

Ellucian

AI in Higher Education



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10.1.25

Types of AI in Higher Education





92% of students use generative AI, with

vs Agentic AI vs. Generative AI

Feature	Generative AI	Agentic AI
Focus	Content creation	Goal achievement & task execution
Interaction	Prompt-based responses	Autonomous decision-making
Adaptability	Limited	High (can change plans mid-task)
Examples	ChatGPT, DALL·E	AI agents that book travel, manage workflows, or optimize schedules

18% admitting to submitting AI-generated work. Forbes

77% of C-suite
leaders report
productivity gains
from AI adoption
Forbes



Applications of Agentic AI

- **Pharmaceuticals & Life Sciences**
Accelerates drug discovery, automates clinical trial analysis, and streamlines regulatory documentation.
- **Enterprise Automation**
Handles tasks like invoice matching, approval workflows, and resource planning with minimal human input.
- **Education**
Personalizes learning paths, predicts student performance, and automates administrative tasks.
- **Customer Service**
Manages claims, schedules appointments, and provides personalized support through autonomous agents.
- **Sales & Marketing**
Optimizes outreach strategies, automates lead qualification, and coordinates follow-ups across channels.

Strategic Outcomes with AI



Work Smarter

Automate time-consuming manual processes.



Student Success

Meet student expectations for digital experience.



Radical Transformation

Set up your institution for smart growth in the future.

AI Benefits for CFOs in Higher Education



Financial Forecasting & Budgeting

Improve predictive modeling and scenario planning



Operational Efficiency

Automate routine finance tasks



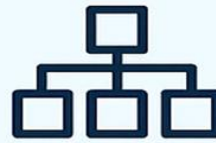
Strategic Decision-Making

Simulate financial outcomes, support decisions



Governance & Compliance

Monitor transactions, ensure adherence to regulations



Data Governance & Ethics

Built on bias-free, high-quality data



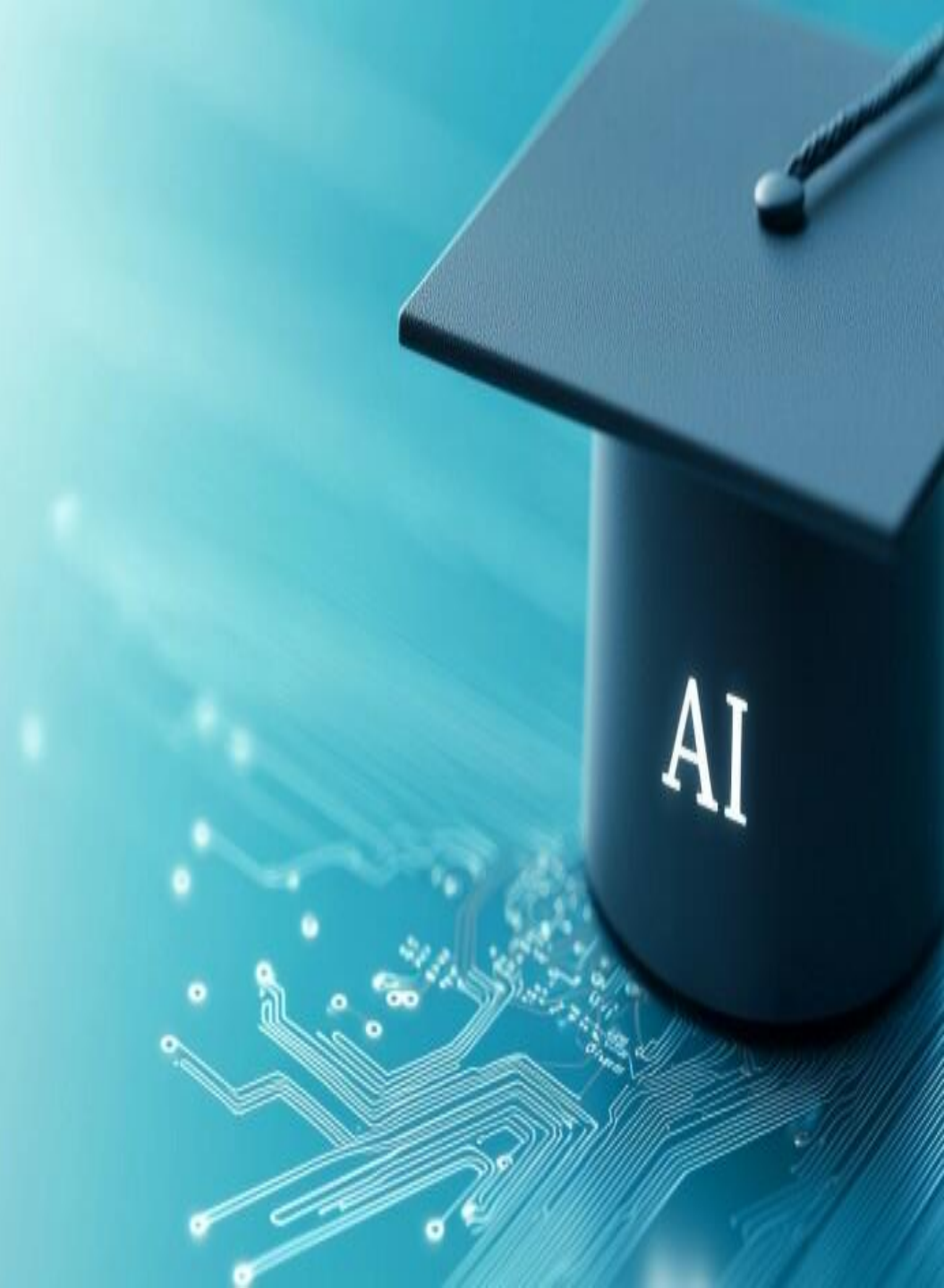
Enrollment & Revenue Optimization

Forecast tuition revenue, retention strategies

Operational Efficiency and Cost Reduction

Automation of Routine Tasks: AI can handle repetitive financial tasks like invoice processing, payroll, and compliance reporting, freeing up staff for strategic work

Resource Optimization: AI systems identify inefficiencies in staffing, facilities usage, and procurement, allowing CFOs to reallocate resources more effectively.



