The Positive Effects of AI on Enrollment and Retention

Othot Partners:

$5M Increase in NTR*

4x # of variables analyzed with > accuracy compared to regression-based models

2.5x In 2020, Othot partners exceeded market enrollment by 2.5x

3% Increase in retention

General Statistics:

2,300 4-year institutions offer bachelor's degrees or higher in the US

(2018-19—nces.ed.gov/programs/coe/indicator/csa)

2.5% Overall postsecondary enrollment declined 2.5% in fall of 2020—nearly twice the rate of enrollment decline reported in fall of 2019

(www.insidehighered.com/quicktakes/2020/10/30/colleges-forecast-net-tuition-revenue-declines-fiscal-2021)

60% Public institutions project NTR declines in fiscal 2021

(nces.ed.gov/programs/coe/indicator/ctr)

75% Private institutions project NTR declines in fiscal 2021

81% Overall retention rate at 4-year public institutions

82% Overall retention rate at 4-year private institutions

*Net Tuition Revenue

For more information or to schedule a demo of the Othot Platform, please contact us at othotteam@othot.com or visit our website at othot.com

ABOUT OTHOT
Othot, a Liaison company, is the leader in artificial intelligence and prescriptive analytics solutions for higher education institutions across the United States. Together, Othot and its partner schools focus on each institution’s specific enrollment, student success, and advancement goals. Othot’s cloud-based solution provides continuous intelligence in real time and empowers schools to engage each prospective, current, and former student with the right tactic at the right time. Othot is higher intelligence for higher education.