

The background features a dark blue gradient with a central horizontal band of binary code (0s and 1s) in light blue and white. On the left side, there are several colorful, glowing fiber-optic-like lines in shades of purple, blue, and yellow, which appear to converge towards the center. The overall aesthetic is futuristic and technological.

# AI & Selective University Enrollment

**Inequitable enrollment practices** could be exacerbated by AI-powered marketing strategies, personalized messaging, and predictive analytics.

Current financial strains & the **demographic cliff** could accelerate the integration of AI in enrollment pipelines.

To counteract the inequitable impacts of AI in the enrollment industry, we need **ethical data frameworks, industry-level agreements, and public accountability.**

What is  
enrollment  
management?



# Institutional Priorities

...are often **competing interests**.

**Maximize profit**

**Promote equity and diversity**

**Satisfy groups  
(legacy, athletics, donors)**

**Maximize yield**

**Invite regional diversity  
(rural, international, regional)**

**Preserve 'campus character'**

# Enrollment managers step in and provide:

**Consumer  
Research &  
Industry  
Analysis**

**Optimize  
Revenue  
through Aid  
Leveraging**

**Enrollment  
Modeling &  
Predictions**

EAB. (2025). [Marketing and enrollment](#). Online.

EAB. (2025). [Enrollment analytics portfolio for higher ed](#). Online.

EAB. (2025) [Enroll360 Enrollment Management Solution for Higher Education](#) Online.

Hossler, D., & Bontrager, B. (2014). [The handbook of strategic enrollment management](#). Jossey-Bass.

# A Negative Critique of the Enrollment Management Industry

A study of 575 selective institutions from 2000 – 2020 showed that **non-need based aid increased from \$2 billion to \$8 billion**

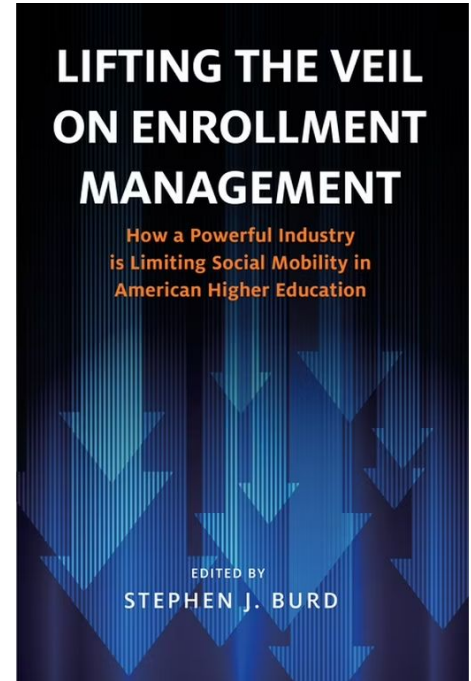
*“The concept is to award financial aid in a way that results in the maximum total amount of net tuition revenue for the institution.”*

(Nathan Mueller, EAB, to Higher Ed Dive)

Burd, S. J. (Ed.). (2024). *Lifting the Veil on Enrollment Management: How a Powerful Industry is Limiting Social Mobility in American Higher Education*. Harvard Education Press.

Burd, S. J. (2024, July 29). Enrollment management industry harms higher ed. Inside Higher Ed.

<https://www.insidehighered.com/opinion/views/2024/07/29/enrollment-management-industry-harms-higher-ed-opinion>