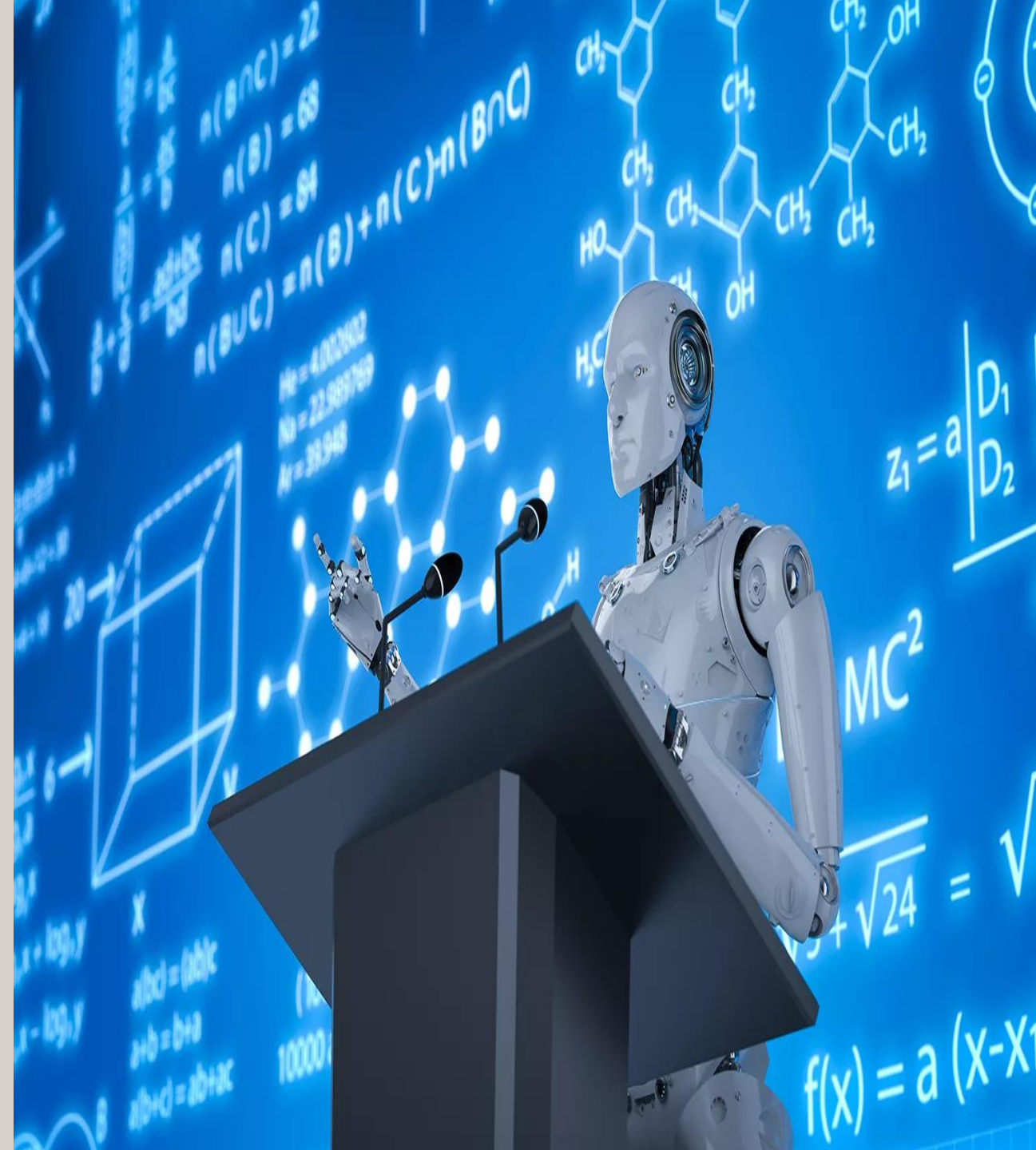
Revenue Generation and Innovation

New Business Models: CFOs are increasingly involved in monetizing campus assets, developing online programs, and exploring AI-enhanced services

Strategic Partnerships: AI insights support the identification of potential industry collaborations and donor engagement strategies.

Examples:

- Selling or leasing campus energy infrastructure
- Partnering with developers to build mixed-use facilities
- Some institutions are experimenting with Netflix-style models for continuing education



Increase Effectiveness with AI-Driven Budgeting & Financial Planning

Predictive Analytics: AI tools can forecast enrollment trends, tuition revenue, and operational costs with greater accuracy, enabling more agile and informed budgeting

Real-Time Budget: Adjustments: Automated systems allow CFOs to adjust budgets dynamically based on actual performance and changing conditions.

Scenario Modeling: AI enables simulation of multiple financial scenarios, helping CFOs prepare for funding cuts, enrollment shifts, or policy changes.



AI Adoption
by university
administrators
has **doubled** in
the past year.

*How many of you are
using AI for both work
and personal purposes?*

61%

of university
administrators report
using AI for both work
and personal purposes

– ELLUCIAN AI REPORT

93%

expect their use of AI
at work to significantly
increase in the next
two years

– ELLUCIAN AI REPORT

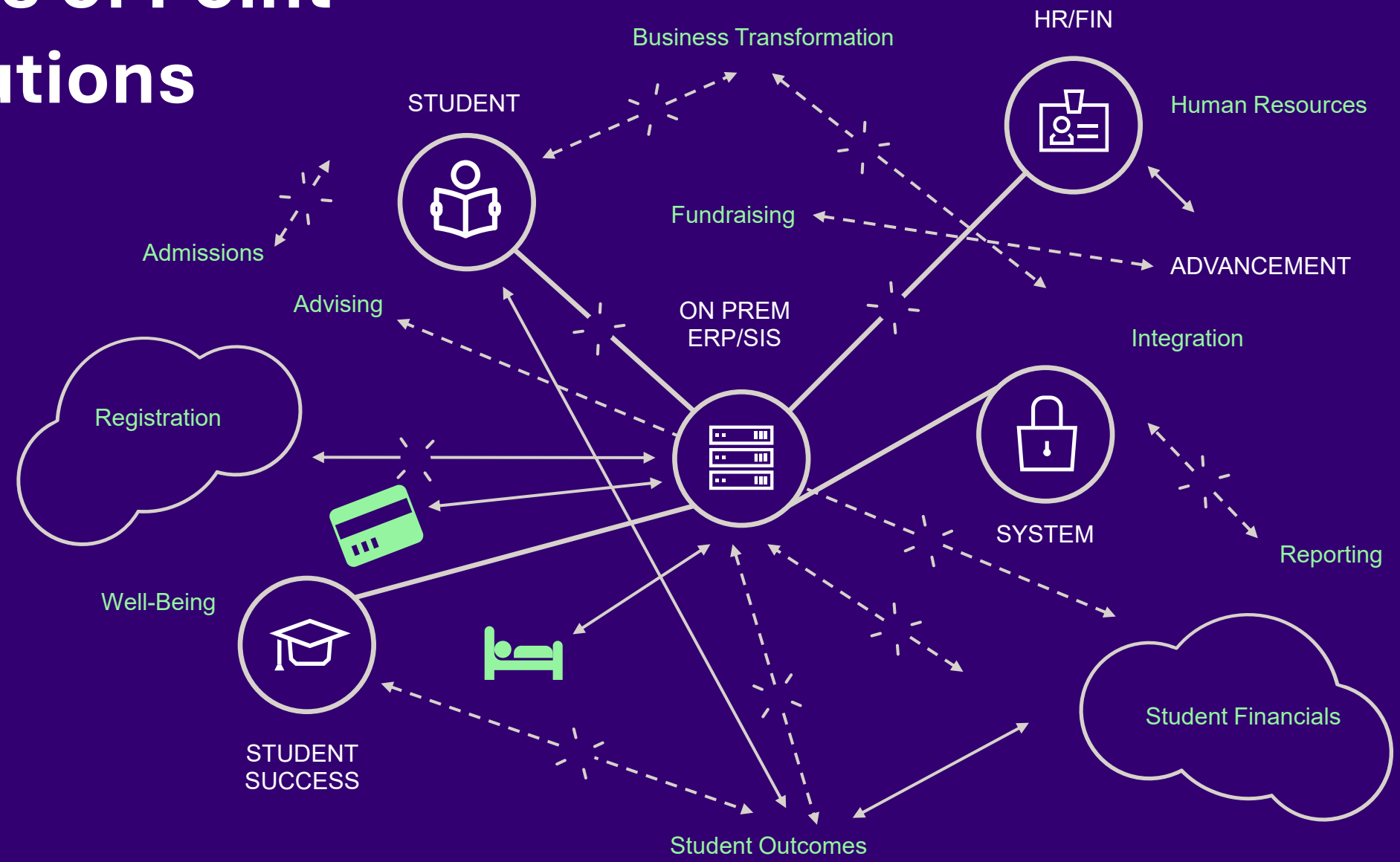
AI is becoming a **foundational part**
of how institutions operate, adapt,
and thrive.

