

Using AI to Mine for Gold

OHO will show you how to use AI to mine the broad spectrum of student data to uncover insights you can use to create highly targeted campaigns that resonate with your customers.

Noisy Market Full of Data

OHO will show you how to use AI to mine the broad spectrum of student data to uncover insights you can use to create highly targeted campaigns that resonate with your customers.

Drowning in Questionable Data...

- **Inundation of Data** – Higher education marketers are overwhelmed by vast amounts of student data, including demographics, behaviors, and preferences, making it challenging to extract meaningful insights.
- **Difficulty in Strategy Development** – This data overload complicates the development of targeted and effective marketing strategies.
- **Need for Efficiency** – Marketers require an efficient way to consolidate and analyze this data to uncover valuable trends and opportunities.
- **Need for Resonance with Prospective Students** – Campaigns need to resonate with a broad spectrum of prospective student segments, driving engagement and enrollment.
- **Misinformation** - AI chatbots have a deserved reputation for providing data that is inaccurate, often providing false information that it thinks you want to hear. OHO will provide strategies to address this.



AI to the Rescue

OHO will show you how to use AI to mine the broad spectrum of student data to uncover insights you can use to create highly targeted campaigns that resonate with your customers.



OHO's Approach...

- **Innovative AI Approach** – OHO has developed a solution that uses Artificial Intelligence to consolidate and analyze the vast student data available to higher education marketers.
- **Authentic / Reputable Data Sourcing** – OHO ensures that all data is sourced from authentic and reputable organizations, providing a reliable foundation for informed decision-making.
- **Simplified Data Consolidation** – Our methodology simplifies the process of consolidating large volumes of data.
- **Deep Insights** – The approach offers deep insights into demographic trends and student behaviors, helping marketers understand their audience better.
- **Proving Validity to Garner Team Buy-in** – Being able to point to legitimate, thoroughly sourced data used to create and support marketing decisions will help marketers justify their approaches.



OHO's Approach...

- **Targeted Campaign Creation** – The approach allows marketers to create highly targeted, data-driven campaigns that resonate with prospective students.
- **Increased Engagement** – These targeted campaigns will help drive greater engagement among prospective students.
- **Potential for Boosted Enrollment Outcomes** – The enhanced engagement from these campaigns will help to achieve increased enrollment outcomes



OHO AI Research Project

This past summer, OHO used AI to conduct a research project to help gather and analyze data concerning prospective and current students attending colleges and universities in the US along certain lines of inquiry.





Lines of Inquiry...

- **Lower College Attendance of Men** – Why are men matriculating in lower numbers than women? What can higher ed marketers and curriculum planners do to ensure that men see the value of the programs they offer?
- **First Generation Students** – What can marketers do to ensure that first generation students gather the information they need, feel welcomed and motivated to apply?
- **Professional vs Research-focused Graduate Programs** – How should universities alter their marketing efforts to appeal to graduate students who are interested in professional programs versus research programs?
- **Diversity, Equity, and Inclusion** – How do attitudes, preferences, and behaviors differ for students from historically underrepresented student populations? How can you ensure that your marketing efforts are meeting the needs of these diverse student segments?

100+

The research OHO conducted through this project resulted in more than **100 pages of analysis, findings, and referenced sources** across **10 lines of inquiry**.

Today's Case Study...

Lower College Attendance of Men

- Why are men matriculating in lower numbers than women?
- What can higher ed marketers and curriculum planners do to ensure that men see the value of the programs they offer?





A Few Questions About Tools...

Which AI Chatbot Tools Do You Use Most Often?

