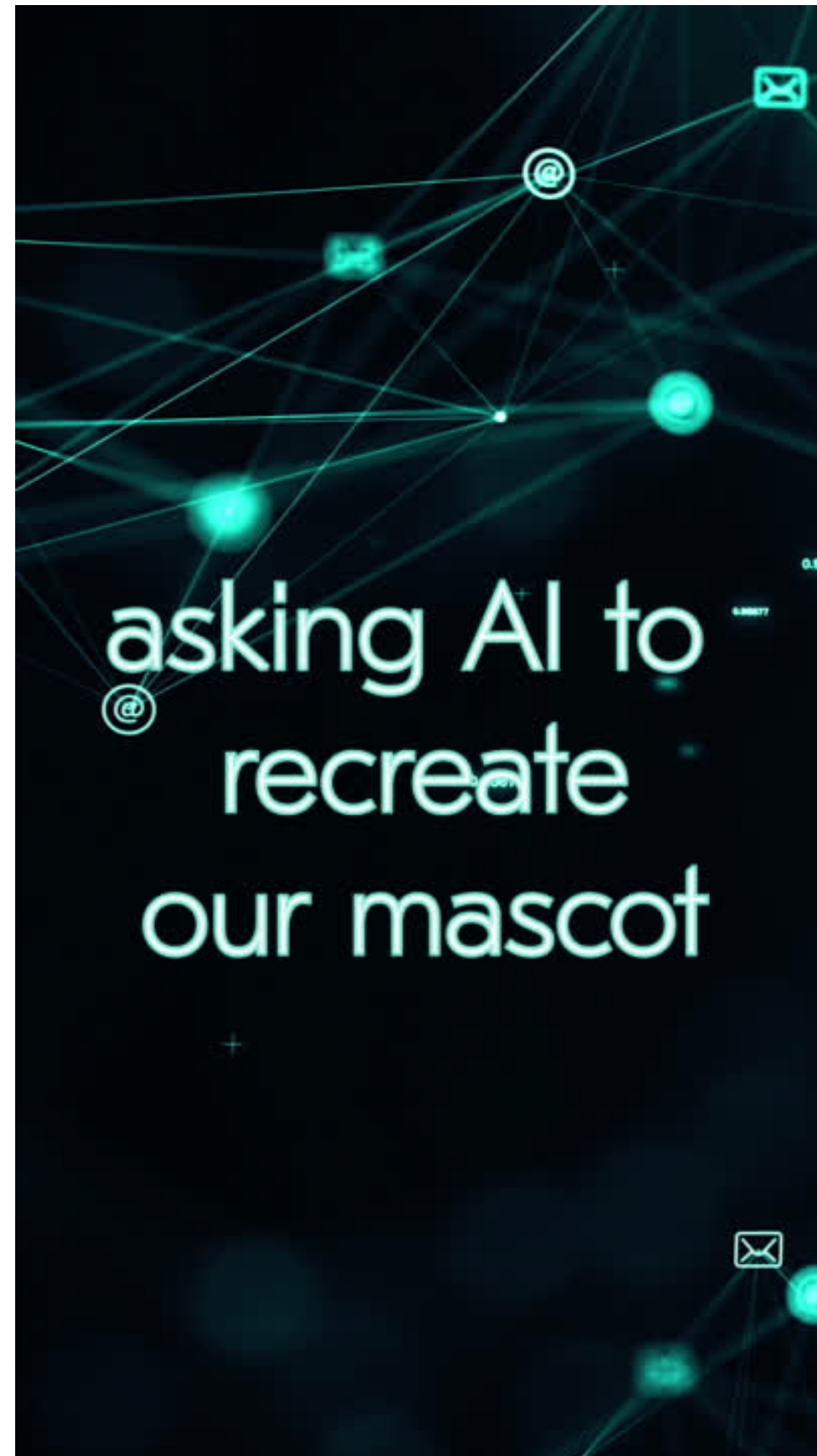


BLUE THE WOLVERINE





We Asked  
AI To Make  
Blue And  
This Is What  
We Got



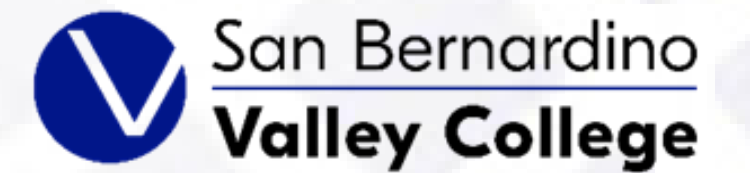
AI TOOL: MIDJOURNEY



DALL-E, GENERATE OUR MASCOT!



AI TOOL: DALL-E







# AI For Content

**AI-generated content can be a higher quality than content created by humans, due to the fact that AI models are able to learn from a large amount of data and identify patterns that humans may not be able to see. This can result in more accurate and informative content.**

# How Is AI Used In Advertising?




  Sites

## What's your startup idea?

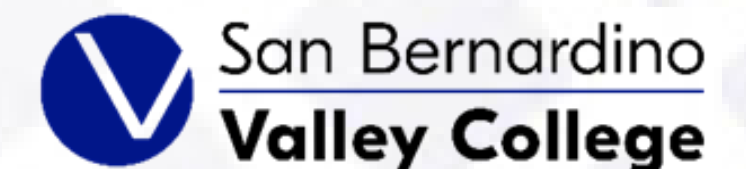
Best community college marketing firm|

Not sure? [Try some of our examples.](#)