# The demographic cliff

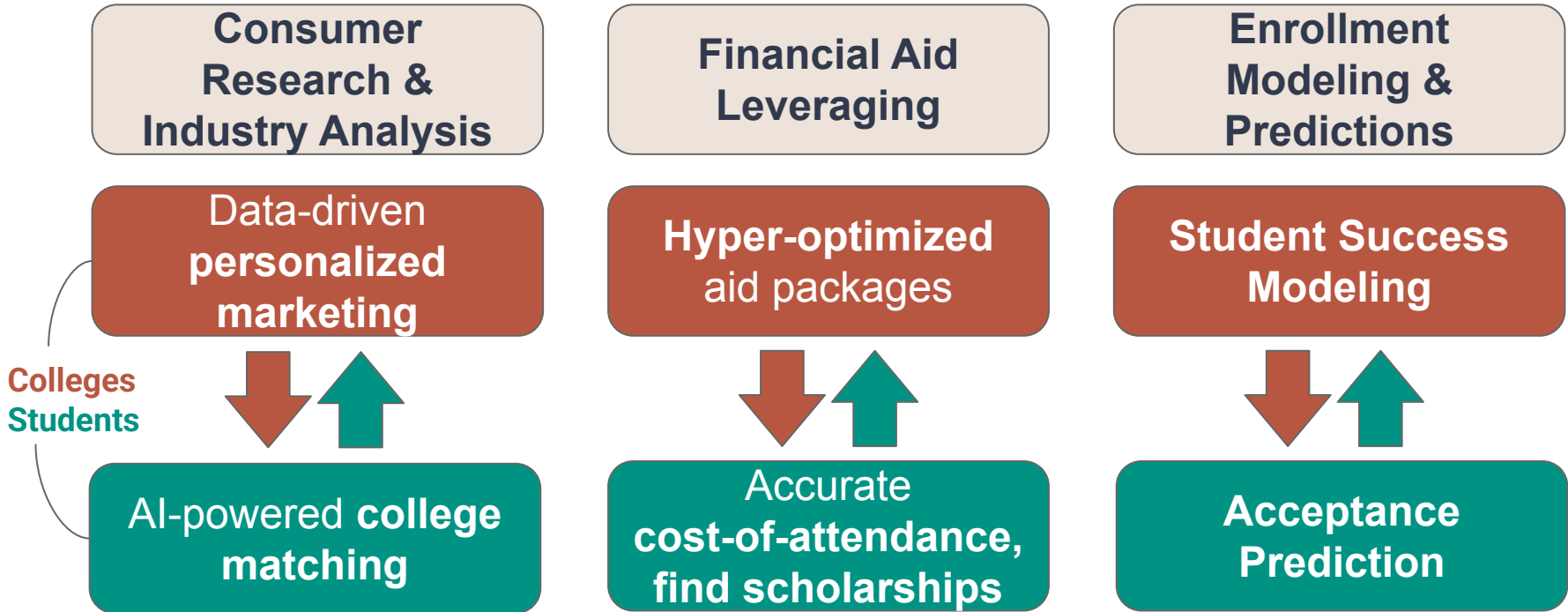
Up to 13% less college age students in the US, from 2026 - 2041 (Knox)

Plus variations in enrollment, funding, and faith in higher education

Knox, L. (2024, December 11). [A Long Way Down the Demographic Cliff](#). Inside Higher Ed.  
Gardner-Cook, R. (2025). [The real demographic crisis isn't national—it's regional](#). EAB.  
Bauer-Wolf, J. (2025, March 27). ['You can't create 18-year-olds': What can colleges do amid demographic upheaval?](#) Higher Ed Dive.



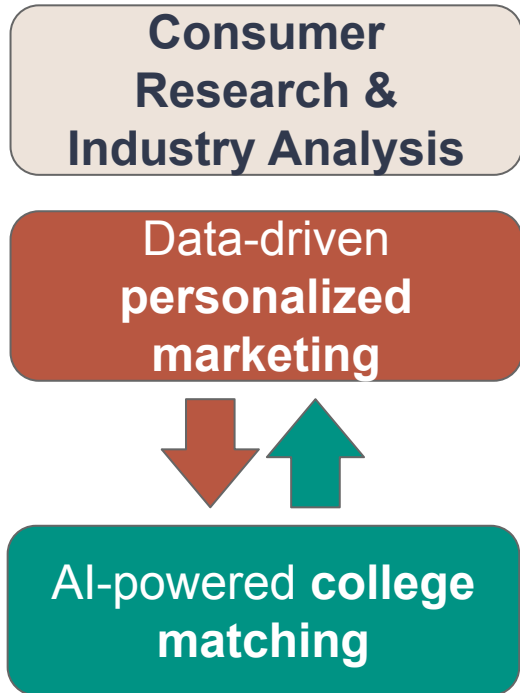
# Enter: AI-powered practices



[Barnard, B. \(2024, September 17\). College admission: An AI revolution. \*Forbes\*.](#)

[Evaristo, E., \(2023, December 4\). Balancing the potentials and pitfalls of AI in college admissions. \*Education News, USC Rossier School of Education\*. \[Online\]\(#\)](#)

# Impact 1: Matching



## Colleges

1. Expanded audiences (adult learners)
2. Personalized messaging
3. Application reminders and automated Q&A

## Students

1. Accurate, personalized matching
2. Chatbots & personalized Q&A
3. Real-time application support

# Spotlight:Kollegio

The screenshot displays the Kollegio website interface. At the top, the Kollegio logo is on the left, and navigation links for 'For Students', 'For Colleges', and 'For Educators' are in the center. On the right, there are 'Sign Up' and 'Login' buttons. The main content area features a dark green background with the text: 'TAILORED JUST FOR YOU', 'Drawing on thousands of data points to find your perfect match.', and 'Discover opportunities that align with your goals, interests, and life stage; no guesswork, just what fits.' Below this is a list of university recommendations with their match percentages: San Jose University (90%), Brown University (76%), Cal Poly Humboldt (84%), Stanford University (64%), and University of Utah (86%). A detailed pop-up for San Jose University shows its location (San Jose, CA), aid availability, average GPA (3.9), social life score (10/10), and food quality (Great). On the right edge of the screenshot, there are several small thumbnail images with captions like 'any st modern day', 'Screenshot 5-11...44.07 PM', 'Screenshot 5-11...52.53 PM', and 'Screenshot 25-11...3.49 PM'.