Use the Zoom survey to tell us which of these is your preferred AI tool for professional and personal reasons. Choose no more than two:

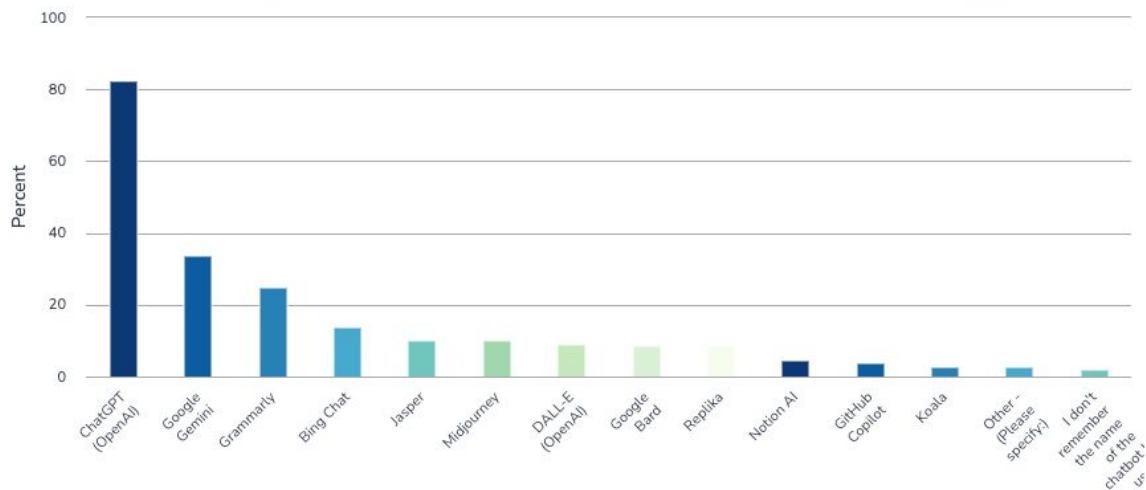




A Few Questions About Tools...

Recent OHO Survey of College Students

6. Which of the following AI chat tools (chatbots) have you used? (Choose all that apply:)



82%

Have used ChatGPT

Survey of 600 current and prospective college students in the U.S. under the age of 22



A Few Questions About Tools...

How Often Do You Use an AI Chat Tool?

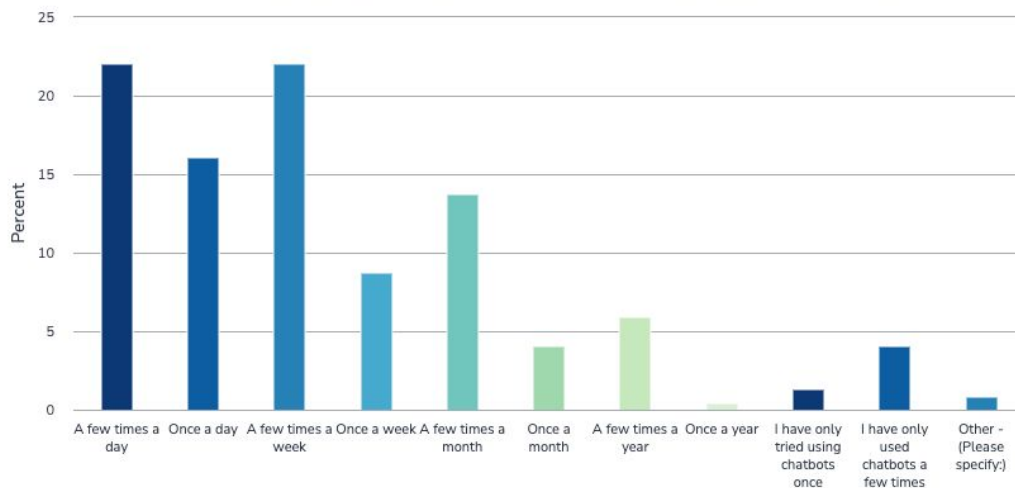
- A few times a day
- Once a day
- A few times a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- Once a year
- I have only used one a few times
- I have only used one once
- I have never used one



A Few Questions About Tools...