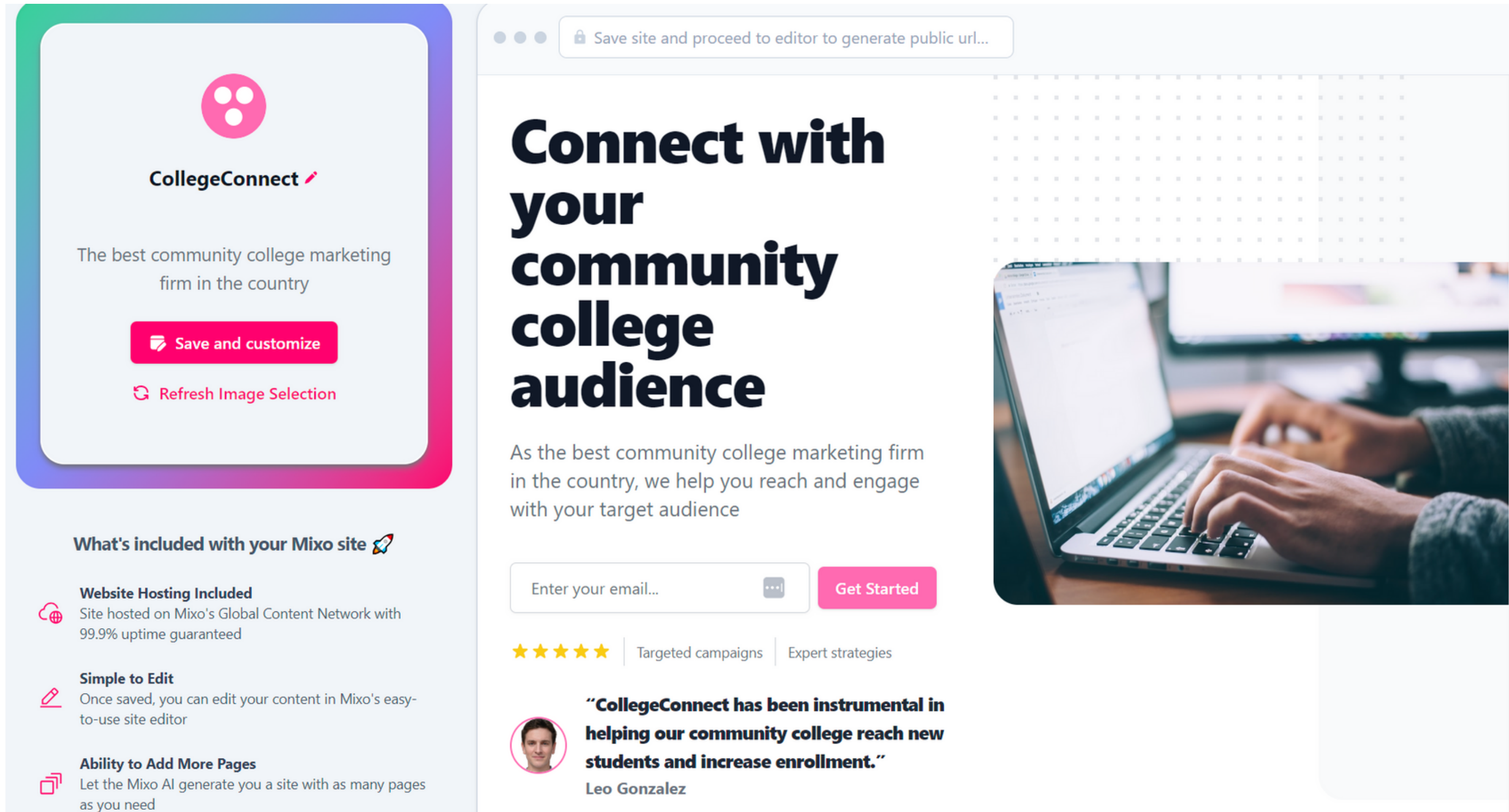
 Generate Site

The image shows a screenshot of the Mixo website's AI-powered site generator interface. It features a central text input field with a colorful gradient border (green, blue, purple, pink) and a prominent pink "Generate Site" button. The interface is clean and modern, with a light blue background.

**AUTOMATION  
LANDING PAGE  
DEVELOPMENT**  
Creating Landing  
Pages In Minutes



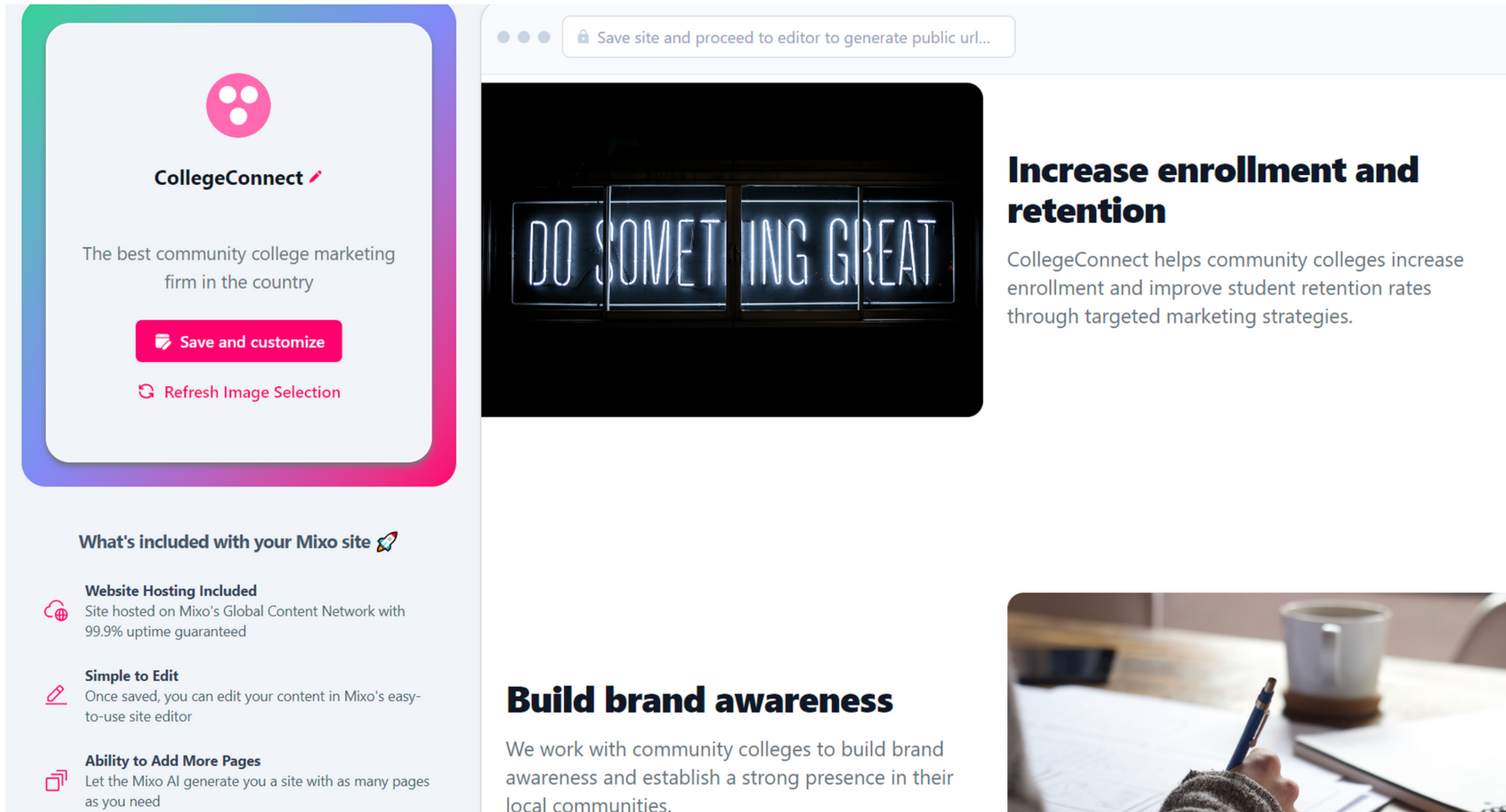
# How Is AI Used In Advertising?