ELLUCIAN AI VISION

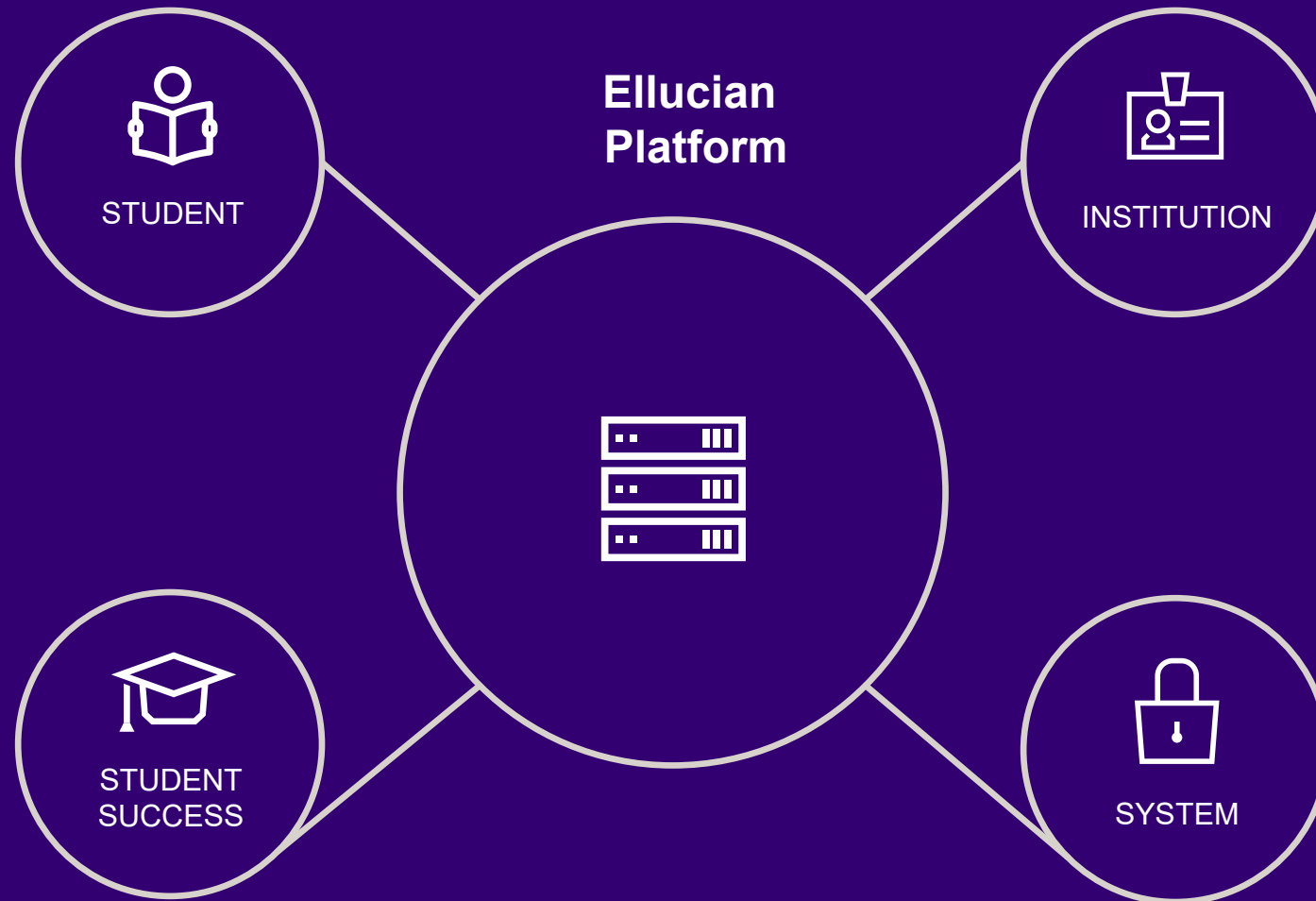
Building the world's most transformative AI solutions for Higher Education.