Recent OHO Survey of College Students

7. Which of the following best represents on average how often you use chatbots?



60%

Use chatbots multiple times a week

Survey of 600 current and prospective college students in the U.S. under the age of 22

Setting Up Your AI Tool

ChatGPT 4o Enterprise

OHO used **ChatGPT 4o Enterprise** to conduct our research.

- Workspaces within Enterprise versions of ChatGPT are closed and do not distribute any of the data users upload for analysis to people or organizations outside of your company.
- I created an **entity/version** within ChatGPT that has been “programmed” to help me with marketing research within higher education.



ChatGPT



Customizing Your AI Tool...

Opt Out of Data Sharing for ChatGPT Plus

ChatGPT Plus has to be programmed not to share data. This will prevent your conversations from being stored or used to train OpenAI's models.

- **Go to Settings** - Click on your name or profile icon in the ChatGPT interface to open the settings menu.
- **Data Controls** - Look for the "Settings & Privacy" or "Data Controls" section.
- **Turn Off Chat History & Training** - Toggle the option to disable "Chat History & Training."



ChatGPT



Setting Up My Version/Entity

I created Odysseus - a marketing consultant who specializes in higher education research

- **Don't Make Stuff Up** - Odysseus has been “programmed” not to use conjecture or fabrication to form his analysis.
- **Provide Documentation of Sources and Quotes**
 - He is asked to provide references, example quotes, and data for his analysis of any data he finds. Links to data sources are also requested.
- **He Needs to Be Reminded and Double-Checked**
 - Throughout the discovery process, Odysseus is reminded that he is not allowed to make things up.

**I promise
not to make
stuff up.**





Establish the Parameters

1. **Reiterate the Rules** - No making stuff up. No conjecture. Provide sources and support.
2. **Describe the Research Engagement** - Outline in detail the goals of the study and how you will be using ChatGPT to help.
 - **Demographic Trends** - Look for studies that analyze shifts in student demographics, including age, gender, race/ethnicity, and socio-economic status.
 - **Enrollment Patterns** - Data on full-time vs. part-time enrollment, online vs. in-person learning, and trends in specific fields of study.
 - **Student Preferences and Behaviors** - Research on what students value in their educational experience, including campus amenities, academic programs, and support services.
 - **Future Trends** - Projections on future enrollment trends, impacts of economic factors, and technological advancements in education.
 - **Citations** - Ensure that all findings are supported by source citations.



Setting Parameters



Establish the Parameters

3. **Identify Authentic, Reputable Sources** - After providing the details of the project, ask ChatGPT to list and describe the sources it will be consulting and the general focus of their research. Remind it to only use reputable sources.
4. **Double Check the List of Sources Provided** - Contact experienced colleagues and perform your own Google search to establish the validity of the sources.
5. **Confirm the Sources that Will Be Used** - Explain to the AI chatbot that these are the sources that have been approved
6. **Links to Data Sources** - Explain to the chatbot that you will require that they provide links to the studies they uses in their analysis so that you will be able to double check later.



Setting Parameters



Odysseus in Action...

Beginning the Conversation


“ Hey, Odysseus! Today I would like to ask you to help me with my next project. Many of our Higher Education clients don't have the resources to conduct original research concerning their prospective student populations. They rely on other reputable organizations to conduct and publish the research they would find useful. However, this data can be difficult to find and challenging to synthesize. So our clients often rely on their gut feelings about their prospective student customers when they create their marketing personas and journey maps.

I would like you to help me find research that has already been conducted and published about Higher Education student populations in the US. Everything - all the data - we find should be reference-able to a legitimate study.

Is this something you can help me with?

Odysseus in Action...

Odysseus ▾



Odysseus

By James Dalglish ⌵


Specialist in marketing research for Higher Education


How do I engage prospective students?

What motivates current students?


Best ways to connect with alums?

Strategies for university partnerships?