The screenshot shows a website editor interface for CollegeConnect. On the left, a sidebar contains a logo with three dots, the text "CollegeConnect", and a description: "The best community college marketing firm in the country". Below this are two buttons: "Save and customize" and "Refresh Image Selection". The main editor area displays a draft of a landing page. At the top, there's a navigation bar with a lock icon and the text "Save site and proceed to editor to generate public url...". The main content area features a large heading: "Connect with your community college audience". Below the heading is a sub-headline: "As the best community college marketing firm in the country, we help you reach and engage with your target audience". There is an input field for "Enter your email..." and a "Get Started" button. Below the input field, there are five stars and the text "Targeted campaigns | Expert strategies". At the bottom, there is a testimonial: "CollegeConnect has been instrumental in helping our community college reach new students and increase enrollment." attributed to Leo Gonzalez. On the right side of the editor, there is a preview window showing a person's hands typing on a laptop keyboard.



# How Is AI Used In Advertising?



Save site and proceed to editor to generate public url...

**CollegeConnect**

The best community college marketing firm in the country

Save and customize

Refresh Image Selection

**What's included with your Mixo site**

- Website Hosting Included**  
Site hosted on Mixo's Global Content Network with 99.9% uptime guaranteed
- Simple to Edit**  
Once saved, you can edit your content in Mixo's easy-to-use site editor
- Ability to Add More Pages**  
Let the Mixo AI generate you a site with as many pages as you need


**Increase enrollment and retention**

CollegeConnect helps community colleges increase enrollment and improve student retention rates through targeted marketing strategies.

**Build brand awareness**

We work with community colleges to build brand awareness and establish a strong presence in their local communities.

# How Is AI Used In Advertising?




**CollegeConnect**

The best community college marketing firm in the country

[Save and customize](#)

[Refresh Image Selection](#)

Save site and proceed to editor to generate public url...




### Drive student engagement

CollegeConnect helps community colleges drive student engagement by creating compelling marketing campaigns and fostering a sense of community.

**What's included with your Mixo site**

- Website Hosting Included**  
Site hosted on Mixo's Global Content Network with 99.9% uptime guaranteed
- Simple to Edit**  
Once saved, you can edit your content in Mixo's easy-to-use site editor
- Ability to Add More Pages**  
Let the Mixo AI generate you a site with as many pages


**"Their expertise in community college marketing is unparalleled. We've seen significant growth since partnering with CollegeConnect."**

 Mike Jones



# HOW KCKCC USES AI



I'm not a robot  Submit

## Discover the possibilities that await you at Kansas City Kansas Community College.

### Empowering You

Our mission is not only to educate but also to inspire and empower you to reach your full potential. We offer practical workforce career tracks that can have you earning in a high-demand career in as little as a year. Or you can start here and finish your degree at a four-year college. Starting here—makes dollars and sense—and gives you a partner to begin your journey.

### A Haven of Support

We understand that transitioning to college can be challenging, and we're here to make it easier for you. At KCKCC, we prioritize your mental health and offer a supportive environment. We believe that a healthy mind is the foundation for success, and we provide resources, counseling services, and wellness programs to ensure your physical and mental well-being throughout your college experience.

### Partner in Success

Pursuing higher education shouldn't come with a hefty price tag. At KCKCC, we offer competitive tuition rates and numerous financial aid options. By choosing to start here, you can access exceptional education without the burden of overwhelming student debt. Our advisors and financial aid counselors help you succeed.

### 4 Easy Steps

Do these four steps before you start enrolling in classes.

- 1**  
Apply
- 2**  
Attend Orientation
- 3**  
Take the Placement Test
- 4**  
Apply for Financial Aid

WEBSITE CONTENT




CONTENT CREATION

My team uses it at the beginning or end of our process.  
Always fact-checked and reviewed by a human.



# HOW KCKCC USES AI



I'm not a robot  Submit

## FAFSA is Step One!

Earning a degree that pays a living wage is a life changer for you and your family! At KCKCC we are here to help you plan your future with little to no debt! The **first step** is to complete the **Free Application for Federal Student Aid (FAFSA)** online.

**Need help?** Make an appointment – we have staff who can help you complete the form.

KCKCC is an affordable option. Tuition is **\$3,120** a year. The majority of students receive an average of **\$5,394** in free financial aid each year.

### Types of Debt-Free Aid

#### Pell Grants and Other Government Grants

Federal Pell Grants are awarded to undergraduate students working toward their first Bachelor's Degree. The amount is determined by the Expected Family Contribution (EFC) and the student's enrollment status. Other federal programs are also available.

#### Kansas Promise Scholarship

The Kansas Promise Scholarship Act is a last-dollar scholarship program for Kansas high school graduates and students 21 years and over who enroll and complete a certificate or two-year program in a specific career and technical education fields, such as advanced manufacturing, building trades, healthcare, early childhood education and information technology.

#### Academic and KCKCC Foundation Scholarships

KCKCC offers a wide variety of academic, athletic and performance scholarships and grants. In addition, the KCKCC Foundation offers almost 100 scholarships for students.