**\*kollegio** For Students ▾ For Colleges For Educators Sign Up → Login

any st modern day

Screenshot 5-11...44.07 PM

Screenshot 5-11...52.53 PM

Screenshot 25-11...3.49 PM

**TAILORED JUST FOR YOU**

**Drawing on thousands of data points to find your perfect match.**

Discover opportunities that align with your goals, interests, and life stage; no guesswork, just what fits.

- San Jose University** (90% MATCH)
- Brown University** (76% MATCH)
- Cal Poly Humboldt** (84% MATCH)
- Stanford University** (64% MATCH)
- University of Utah** (86% MATCH)

**San Jose University**

- San Jose, CA
- Aid Available
- Average GPA: 3.9
- Social Life: 10/10
- Food: Great

# Impact 2: On equity

## Colleges

1. Optimized & individualized price discounting

Optimized Pricing /  
Aid Leveraging

Hyper-optimized  
aid packages



Accurate  
cost-of-attendance,  
find scholarships

## Students

1. Accurate debt & aid estimates
2. AI-powered personalized advocacy and college counseling
3. Scholarship matching

# Spotlight: Scholarship Owl & College Guidance Network (Eva)

The screenshot shows the ScholarshipOwl website. At the top, there is a navigation bar with the ScholarshipOwl logo and links for "Winners", "Scholarships", "About", "Connect", "Blog", and "Parent". Below the navigation bar, there is a section for "My scholarships" with a list of categories: "Recommended (2)", "Matches (476)", "Picked", "Started (5)", "Submitted (24)", and "Ignored (14)". A notification bubble says "You have 6 new scholarship matches." The main content area is titled "Scholarship matches" and includes filters for "Time until deadline", "Amount \$100 to \$30,000", and "Requirement type". A dropdown menu for "Exclude requirement types" is open, showing options for Essay, Document, Photo, Video, Link, Survey, Question, and Special eligibility. A "Apply" button is visible. Below the filters, there are several scholarship listings, including "Designer S" with a requirement of 2 essays and a \$5,000 amount, and "You Deserve It Scholarship" with no requirements and a \$2,220 amount. A notification bubble at the bottom left says "You have 3 applications with a status update."

The screenshot shows the CGN Family Member Dashboard. The main heading is "Lindsay - Roadmap Summary". Below this, there is a "View Full Roadmap" button. The dashboard displays a "Current Timeframe: 11th Grade June" and a "Task Progress" indicator at 10%. A "Top 3 Checklist Items to Complete Today" section lists three tasks: "Use the Common Data Set to get information on colleges", "Parents: register your teen for fall standardized testing", and "Write a second draft of your Personal Statement". Each task has a "Watch video" link and a "Learn More" button. On the right side, there is a "Eva: Ask The Experts" section with a conversation thread. The thread includes a question about the "Return on Investment" of a college major and an expert response from Michael, Director of International Admission at Rhodes College. The expert response discusses the rising cost of college and the importance of understanding career prospects and personal fulfillment. Below the conversation, there is a "Generate School List" button and a "Conclude" button.

<https://scholarshipowl.com/>  
<https://collegguidancenet.com/for-families/>

# Potential 3: Predictive Power (1/2)



*“GSU’s six-year graduation rate has increased from 32 percent in 2003 to 54 percent in 2014.” (Kurzeil & Wu, 2015)*

*GPS System was only introduced in 2012 (data mining to flag dropout risks and trigger interventions)*

**Enrollment  
Modeling &  
Predictions**

**Student Success  
Modeling**



**Acceptance  
Prediction**

Barnard, B. (2024, September 17). College admission: An AI revolution. *Forbes*.

Kurzeil, M., & Wu, D. (2015, April 23). Building a Pathway to Student Success at Georgia State University.

<https://doi.org/10.18665/sr.221053>

Hutt, S., Gardener, M., Kamentz, D., Duckworth, A., and D'Mello, S. (2018, March 7). Prospectively predicting 4-year college graduation from student applications. In Proceedings of the 8th International Conference on Learning Analytics and Knowledge (LAK '18). Association for Computing Machinery, New York, NY, USA, 280–289.