 Hey, Odysseus! Today I would like to ask you to help me with my next project. Many of our Higher Education clients don't have the resources to conduct original research concerning their prospective student populations. They rely on other reputable organizations to conduct it and publish the research they would find useful. However, this data can be difficult to find and challenging to synthesize. So our clients often rely on



OHO Interactive workspace chats aren't used to train our models. ChatGPT can make mistakes.





Odysseus in Action...

Step 1: Identify Key Data Sources

National Center for Education Statistics (NCES)

- **Digest of Education Statistics:** Provides comprehensive data on higher education, including enrollment, demographics, and graduation rates.
- **IPEDS (Integrated Postsecondary Education Data System):** Offers detailed data on institutions, programs, and student characteristics.

Pew Research Center

- Reports on demographic trends and attitudes among college students.

Eduventures

- Provides market research and advisory services focused on higher education trends.

American Council on Education (ACE)

- Publishes studies and reports on higher education policies and student demographics.



Check the Sources!



Odysseus in Action...

Step 1: Identify Key Data Sources (cont.)

Gallup

- Conducts surveys and research on student experiences and expectations.

Higher Education Research Institute (HERI)

- Known for the Cooperative Institutional Research Program (CIRP) Freshman Survey, providing insights into incoming student profiles.

The Chronicle of Higher Education

- Regularly publishes data reports and analyses on trends in higher education.



Check the Sources!



Odysseus in Action...

Step 2: Specific Studies / Specified Parameters

Demographic Trends

- Look for studies that analyze shifts in student demographics, including age, gender, race/ethnicity, and socio-economic status.

Enrollment Patterns

- Data on full-time vs. part-time enrollment, online vs. in-person learning, and trends in specific fields of study.

Student Preferences and Behaviors

- Research on what students value in their educational experience, including campus amenities, academic programs, and support services.

Future Trends

- Projections on future enrollment trends, impacts of economic factors, and technological advancements in education.



Establish the Focus



Odysseus in Action...

Establish the Line of Inquiry

“ Can you provide me with analysis along gender of students? Male/female cisgendered, male/female transgendered, nonbinary, gender fluid, etc.?

I am specifically interested in understanding why men are matriculating in fewer numbers than women. This seems to have been a trend over the last few years. Remember not to make anything up and provide the sources for your research with links to the studies you used in your analysis.



Odysseus in Action...

college in our previous conversations. However, this is an important trend affecting higher education marketing strategies. If you'd like, I can provide an analysis based on commonly cited factors contributing to this trend, or we could delve into a more targeted discussion if you have specific data or observations from your institution.

I am specifically interested in understanding why men are matriculating in fewer numbers than women. This seems to have been a trend over the last few years. Remember not to make anything up and provide the sources for your research with links to the studies you used in your analysis.





Analysis & Supporting Sources

Analyzing the declining number of men applying to college compared to women involves a multifaceted examination of cultural, economic, and educational factors. Using insights and data from the provided sources and related research, we can explore several potential reasons behind this trend:

1. Economic Factors and Changing Job Market

- **Analysis:** Economic factors significantly influence men's decisions about pursuing higher education. Traditionally, men may have had more direct paths into well-paying jobs through industries like construction, manufacturing, and skilled trades that do not require a college degree. The accessibility of these alternatives, which often offer immediate financial benefits, can make the opportunity cost of college education appear too high for many men.
- **Supporting Sources:** *The Chronicle of Higher Education* discusses economic influences on education decisions, often focusing on how shifts in the job market affect male enrollment rates in higher education. Specifically, they have explored how the rising cost of education versus immediate work opportunities discourages men from applying to college.
- **Link:** [The Chronicle of Higher Education - Job Market and Education](#)



