

The Positive Effects of AI on Enrollment and Retention

Othot's artificial intelligence solution guides colleges and universities to make informed decisions throughout the entire student-to-alumni lifecycle by better understanding each individual. The result? Increases in enrollment, NTR, and retention.

Othot Partners:

\$5M Increase in NTR*



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

34% Enrollment growth some partners have achieved



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

(National Student Clearinghouse Research Center final fall 2020 enrollment report)

60% Public institutions project NTR declines in fiscal 2021

75% Private institutions project NTR declines in fiscal 2021

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

81% Overall retention rate at 4-year public institutions



82% Overall retention rate at 4-year private institutions

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

*Net Tuition Revenue

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.