- Training from the richest source of data
- Automating with unmatched higher ed expertise
- Designed to elevate people, not replace them

Maze of Point Solutions



Stabilized AI Powered Ecosystem

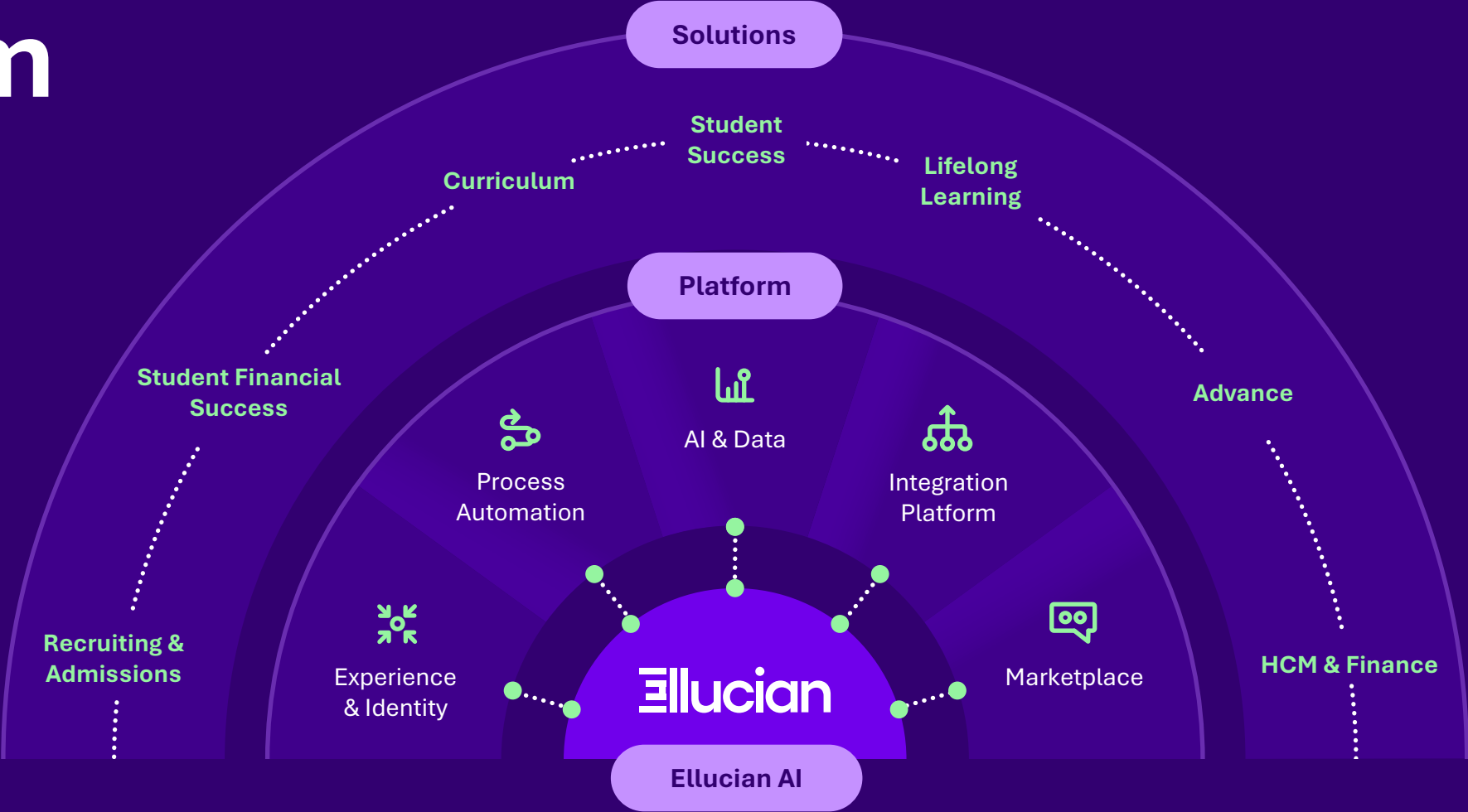


Ellucian SaaS Platform

8.6M
Unique Users to Date

500%
Increase in Integration
Calls

2.23M
Workflow Runs



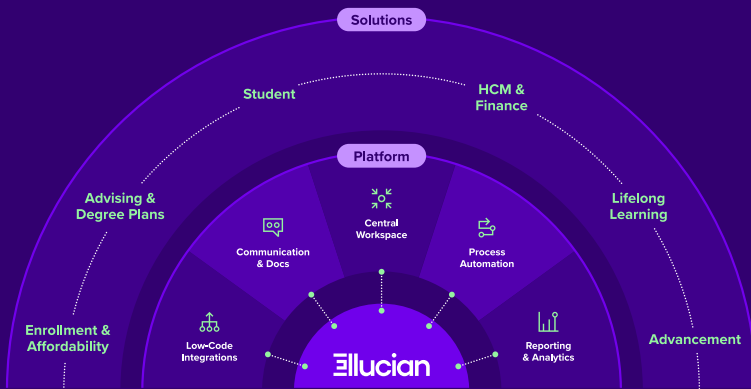
AI Capabilities

AI Assistants

AutoML

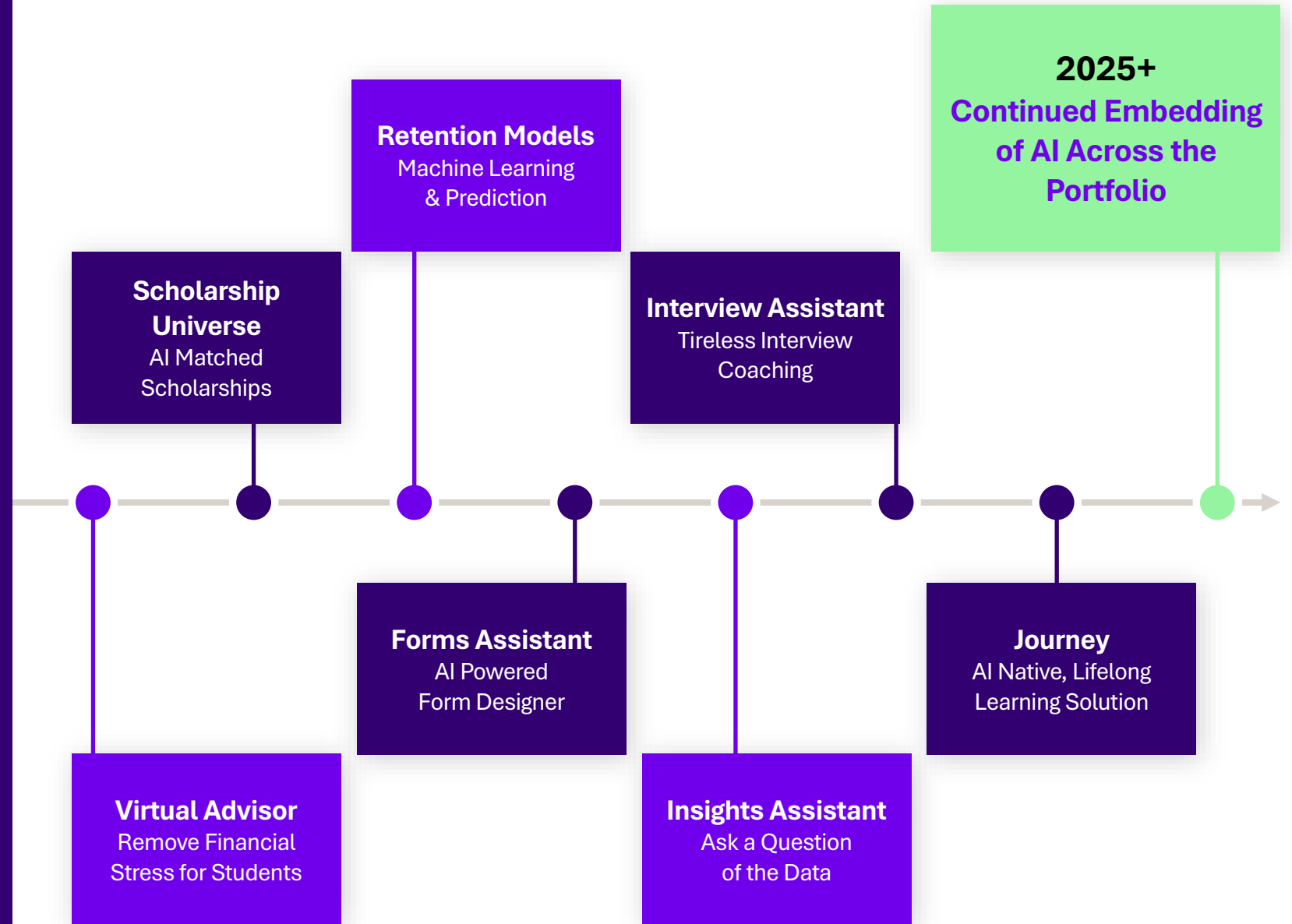
Agents

Ellucian Brings AI to You



AI SaaS Solutions

- Chatbots
- AI Recommendations
- Chat Completion in Serverless APIs
- OpenAI Fittings



AI-Powered Data Platform



Invest in AI that adds value, not noise.

AI ACROSS THE STUDENT LIFECYCLE

Fund more students with **Scholarship Matching**

Give 24/7 support with **Virtual Student Assistant**

Keep students on track with **Smart Degree Planning**

Upskill and reskill with **Lifelong Learning**

AI ACCELERATION FOR STAFF

Boost Productivity:

- ✓ **AI Forms Assistant**
- ✓ **AI Writing Assistant**

Improve Decision-Making:

- ✓ **Predictive Retention Models**
- ✓ **Historical Retention Models**

With agents that go beneath the surface.

Other agents only operate from a surface-level understanding.

Operational Rules

Policy Logic

Regulatory Compliance

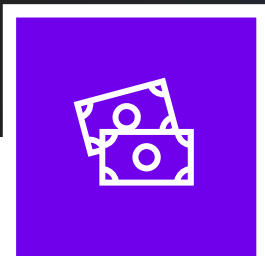
Strategic Intent

Ellucian agents act on 50+ years of expertise and institution insight.

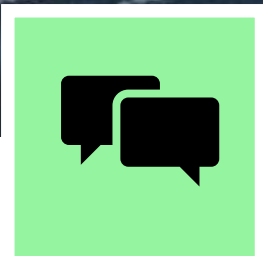
AI in Student Solutions

AI Across the Student Lifecycle

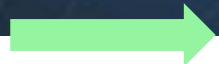
Better digital experiences to drive student success



Fund more students
└ **Scholarship
Matching**



Give 24/7 support
└ **AI Virtual