Analysis



Analysis & Supporting Sources

2. Educational Environment and Gender Performance Gap

- **Analysis:** The K-12 educational environment might play a role in the gender disparity seen in college applications. Research has shown that girls generally outperform boys in school settings, particularly in reading and writing, which can be crucial for college readiness. Boys may develop a sense of academic underachievement, leading to lower self-esteem regarding higher education prospects. This performance gap can continue into the college application process, where academic achievement is a significant determinant of application rates.
- **Supporting Sources:** Reports from *EducationDynamics* touch on trends in student demographics and enrollment, often highlighting the growing academic gender gap that favors female students. This can contribute to more women feeling academically prepared and motivated to pursue higher education.
- **Link:** [EducationDynamics - Student Demographics](#)

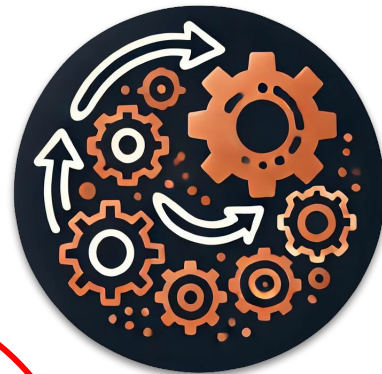


Analysis

Analysis & Supporting Sources

4. Psychological Factors and Motivation

- **Analysis:** There is also an aspect of psychological motivation. Men may feel less pressure to pursue higher education due to traditional societal expectations around their roles as breadwinners, which do not necessarily require a college degree. Additionally, the competitive nature of the current college environment might make some men reluctant to engage, especially if they perceive a lack of support or a hostile campus climate.
- **Supporting Sources:** While not explicitly covered in the provided reports, *The Chronicle of Higher Education* often addresses student mental health and motivation in academic settings, which can indirectly inform this topic.
- **Link:** [The Chronicle of Higher Education](#)



Analysis

PROCEED WITH CAUTION!



Analysis & Supporting Sources

5. AI-Powered Personalization and Marketing Gaps

- **Analysis:** Higher education marketers increasingly use AI-driven personalization to attract potential students. However, marketing strategies may unconsciously appeal more to female students, using messaging that resonates with their interests, concerns, and aspirations. If AI-driven marketing isn't adequately tailored to engage male students—who might have different motivations and concerns about college—this could result in fewer men applying.
- **Supporting Sources:** *HubSpot's State of AI Report* and *Hanover Research* discuss how AI and personalization in marketing can shape student engagement. By not adequately addressing the specific motivations of male students, marketing efforts might miss opportunities to persuade this demographic.
- **Link:** [HubSpot State of AI 2023 Report](#)

CLUNKER!



Analysis



Analysis & Supporting Sources

CLUNKER!

6. AI and Predictive Analytics in Addressing Gender Disparities

- **Analysis:** Predictive analytics could help institutions identify why fewer men apply and how to address this gap. For example, colleges could use AI to analyze application patterns and tailor outreach efforts to target male students more effectively. However, reports suggest that many institutions have not yet fully leveraged AI to understand gender-based application trends.
- **Supporting Sources:** *McKinsey & Company* and *Gartner* discuss how predictive analytics can inform strategies for student recruitment. Leveraging these insights might help institutions craft interventions to encourage more men to consider college.
- **Link:** [McKinsey - Education Insights](#)