### 4 Easy Steps

Do these four steps before you start enrolling in classes.

- 1**  
Apply
- 2**  
Attend Orientation
- 3**  
Take the Placement Test
- 4**  
Apply for Financial Aid



TASK AUTOMATION

Re-purposed from our website to be shorter with more compelling headlines.

# MY AI OF CHOICE



I have personally tried about 10 AI marketing apps and these are among my favorite



## WRITE SONIC

Your target market is positively drowning!  
Describe the problem they face that you  
intend to solve.



## CHAT GPT

Describe how they've been managing up  
until now, without the genius of your  
solution.



## WORD TUNE

Revise content. Edit and strengthen your  
original work.

# How Is AI Used In Advertising?



LEXUS PRESENTS  
A FILM WRITTEN BY ARTIFICIAL INTELLIGENCE

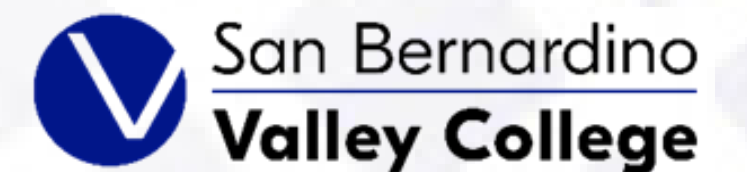
**AUTOMATION**  
**AD CREATION**  
Written By AI After  
Analyzing  
Hundreds Of  
Hours Of Film



WE ASKED AI TO  
WRITE &  
NARRATE A  
VIDEO IN THE  
VOICE OF  
DAVID  
ATTENBOROUGH



AI TOOLS: CHATGPT + FAKEYOU



# AI For Personas

**A customer persona is a fictional representation that is supposed to be resembling your actual students. Based on this, you will be able to ascertain the kind of content that you need to create, the strategies that you should use, channels you should frequent and work on your messaging. AI based tools and systems analyze both publicly available data and internal data to generate actual personas for your college.**



# How Is AI Used In Advertising?

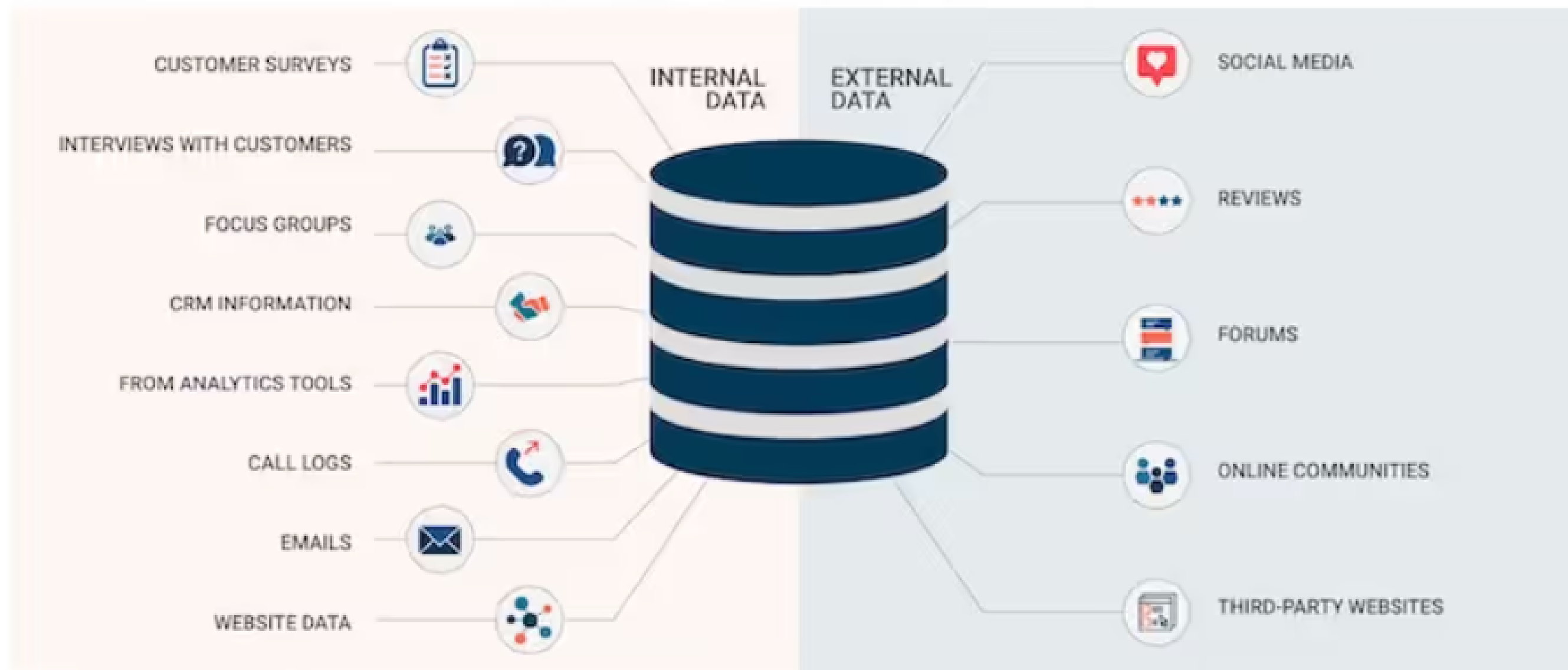


## RESEARCH

Asynchronous Focus Groups; Individuals Participate At Time Right For Them - Not At The Same Time; AI Measures Intent And Tone; Moderator Bias Removed