Student Assistant**



Keep students on track
└ **Smart Degree
Planning**



Upskill and reskill
└ **Lifelong
Learning**

SCHOLARSHIP UNIVERSE

Scholarship Matching

Connect students to the personalized scholarships they need when and unlock every aid dollar.

Pre-match students to scholarships

Decrease unspent funds

NLP algorithm powers matching



Generally Available

Ellucian Student

AI scholarship matching

EU

Hello Ava,

\$14,000 to Support Your Future

Choosing the right school is a big decision, and we're here to make it easier. You've been matched with **5 scholarships totaling \$14,000 per academic year.**

VIRTUAL ADVISOR

AI Virtual Student Assistant

Drive completion with a Virtual Student Assistant designed to guide students through the financial aid and enrollment process.

Automate answers to commonly asked questions

Explain financial aid offer to students

Assistant distills complex information for students



Ellucian Student

Generally Available

Financial aid Chatbot



Hello, how can I help you today?

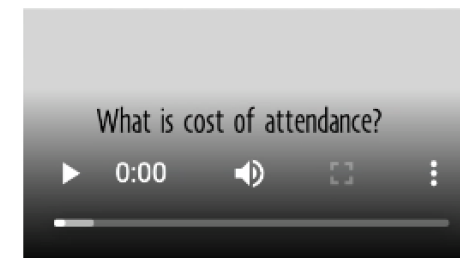
What is cost of attendance?



The cost of attendance is an estimated yearly expense at Eloyce, covering tuition, fees, housing, meals, books, and transportation.

I found a great video on this subject if you'd like to watch it.

What is cost of attendance?



SMART PLAN

Smart Degree Planning

Smart Plan does the planning, so students and advisors can focus on the execution.

Serves as academic GPS to calibrate students' best path

Keeps students on track to completion

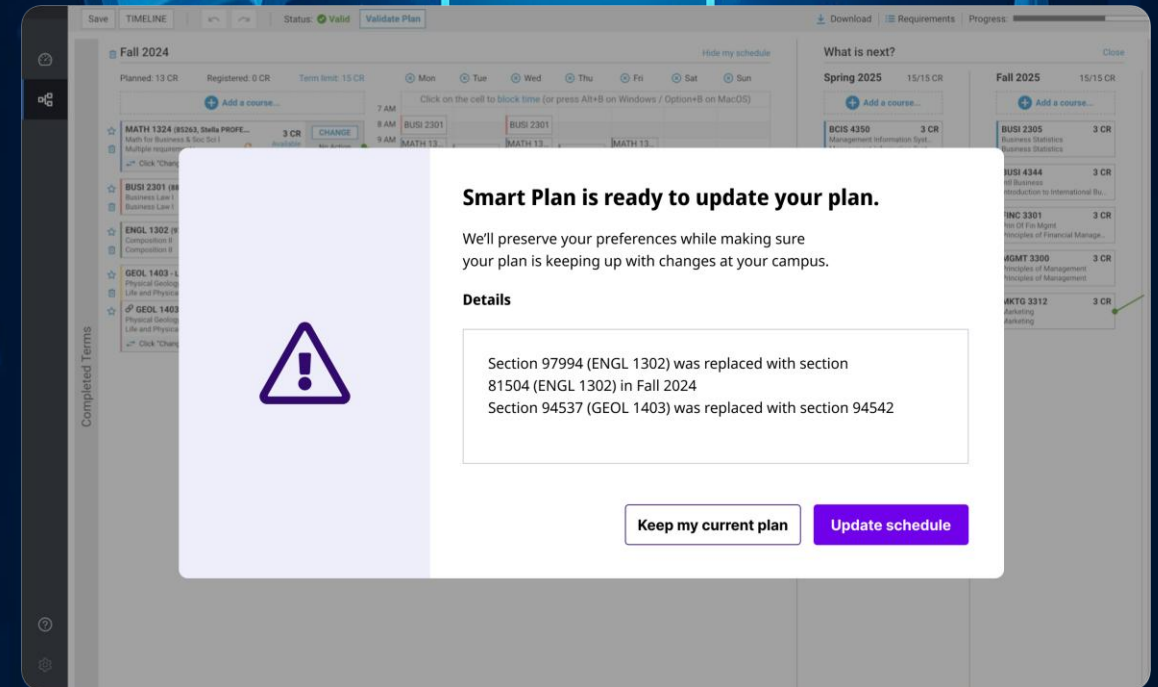
AI assistant analyzes student changes, identifies mistakes, and corrects them proactively