Analysis

Conclusion

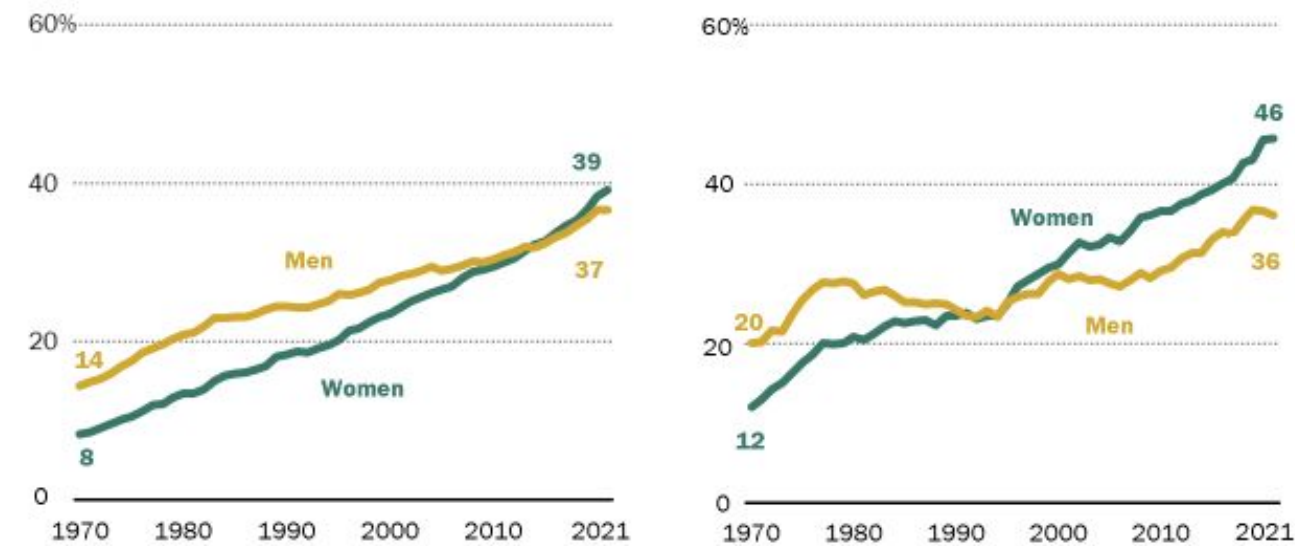
The declining number of men applying to college results from various interrelated factors, including economic alternatives to college, academic performance gaps, cultural shifts, marketing strategies, and societal expectations.



Primary Sources

Women in the U.S. are outpacing men in college graduation

% of adults **ages 25 and older** with a bachelor's degree % of adults **ages 25 to 34** with a bachelor's degree



Source: Pew Research Center analysis of Current Population Survey Annual Social and Economic Supplement (IPUMS).

PEW RESEARCH CENTER



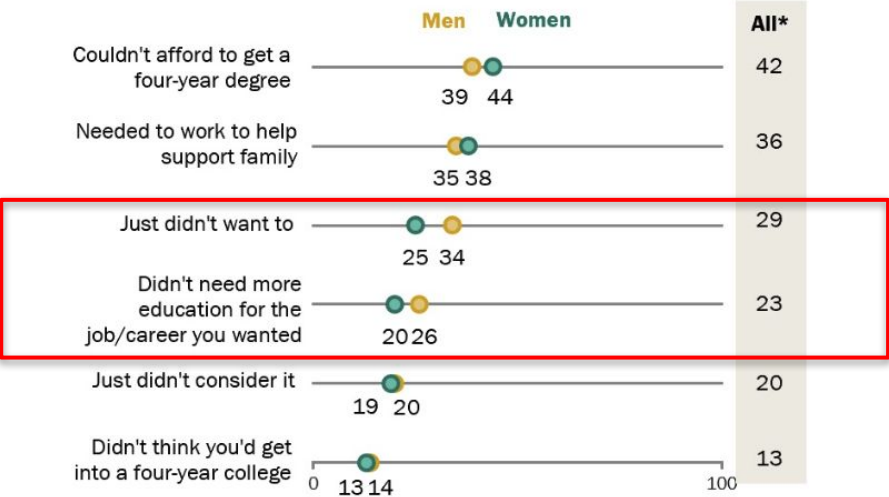
Confirming Data



Primary Sources

About a third of men who haven't completed four years of college say they 'just didn't want to' get a degree

Among adults who do not have a bachelor's degree and are not enrolled in school, % saying each is a **major** reason why they did not receive a four-year degree



Confirming Data

*All adults who don't have a bachelor's degree and are not enrolled in school.
Source: Survey of U.S adults conducted Oct. 18-24, 2021.