# How Is AI Used In Advertising?

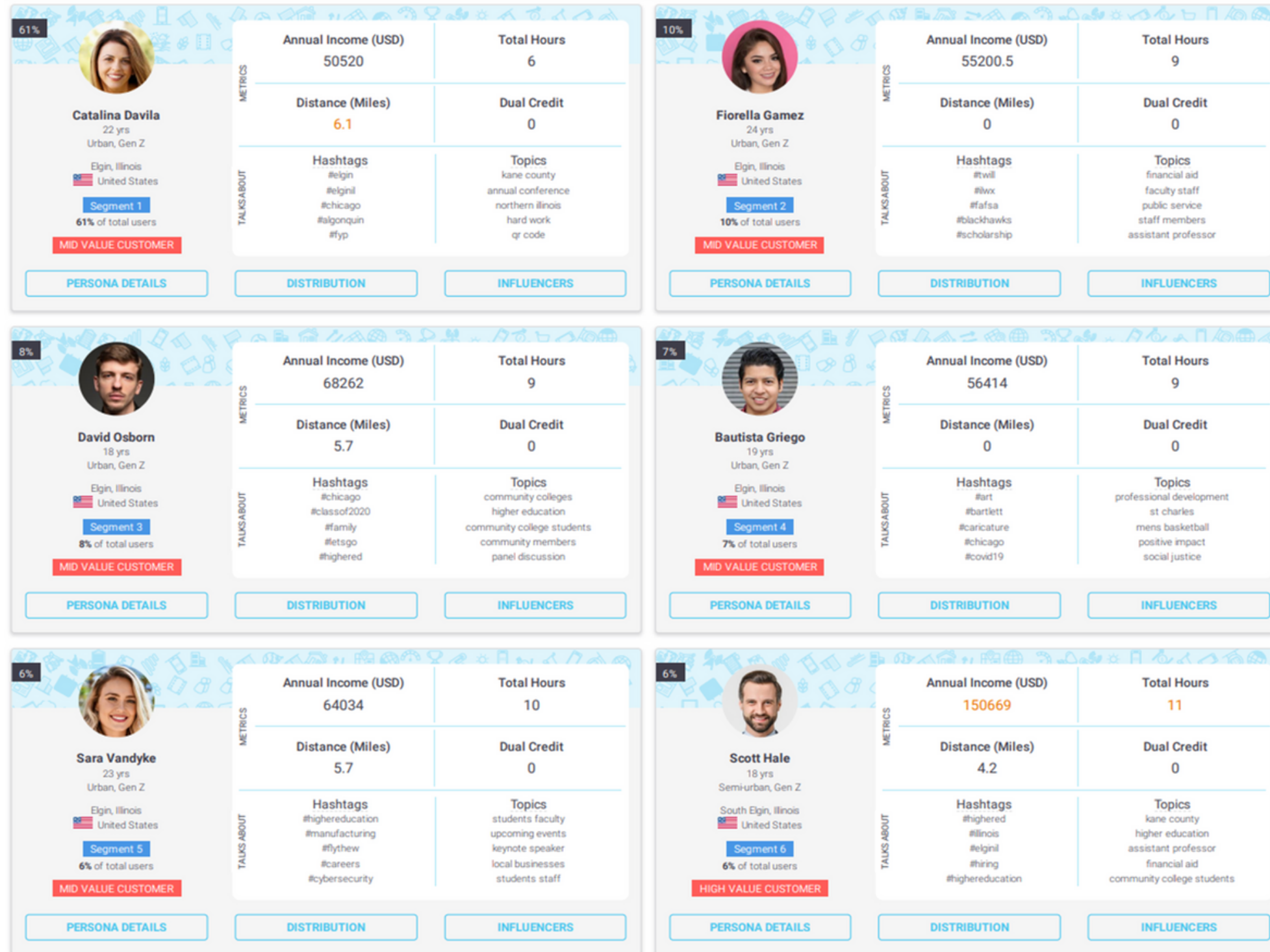
DATA SOURCES FOR AI GENERATED PERSONAS



**PERSONA DEVELOPMENT**  
Understanding Your Current Students



# How Is AI Used In Advertising?



The image displays six user persona cards arranged in a 3x2 grid. Each card represents a different user segment, providing a comprehensive overview of their characteristics and interests. The cards are as follows:

- Catalina Davila (Segment 1):** 61% of total users, Mid Value Customer. Annual Income: 50520 USD, Total Hours: 6. Distance: 6.1 Miles, Dual Credit: 0. Hashtags: #elgin, #elginil, #chicago, #algonquin, #fyp. Topics: kane county, annual conference, northern illinois, hard work, qr code.
- Fiorella Gamez (Segment 2):** 10% of total users, Mid Value Customer. Annual Income: 55200.5 USD, Total Hours: 9. Distance: 0 Miles, Dual Credit: 0. Hashtags: #twil, #wvx, #fafsa, #blackhawks, #scholarship. Topics: financial aid, faculty staff, public service, staff members, assistant professor.
- David Osborn (Segment 3):** 8% of total users, Mid Value Customer. Annual Income: 68262 USD, Total Hours: 9. Distance: 5.7 Miles, Dual Credit: 0. Hashtags: #chicago, #classof2020, #family, #lets go, #highered. Topics: community colleges, higher education, community college students, community members, panel discussion.
- Bautista Griego (Segment 4):** 7% of total users, Mid Value Customer. Annual Income: 56414 USD, Total Hours: 9. Distance: 0 Miles, Dual Credit: 0. Hashtags: #art, #bartlett, #caricature, #chicago, #covid19. Topics: professional development, st charles, mens basketball, positive impact, social justice.
- Sara Vandyke (Segment 5):** 6% of total users, Mid Value Customer. Annual Income: 64034 USD, Total Hours: 10. Distance: 5.7 Miles, Dual Credit: 0. Hashtags: #highereducation, #manufacturing, #lythew, #careers, #cybersecurity. Topics: students faculty, upcoming events, keynote speaker, local businesses, students staff.
- Scott Hale (Segment 6):** 6% of total users, High Value Customer. Annual Income: 150669 USD, Total Hours: 11. Distance: 4.2 Miles, Dual Credit: 0. Hashtags: #highered, #illinois, #elginil, #thing, #highereducation. Topics: kane county, higher education, assistant professor, financial aid, community college students.

Each card includes a profile picture, name, age, location, and a 'TALKS ABOUT' section with 'METRICS' and 'INFLUENCERS' tabs. Navigation buttons for 'PERSONA DETAILS', 'DISTRIBUTION', and 'INFLUENCERS' are located at the bottom of each card.

