



AI's Impact *on* Higher Ed

With artificial intelligence (AI) set to play a bigger role in the way we live and work, it raises the question of **how it will affect higher education** administrators, faculty, and students.



What *is* AI?

It is the development of computer systems able to perform tasks normally done by humans. AI uses algorithms to do everything from picking stocks to diagnosing diseases.

AI Expansion & Growth

From 2018-2022, AI use in the U.S. education sector is expected to grow at a rate of 47.77%.*



Admission and retention **jobs are likely to be partly automated:** their functions will *change, not disappear*. These staff members may perform *different* administrative tasks based on AI data.

Recruiting & Admissions

Staff will have more opportunity to personalize students' admissions experiences with fewer resources.

Examples of Tasks AI Can Improve:

- ✓ Answer inquiries received during admissions cycle – quickly
- ✓ Deliver prospective students informational materials and answers to common admissions questions within hours of their request
- ✓ Predict applicants most likely to enroll
- ✓ Automate tedious activities, such as visa processing, student housing selection, and course registration

Student Success & Retention

Staff's retention efforts will be more proactive than reactive, reducing pressure on "front-end" admissions offices and improving schools' bottom lines.

Examples of Tasks AI Can Improve:

- ✓ Identify early warning signs, red flags, and students who are most likely to struggle academically
- ✓ Create rapid tutoring and retention intervention strategies
- ✓ Engage students throughout the lifecycle

Want *to* learn more?

Read "[Artificial intelligence and recruitment, admission, progression, and retention](#)" from the *Enrollment Management Report*.

Don't Ignore *the* Role AI Will Play *in the* Future

While they should be careful not to over-rely on it, higher ed staff stand to benefit from AI's ability to automate time-intensive tasks, freeing them up to create more personalized student experiences. If your institution needs help supporting new technologies, Wiley Education Services can help: contact us at 630-366-2900 or edservices.wiley.com.

Sources:

* *Artificial Intelligence Market in the US Education Sector 2018-2022* report

* Dennis, Marguerite, (2018). [Artificial intelligence and recruitment, admission, progression, and retention](#). *Enrollment Management Report*, 22(9).