<https://doi.org/10.1145/3170358.3170395>

# Potential 3: Predictive Power (2/2)

RESEARCH-ARTICLE



## Prospectively predicting 4-year college graduation from student applications

**Authors:** [Stephen Hutt](#), [Margo Gardener](#), [Donald Kamenz](#), [Angela L. Duckworth](#), [Sidney K. D'Mello](#) | [Authors Info & Claims](#)

*“We advocate against using these results for admissions decisions, instead contemplating how they might be used to provide parents and educators with actionable information to guide students towards college success.” (Hutt et. al, 2018)*

Barnard, B. (2024, September 17). College admission: An AI revolution. *Forbes*.  
Kurzweil, M., & Wu, D. (2015, April 23). Building a Pathway to Student Success at Georgia State University. <https://doi.org/10.18665/sr.221053>  
Hutt, S., Gardener, M., Kamenz, D., Duckworth, A., and D'Mello, S. (2018, March 7). Prospectively predicting 4-year college graduation from student applications. In Proceedings of the 8th International Conference on Learning Analytics and Knowledge (LAK '18). Association for Computing Machinery, New York, NY, USA, 280–289. <https://doi.org/10.1145/3170358.3170395>

**Enrollment  
Modeling &  
Predictions**

**Student Success  
Modeling**



**Acceptance  
Prediction**

# Spotlight: Scoir (1/2)

**SCOIR** Scoir AI Academy

🗨️
🔔
S
Shadow ▾

Roster
Parents
Scholarships

< Back to Student Roster

viewing 19 of 27

< Previous
Next >

Lucas T. Owen

- Overview ▾
- Colleges & Applications ▾
- My Colleges
- Scattergram
- Manage Documents
- Send Documents
- Awards
- Messaging
- Surveys

A+ Lucas's list is balanced

🔼 Filters <sup>3</sup>
📄 Columns
👁️ Overview
📄 Export
+ Add College

Name	State	Top Choice	Status ▾	Acc Likelihood	List Price	Avg Net Pri...	Acc Rate	Avg SAT	Avg ACT
New York University	NY		Following	Reach	\$79,192	\$29,499	12%	1520	34
Miami University (Oxford)	OH	# 5	Following	Very Likely	\$55,357	\$23,031	88%	1295	28
Massachusetts Institute of...	MA		Following	Far Reach	\$77,626	\$20,232	4%	1555	35
Drexel University	PA	# 1	Following	Likely	\$77,645	\$39,267	80%	1330	29
Daytona State College	FL	# 8	Following	Very Likely	\$21,394	\$5,674			
Commonwealth University ...	PA	# 6	Following	Very Likely					
Binghamton University	NY	# 4	Following	Level	\$46,709	\$19,535	42%	1425	31
Bates College	ME		Following	Reach	\$79,190	\$27,491	14%	1470	33
Ave Maria University	FL		Following	Likely	\$41,016	\$21,078	44%		
American University	DC		Following	Level	\$70,395	\$41,369	41%	1360	31
Alice Lloyd College	KY	# 7	Following	Very Likely	\$23,510	\$16,596	98%		18

∞
HELP

# Spotlight: Scoir (2/2)

The screenshot displays the Scoir AI Academy interface. On the left is a navigation sidebar with icons for home, profile, calendar, and other features. The main content area is divided into two panels. The left panel shows the student profile for Jimmy S. Aguilar, with a search bar and a notification that says "A+ Jimmy's list is balanced". Below this is a table of colleges. The right panel shows the "College of Charleston" profile, including a "View College" button and a "Predictive Chances" section. This section contains two informational messages and a table of application rounds with their respective deadlines and predicted acceptance chances.

**College of Charleston**  
Charleston, SC

**Predictive Chances**

Add standardized test scores (SAT, ACT, or PSAT NMSQT) for more accurate chances. [Go to Student Profile](#)

Add personal details for more accurate chances. [Go to Student Profile](#)

Round	Deadline	Chances
Early Action	Nov 1	88%
Early Decision	Nov 1	95%
Early Decision II	Jan 15	Unable to predict chances
Regular Decision	Jan 15	73%

Based on 31,930 application outcomes. This predictive model has **great** overall accuracy and correctly identifies **most** acceptances.

[Simulate Profile](#) [Open](#)

# Actions Needed

1. Ethical data frameworks → Student data collection
2. Industry-level agreements → Prohibited admissions criteria/practices
3. Transparency & Accountability → Public audits, explanations

# EDUCAUSE Framework

*For responsible use of student data in higher education*

1. **Shared Understanding:** Joint creation and operation of data
2. **Transparency:** Know what data the institution has, how it's being used, and right to request due process
3. **Informed Improvement:** “Action in the face of evidence”
4. **Open Futures:** Enable opportunity beyond prior performance

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Financial strains & the **demographic cliff** could accelerate the integration of AI in enrollment pipelines.

To counteract the inequitable impacts of AI in the enrollment industry, we need **ethical data frameworks, industry-level agreements, and public accountability.**

# Questions

1. What applicant characteristics should selective colleges be allowed to consider?

Ex: men have been enrolling in college at lower rates—should they be allowed to consider gender?

2. Do you think AI unlocks more advantages for prospective students or for colleges?