**PERSONA DEVELOPMENT**  
Understanding Your Current Segments

# How Is AI Used In Advertising?



**Fiorella Gamez**  
24 yrs  
Urban, Gen Z  
MID VALUE CUSTOMER  
10% of total users

“ I am determined to overcome financial barriers and achieve my dream of obtaining a tuition-free associate degree. With perseverance and the right opportunities, I believe that nothing can stand in my way. ”

Elgin, Illinois, United States

### PROFILE

Fiorella Gamez is a 24-year-old female from Elgin, Illinois. She is part of Gen Z and lives in an urban area. Fiorella is single and rents a house in Elgin. She is fluent in English and prefers communication through social media, email, in person, and messaging. Fiorella enjoys traveling for business, eating fast food, watching acting performances, playing soccer, and watching commercials on television and radio. She frequently visits websites like ccdaily.com, edsurge.com, office.com, zoom.us, and mailchimp.com. Fiorella often uses hashtags such as #twil, #ilwx, #fafsa, #blackhawks, and #scholarship. She listens to podcasts like CBS2 News Chicago, Mayo Clinic Talks, Next Question with Katie Couric, and Q&A. Her favorite music artists include will.i.am, Doja Cat, and SZA. Fiorella's movie preferences are drama, short films, comedy, romance, and documentaries. She primarily streams movies on Netflix. Some of Fiorella's favorite places to visit are hospitals/treatment centers, beaches/islands, museums, courts/judiciary, and conferences. Family and spirituality are important values to Fiorella. Her hobbies include participating in contests and winning awards, hunting and shooting, playing trivia games, and experimenting with BBQ/grilling recipes. Fiorella is interested in crime and justice, nursing, the executive branch, vaccines and immunizations, and the military. She experiences a range of emotions from negative to positive and calming to exciting. Fiorella's personality traits include being outgoing, orderly, modest, assertive, and trusting. She uses social networks like YouTube, Facebook, LinkedIn, Instagram, and Twitter. Fiorella's schedule consists of weekdays and weekends, and she is active during the night, morning, late afternoon, evening, and early morning hours. Some insights about Fiorella are that she is a student and is interested in programs related to education and healthcare. She finds promotions, listings/reviews, maps/directions, and social interactions to be influential resources. Fiorella enjoys community sharing, images, videos, blog posts, and questions as content types.

### PERSONAL ASPIRATIONS

Fiorella Gamez aspires to achieve academic success and personal growth in her journey towards acquiring a tuition-free associate degree in Elgin, Illinois. She is motivated to expand her knowledge and skills in order to pursue her passion for nursing and contribute to the healthcare field. Fiorella also aspires to make a positive impact on her community and create a better future for herself and her loved ones.

### GOALS

Fiorella Gamez's goal is to find opportunities and scholarships that will help her cover the expenses of her associate degree in Elgin, Illinois. She aims to minimize the financial burden of tuition fees and make her education more accessible. Additionally, Fiorella strives to excel academically and maintain a high GPA throughout her studies. She hopes to gain practical experience through internships and clinical placements to enhance her nursing skills and prepare for her future career.

### PAINS AND CHALLENGES

Fiorella Gamez faces several challenges and pains in her pursuit of a tuition-free associate degree. One of the significant challenges she encounters is the high cost of education, as she is unable to afford the tuition fees without financial assistance. Additionally, Fiorella may face competition from other students applying for scholarships, making it more difficult to secure funding. Balancing her academic workload with part-time employment or other commitments is another challenge she may face. Finally, Fiorella may experience stress and anxiety related to the academic pressure and expectations associated with pursuing a degree.

### TRIGGERS

Fiorella Gamez is triggered to take action when she sees opportunities for scholarships and financial aid specifically designed for tuition-free education. She is motivated by initiatives and programs that provide support to students like herself who are seeking affordable education options. Additionally, Fiorella is triggered to take action when she comes across success stories of individuals who have overcome financial barriers and achieved their educational goals. Hearing about fellow students who have received scholarships or financial assistance inspires her to actively seek out similar opportunities and apply for them.

### BARRIERS

Fiorella Gamez faces several barriers in her quest for a tuition-free associate degree. One of the significant barriers is the limited availability of scholarships and financial aid specifically addressing tuition fees. There may be a lack of resources and information about funding options, making it challenging for her to navigate the application process. Additionally, Fiorella may face eligibility requirements or criteria that restrict her access to certain scholarships. Other potential barriers include competing with a large pool of applicants and the uncertainty surrounding the selection process. Finally, Fiorella may also encounter logistical challenges such as finding transportation to and from her classes and managing her schedule alongside work or other responsibilities.

## PERSONA DEVELOPMENT

Defining Segments



# How Is AI Used In Advertising?



**Persona: Fiorella Gomez, Age 24, Urban, Gen Z**

### **Academic Innovation And Expertise**

Our expert faculty will help you expand your knowledge and skills so you can excel academically.

### **An Inclusive Environment Where People Matter And Belong**

Our diverse student body includes people like you who are overcoming barriers to achieve their goals and improve their lives.

### **Wrap-Around Support That Provides Necessary Resources And Guidance**

Our goal is for you to graduate with as little debt as possible. Our financial counselors will provide the guidance and resources necessary to find scholarships and other assistance to help you pay for college.

Don't stress! Our success coaches are dedicated to helping you navigate all aspects of the college experience.

### **Collaborative Connections And Partnerships Throughout The Community**

Our connections and partnerships give you critical practical experience through internships and clinical placements that will prepare you for your career.

**Persona: Bautista Griego, Age 19, Urban, Gen Z**

### **Academic Innovation And Expertise**

Driven to excel academically? Elgin's innovative programs and expert faculty will prepare you to achieve your goals.

### **An Inclusive Environment Where People Matter And Belong**

Find a place to belong at Elgin. Whether your goal is to develop leadership skills, expand your professional network, or discover a new passion, you'll connect with others who share your interests.

### **Wrap-Around Support That Provides Necessary Resources And Guidance**

You'll maintain your balance at Elgin. Our success coaches provide the necessary support and guidance to help you navigate all aspects of the college experience.

Elgin has the resources to help you graduate with as little debt as possible.

### **Collaborative Connections And Partnerships Throughout The Community**

Elgin's industry partnerships and community connections lead to internship opportunities for students.