Ellucian Student

AI to keep students on track

Generally Available



JOURNEY

Lifelong Learning

Connect CE and WFD curriculum to workforce needs by automatically mapping the skills institutions teach to the skills employers seek.

Transforms your institutional data into skill-building experiences

Aligns curriculum to workforce needs on students' existing skill sets

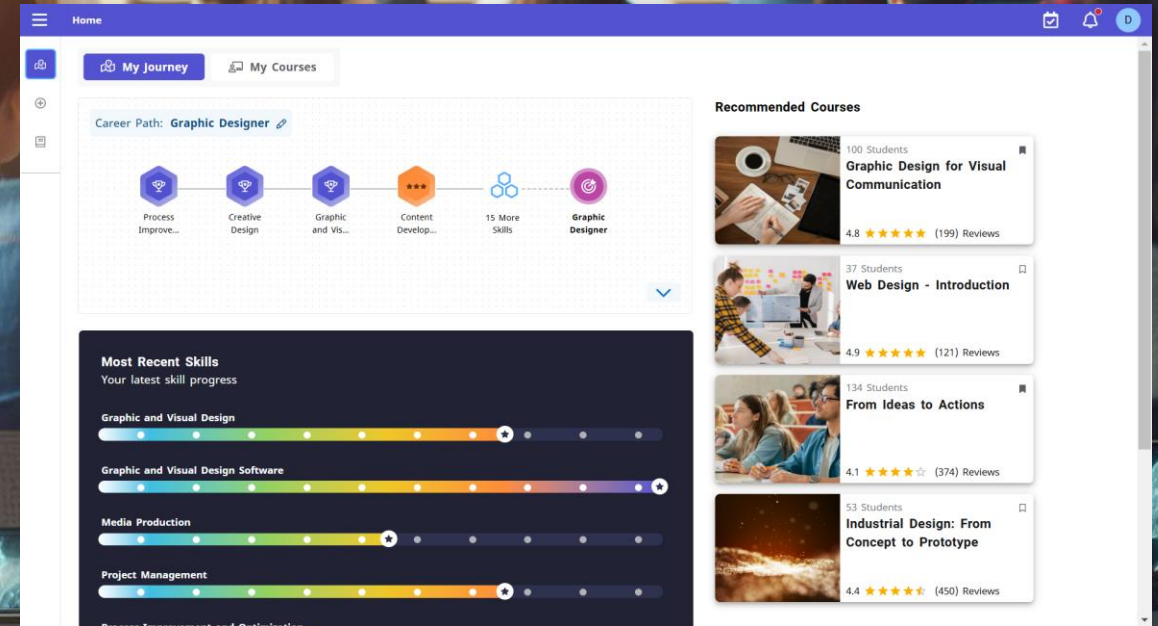
AI recommends paths for students and the courses within them



Ellucian Student

Skills-based learning

Generally Available



AI Acceleration for Staff

AI Acceleration for Staff

Work smarter and unlock
your data.

- ✓ Forms
- ✓ Tasks
- ✓ Pages
- ✓ Cards
- ✓ Emails
- ✓ Workflows
- ✓ Integrations
- ✓ Reports



Boost productivity

Help staff work smarter with AI Assistants like:

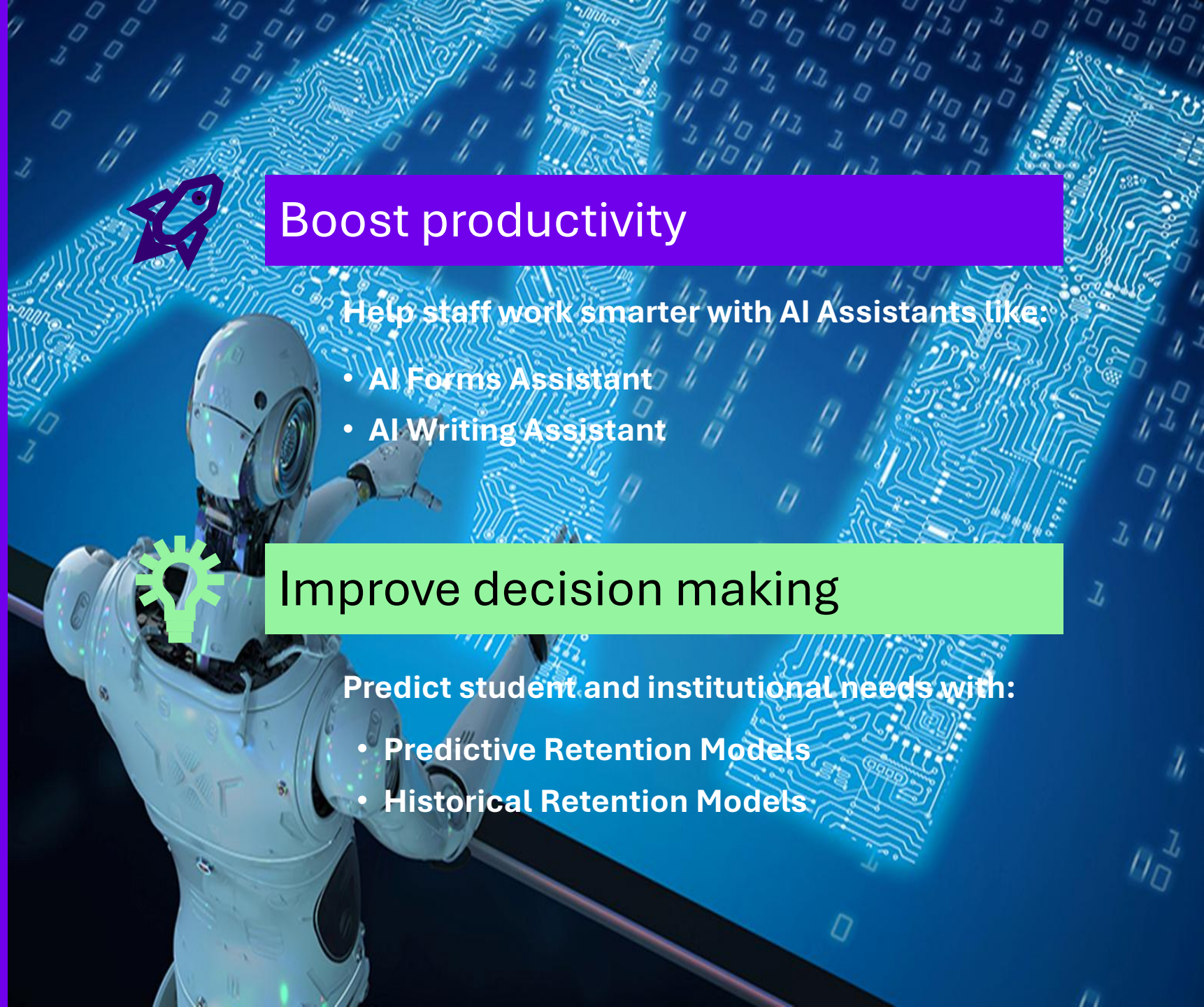
- AI Forms Assistant
- AI Writing Assistant



