Nova Southeastern University Academic Success Story

Ana Roldan

AVP, Chief Technology Officer

NSU Florida

GOALS

- Reduce the time it takes to admit a student to 48-hours or less

- Leverage AI Automation wherever possible to speed up the process while also improving accuracy of decisions

- Leverage Machine Learning to review Enrollment process for additional opportunities to refine our approach

OUTCOMES

- Within 12 months we have achieved our 48-hour target
  - Actual processing of admission now happens in 9 minutes without a human in the process

- Automations are processing 10k+ documents since launch in February saving us 100s of human labor hours

- Machine learning analyzed every step of our enrollment funnel and is now helping us score leads that are likely to apply to NSU

We wrapped our entire enrollment process with hyperautomation services and leading-edge business strategies to create a pre-eminent enrollment pipeline for NSU
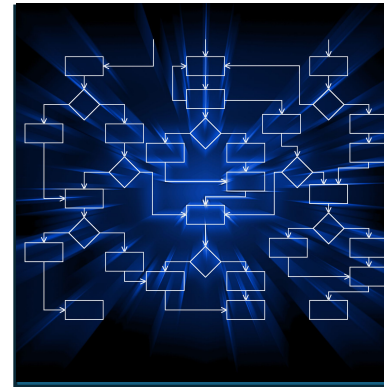
HYPERAUTOMATION PROGRAM
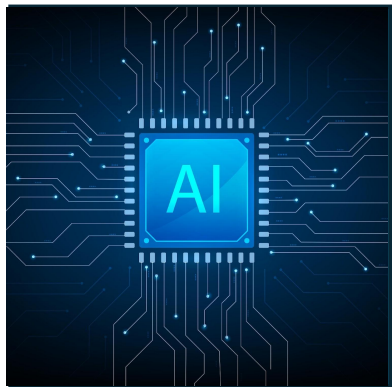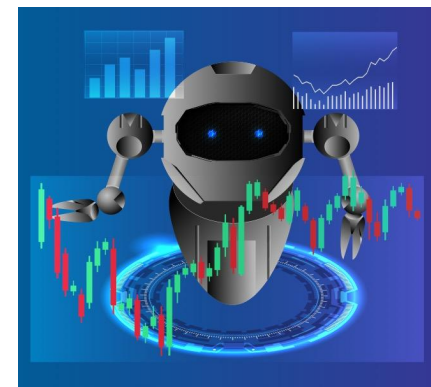

(AI)
Artificial
Intelligence
(48-Hour Admit)

(RPA)
Robotic
Process
Automation
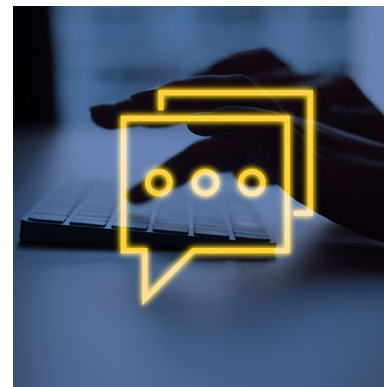(Redaction)
(Transcript
Reader)

Machine
Learning

(BPM)
Business
Process
Management
(Business
Requirements
gathering)

Advanced
Analytics
(Data
Warehouse)

Chat
Bots
(Pre-Admitting)

Predictive Analytics At NSU

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Data Ingestion & Analysis of what's happening

Phase 1 of our project included bringing in data from various sources into our machine learning models and exploring it to see what impacts our enrollment

The "Magnifying Glass"
Machine Learning tools that help us find the needles

The "Needle"
Key Insight / Behavior to transform what we do

The "Heystack"
Large amounts of data that need to be processed

Predictive Analytics

With the understanding of what is happening and the training of the models we can now predict how likely a lead is to apply

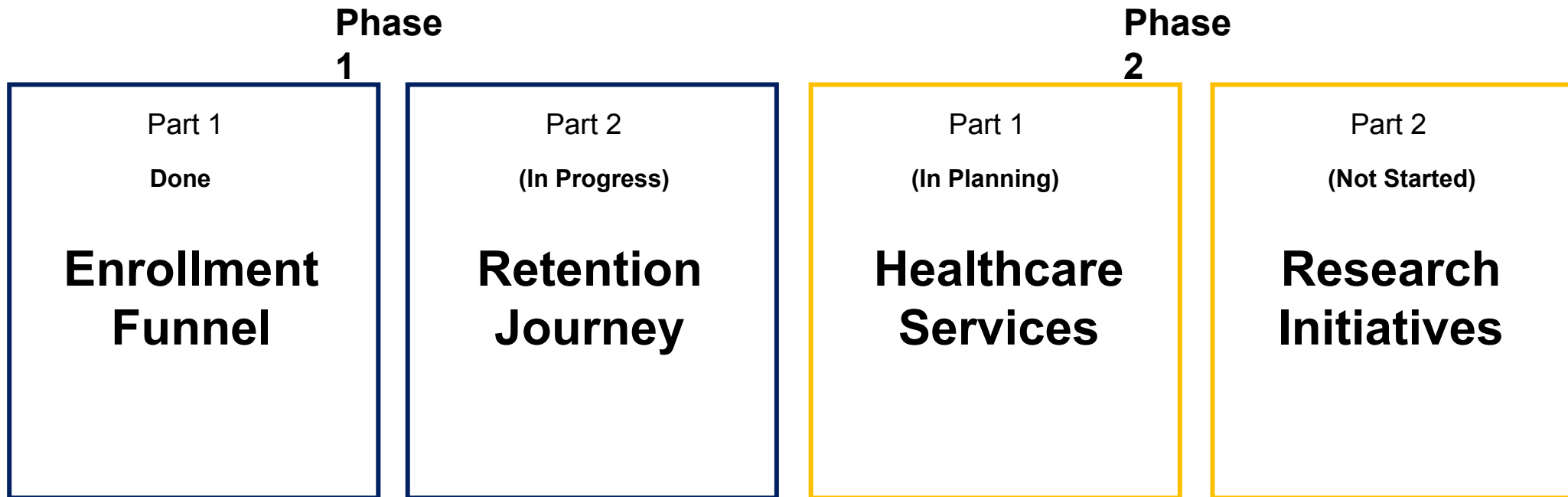#1 John Smith

#3 Jackie Thompson

#5 Sarah Harvard

#10 Razor The Shark

The "Prediction"

Using Machine Learning to test ways we can be most successful with the least amount of funding required to secure the increase

Phased Approach

We are rolling out these predictive analytics tools in a phased approach across 2024 – 2025 so all aspects of NSU can take advantage of these advanced analytics

Phase 1

Phase 2

Part 1 Done **Enrollment Funnel**	Part 2 (In Progress) **Retention Journey**	Part 1 (In Planning) **Healthcare Services**	Part 2 (Not Started) **Research Initiatives**

*As we implement in each of these areas, we are uncovering new opportunities to go after

Thank you! Q&A

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