## **PERSONA DEVELOPMENT**

Informing Creative

# How Is AI Used In Advertising?



fid=18318&type=1&key=c58929e55b3110b15266bae339d24332

Optional: Specify specific keywords to be used:

[Empty text input field for keywords]

Optional: Define the audience for the generated content:

People who have been admitted to Illinois Central College but not yet enrolled

Optional: Add specific facts or stats to be included:

Illinois Central College has the lowest tuition rate of in Central Illinois  
Average class size of 15 students  
Graduates get jobs at leading companies, including Caterpillar Inc., OSF HealthCare , and State Farm  
Hundreds of scholarships are awarded each year.

Paste your content here:

[Empty text input field for content]

**PERSONA  
DEVELOPMENT**  
Developing  
Content For  
Personalization



# How Is AI Used In Advertising?



Paste your content here:

Select Writing Styles:

Purple - caring, e... x Maroon - gritty, ... x

Weight for Purple - caring, encouraging:



Weight for Maroon - gritty, determined:



Generate Revised Content

**PERSONA DEVELOPMENT**  
Developing Content For Personalization

# How Is AI Used In Advertising?



File Edit View

Subject: Don't Miss Out - Enroll at Illinois Central College Today!

Hello [First Name],

Congratulations on your admission to Illinois Central College! We are thrilled to have you as part of our talented and diverse community. We understand that enrolling in college can be a big one, but we assure you that it is a decision that will shape your future in incredible ways.

At Illinois Central College, we are committed to providing an exceptional education that is both affordable and valuable. With the lowest tuition rates, we offer an excellent return on your investment. Your education at ICC is not just a cost, it is an investment in your future success.

Our average class size of only 15 students allows for more personalized attention from our dedicated faculty. You won't be lost in a sea of faces - we'll know you by name and help you succeed every step of the way. This level of individualized support is one of the many reasons our graduates thrive in the workforce.

Speaking of careers, did you know that ICC graduates are highly sought after by leading companies such as Caterpillar Inc., OSF HealthCare, and State Farm? These industry giants provide our students with exceptional employment opportunities. By enrolling at ICC, you are setting yourself up for a successful future.

Additionally, our commitment to student success extends to financial support. Each year, we award hundreds of scholarships to deserving students across the state. These scholarships can make a significant difference in covering your educational expenses. Don't miss out on this wonderful opportunity to invest in your education.

We know that you may have questions about the enrollment process or choosing your classes. Our team is here to guide you through this process. To get the following link to register now: [Register Now](<https://answers.icc.edu/loader?fid=18318&type=1&key=c58929e55b3110b15266bae339d24332>)

Time is of the essence, so don't delay. Secure your place at Illinois Central College and take the first step toward a bright future. We are excited to have you on campus and support you on this incredible journey.

If you have any questions, please feel free to reach out to our admissions team at [contact email] or [contact number]. We are here to assist you!

Best regards,

[Your Name]  
Admissions Office  
Illinois Central College

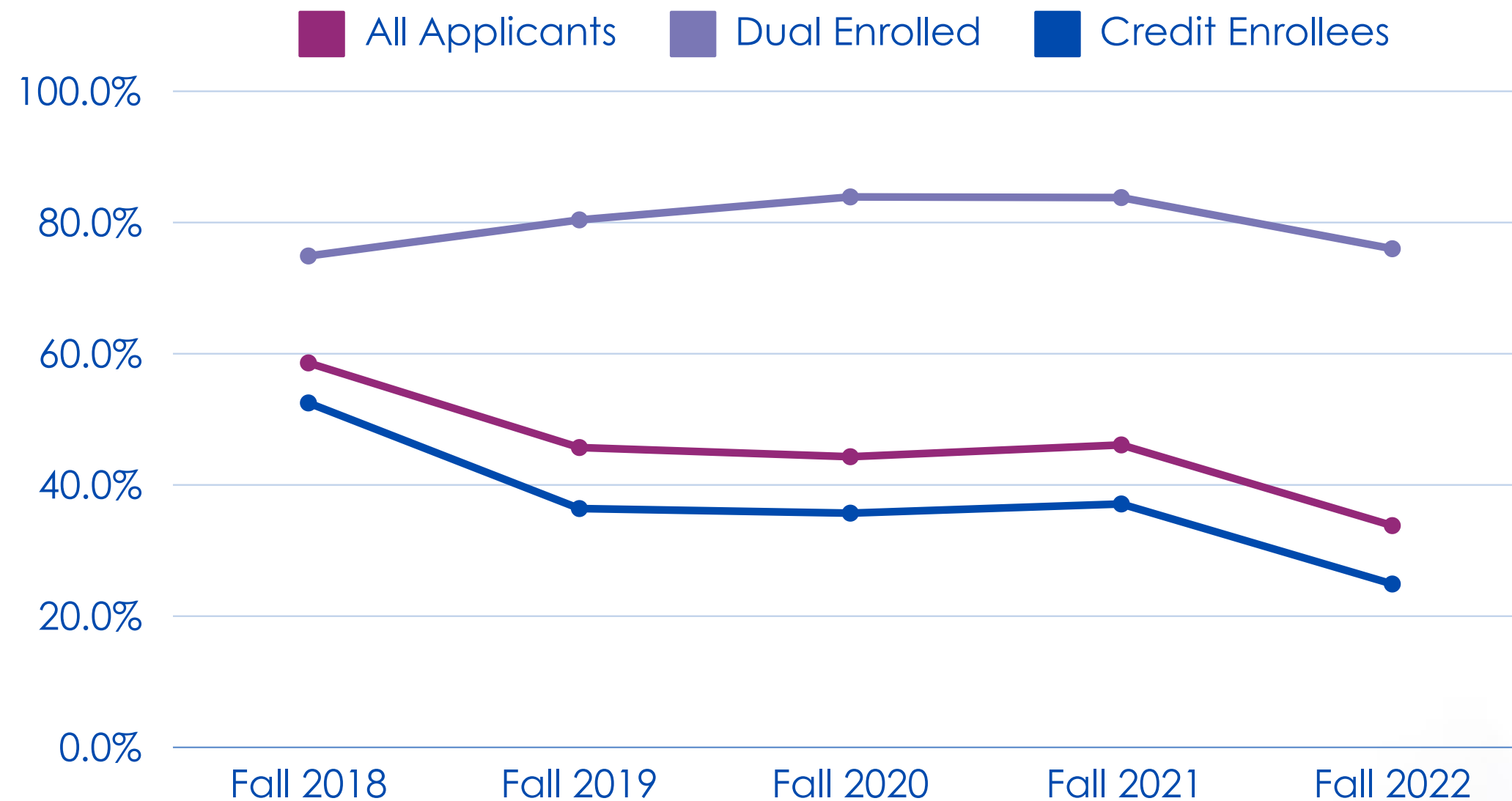
**PERSONA  
DEVELOPMENT**  
Developing  
Content For  
Personalization