Improve decision making

Predict student and institutional needs with:

- Predictive Retention Models
- Historical Retention Models



FORMS

AI Forms Assistant

Non-technical users can create forms with ease and reduce potentially hours of manual work with Forms AI Assistant.

Creates forms in seconds from natural language form generation

Recreate a PDF or an image in digital format

NLP and GenAI power Forms capabilities



Forms Assistant

Hello, I'm Your Forms Assistant.

I can help you get started with your new form. Just tell me what you're looking to do, or simply upload an example form, then I can help you build it!

If you'd like to create one on your own, just click the No Thanks button below.

Frank Johnson

PDF

Salary...

Forms Assistant

Here is the form you requested:

ex I need to build a change of address form)

No Thanks, I'll Build My Own

Create New Form

Form Name: Salary Adjustment Request

Form Fields:

Field Label	Field Type	Options	Required
Part One – General Information			
Requested increase for	single line textbox		No
Time in current position	single line textbox		No
Time with bank	single line textbox		No
Last increase amount	numeric textbox		No
Last increase percent	numeric textbox		No
Last increase date	date		No
Last increase by	single line textbox		No

Generate Form

Cancel

EXPERIENCE & INTELLIGENT PROCESSES

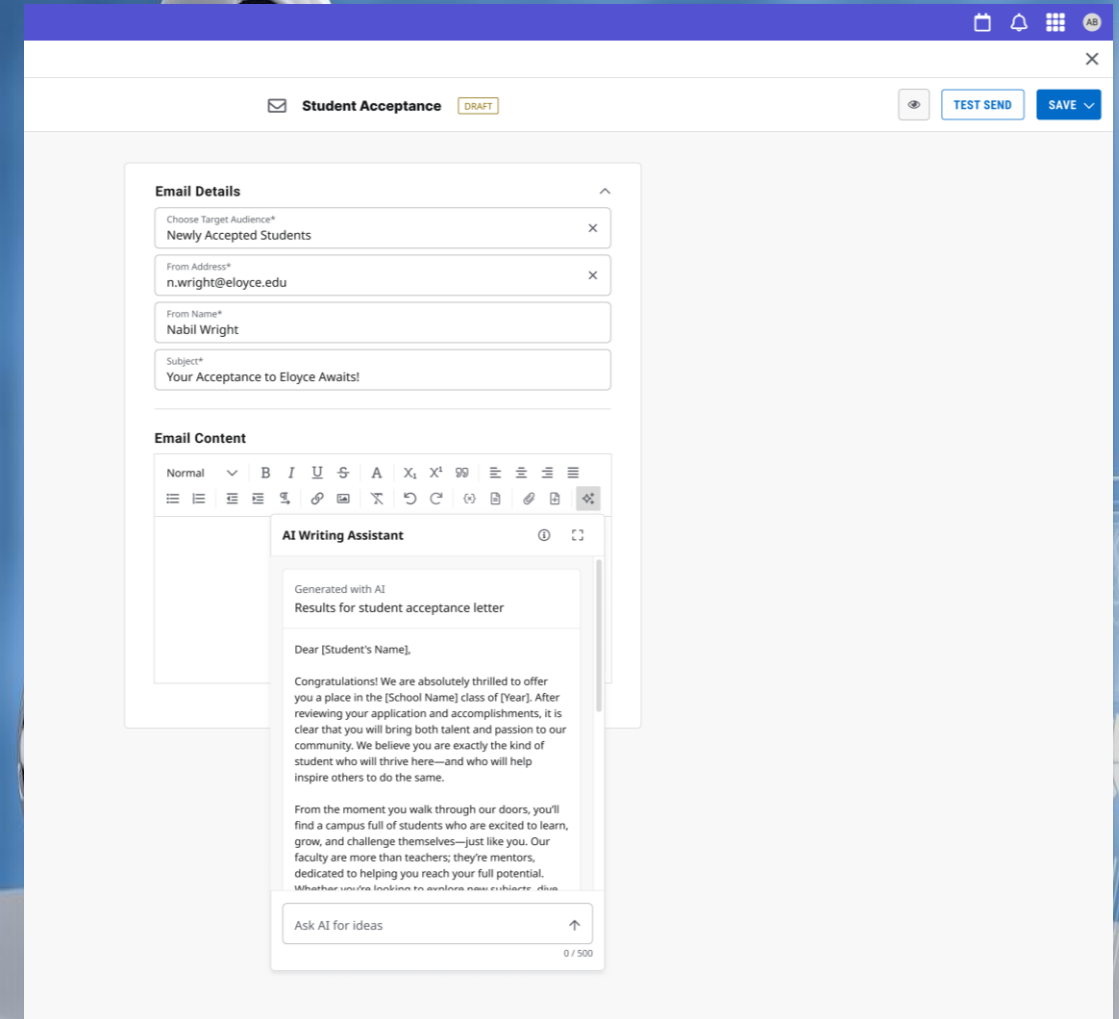
AI Writing Assistant

Improve productivity by creating Tasks, Pages, emails and Experience cards in minutes

