

EDSIGHTS PROPOSAL

CONVERSATIONAL AI FOR STUDENT SUCCESS

MISSOURI STATE UNIVERSITY - SPRINGFIELD

IT Council 2024/2025

11/05/2024

What it is and why we are proposing it

- We propose implementing EdSights' AI-powered chatbot to improve student persistence, retention, and success at Missouri State University – Springfield.
- The chatbot uses real-time data, persistence research, and scalable text-based (SMS) communication to continuously engage students and proactively address barriers to their success.
- This proposal aligns with our academic priorities to increase student retention and enhance advisor efficiency.

Benefit to Missouri State University – Springfield

- **Increased Retention:** EdSights has demonstrated an average of 4% retention increase at partner institutions. Based on a 1% increase we should see a return of \$533,927 for a single semester of revenue.
- **Improved Support Efficiency:** The system identifies high-risk students, allowing staff to focus efforts on those in need, reducing advisor bandwidth issues.
- **Student Engagement:** Personalized, research-backed messages increase student engagement.
- **Student Financial Data:** The system would provide us with early indicators on students who struggle financially, data no longer available to us due to FAFSA changes.

Proposal Cost

- **Our ask today:** \$60,000 in SCUF funds
- The office of Institutional Effectiveness will cover the remaining \$20,675

	YEAR 1 FEE	YEAR 2 FEE	YEAR 3 FEE
CORE PRODUCT	\$115,250	\$115,250	\$115,250
30% DISCOUNT	(\$34,575)	(\$34,575)	(\$34,575)
NET FEE	\$80,675	\$80,675	\$80,675