# AI For Predictive Modeling

**Predictive AI systems are designed to forecast outcomes based on historical data patterns and existing information. These models rely on machine learning algorithms to identify trends, correlations, and statistical patterns in datasets.**

# How Is AI Used In Advertising?



Applicant Conversion Rates Are At An All Time Low - 25% To 35%  
When Excluding Dual Enrolled/ CCP Students



# How Is AI Used In Advertising?



## ***Key Variables Impacting Enrollment Statistically Significant At $p < .0001$***

- City Of Residence
- State Of Residence
- Zip Code Of Residence
- Educational Goals
- Gender
- Father's Educational Attainment
- Mother's Educational Attainment
- Planned Enrollment Status
- Program Of Interest
- Educational Goals
- Employment Status
- Other Colleges Attended
- High School Track Of Applicant
- Educational Level Of Applicant
- Admit Status Of Applicant

# How Is AI Used In Advertising?



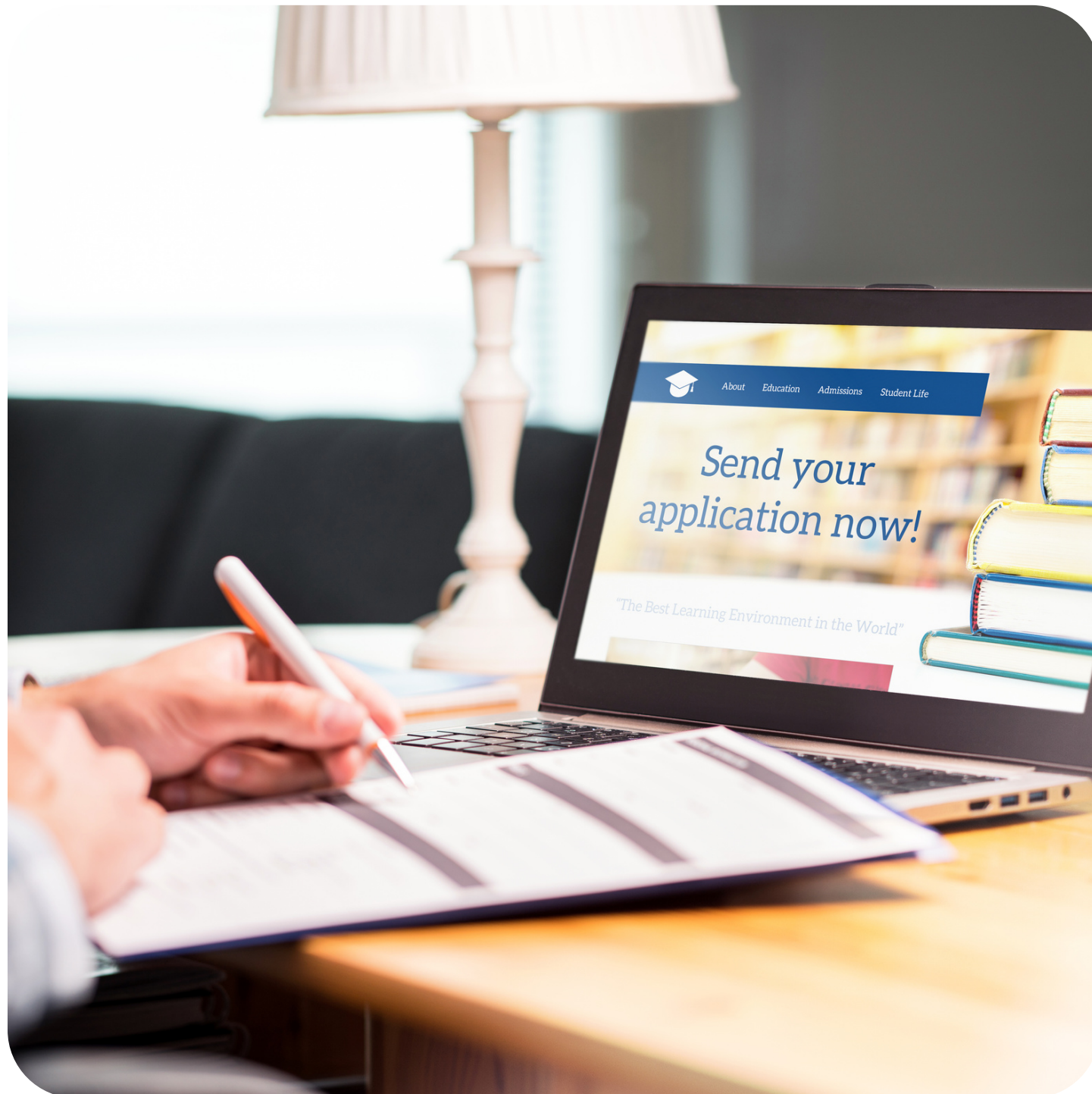
## What Variables Are Most Important?

### COMMUNICATION IMPACTS

- How Do We Determine What Variables Have The Most Impact?
- Predictive Modeling
- All Variables Significantly Impacting Enrollment
- Human Brain Cannot Process That Many Interactions - Enter Predictive Modeling



# How Is AI Used In Advertising?



## USING THE MODEL TO SCORE APPS

- Predictive Model Is Scoring At 67% Accuracy - Will Get Better With More Data
- Score Every Application Entering The College
- Provides A 0% To 100% Score Of Enrolling Per Application To Allow For Better Communication And Assistance
- Can Create Buckets For The Applications (40% To 70%)



# AI Can Help!

- Understaffed?
- Recruiting Talent?
- Maintaining A Sufficient Budget - Reductions In Budget?
- Generating Leads - Increasing Enrollments?
- Finding The Right Tools/ New Tools?
- Finding New Markets?
- Retaining And Training Staff?





**Thank you!  
Questions?**



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