Build workflows and content with prompts

Optimize content for clarity, tone, and style

AI understands context and what the user is trying to achieve



INSIGHTS

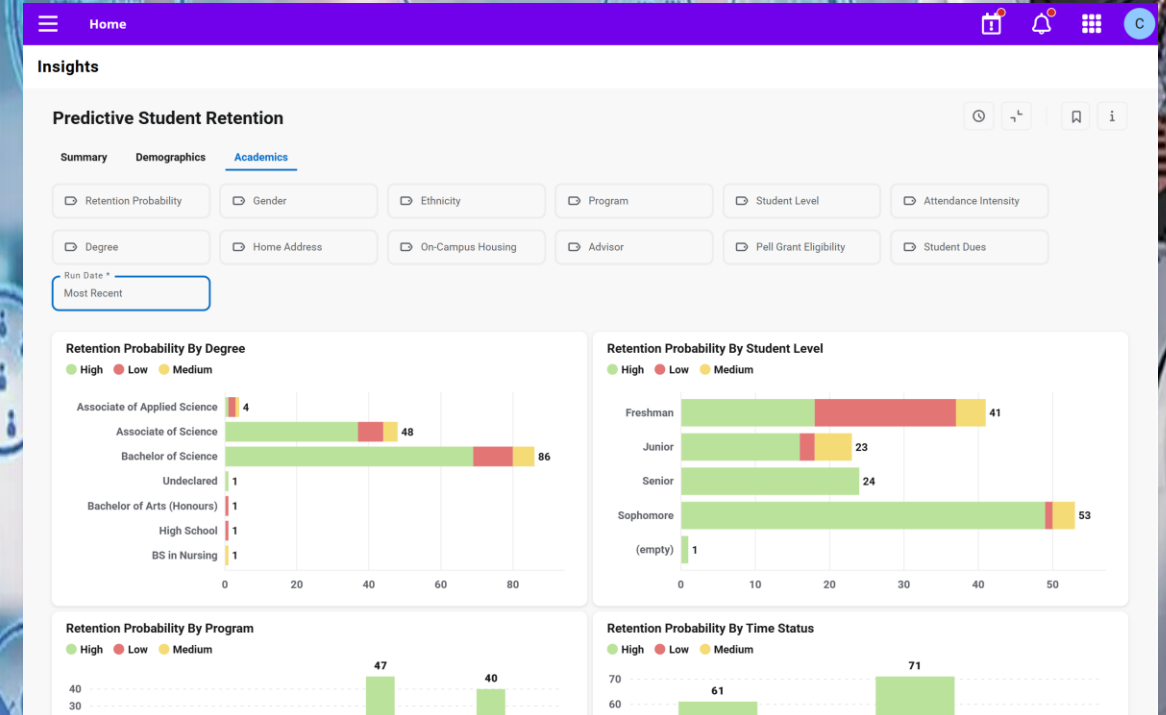
Predictive Retention Models

Identify the students at risk of not finishing an academic term with predictive analytics.

Generates a risk score for students based on data

Take proactive, targeted action before it's too late

ML model understands the most important combination of factors



INSIGHTS

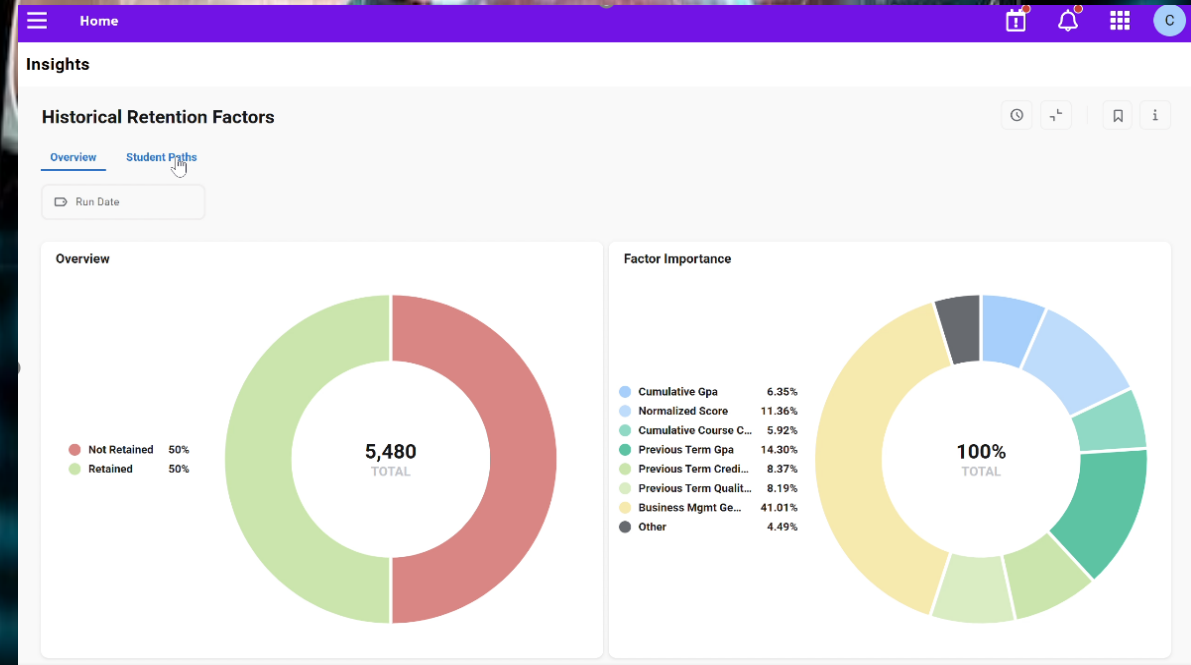
Historical Retention Models

Institutional retention models focus on trends at your institution rather than an individual student.

Analyzes years of data to find patterns

Ranks the most impactful patterns

ML model understands the most important combination of factors



Olivet Nazarene University Transforms Operations with Colleague SaaS

ONU's strategic shift to Ellucian Colleague SaaS has allowed the university to focus on process efficiency and student impact, setting a new standard in higher education IT management.

Innovation Supported by Swift Employee Onboarding and Analytics

Seymour and Ackerman envision a transformative five-year journey building on ONU's existing Colleague SaaS platform, aiming to further modernize operations by creating a more efficient, responsive, and data-driven environment. Central to this vision is Seymour's passion for optimizing employee onboarding, ensuring that new hires can leverage the system's advanced capabilities from day one. "With Colleague SaaS, we can onboard talent swiftly and effectively," he said, highlighting how this approach not only maximizes efficiency but also fosters a culture of innovation that will support the university's long-term growth.



Case Study



Stats

Bourbonnais, Illinois
4-Year Private Institution
3,000–5,000 Students

Solutions

Ellucian Colleague SaaS

Results

- 80 hours per week in technical demands were redirected to enhance user experience and support processes
- Support response times improved dramatically, from two to three days down to just three hours

Proven Higher Education Expertise



20M+

students

2,900

higher ed customers

4,000

employees

25

user groups
& eLive conference



Thank you