Primary Sources

Skilled Trades Provide Livable Wages

- **Compared with Recent College Grads, Skilled Trades Provide Comparable Salaries:** Many **skilled trades**, such as electricians, plumbers, and HVAC technicians, offer **competitive wages right from the start**. According to the Bureau of Labor Statistics (BLS), the median annual wage for many trades can range from **\$40,000 to over \$60,000**. In contrast, the average starting salary for recent college graduates varies by field but often ranges between **\$50,000 to \$60,000**. However, high-demand trades can sometimes offer more, especially with overtime or specialized skills.
- **More Men Employed in Skilled Trades:** U.S. Bureau of Labor Statistics consistently shows that **men dominate in construction, manufacturing, and transportation** jobs (typically not requiring a college degree), men often comprise over **70-90% of the workforce**.
- Source: [Bureau of Labor Statistics \(BLS\)](#)




Confirming Data



Primary Sources

EXPLAINER



The Male Enrollment Crisis

What's the ratio of men to women in college?

Men make up just over half of the 18- to 24-year-olds in America, but they're vastly outnumbered in the nation's colleges. In the spring of 2021, men represented just 40.5 percent of undergraduate students — an all-time low — as the Covid-19 pandemic accelerated and amplified a trend that's been building for 40 years.

Between the fall of 2019 and the fall of 2021, as colleges shifted online and students struggled with health and economic worries, undergraduate enrollment slumped 7.8 percent. The slide was steeper for men — 10.2 percent compared with 6.8 percent for women.

The most striking dips in male student enrollment were at public two-year colleges, where overall enrollments tumbled 14.8 percent. Although the rate of

enrollment decline among men has slowed somewhat, it was still higher for men at 18.6 percent, compared with 13.1 percent for women. Much of the enrollment decline at community colleges was among men attending hands-on training programs like automotive repair and welding that are harder to move online, a [working paper](#) published this month by the National Bureau of Economic Research finds.

At private four-year colleges, the proportion of women rose to a record-high average of 60 percent in 2020-21.

It wasn't just enrollment where gaps between men and women widened. Once they enter college, women are also more likely to stay and graduate. For students enrolling in a four-year college in 2012, 65 percent of women and 59 percent of men had earned a bachelor's

WITH SUPPORT FROM



THE CHRONICLE
OF HIGHER EDUCATION.

1



Confirming Data

“...plenty of men opt for blue-collar jobs that pay reasonably well, while many college graduates end up with low-paying jobs and hefty student loans.”

Amy Kerwin Vice President
Education Philanthropy
Ascendium Education Group



Marketing to Men

Create Gender-Sensitive Marketing Campaigns

- Develop marketing campaigns that showcase tangible outcomes, such as high-paying jobs, industry connections, or programs with practical, real-world application. Use success stories of male graduates who have excelled in these areas.

Promote Non-Traditional Pathways

- Research indicate that alternative credentials and short-term certificates can attract male students. Create outreach campaigns that men will find appealing: flexible learning paths, hybrid programs, short courses, or industry-specific certifications that can serve as gateways to further education.

Address the Financial Concerns

- Develop clear messaging about financial aid options, low-cost degree pathways, and average salaries for alumni of specific programs. Use digital tools like ROI calculators on the website that allow prospective students to input different career paths and project earnings based on degrees.



Image generated by **DALL-E**. (Not recommended for replacing photography of real students.)



Marketing to Men

Leverage Social Media and Influencer Campaigns

- Invest in video content, influencer partnerships, and user-generated content that highlights male experiences and successes in higher education. Focus on career outcomes, skill development, and personal growth.

Focus on Career-Oriented Programs and Hands-On Learning

- Research indicates that career-ready programs with strong job placement rates are critical factors in male students' enrollment decisions. Highlight internship programs, industry partnerships, and experiential learning in promotional materials, emphasizing how these lead to job placements in high-demand fields

Improve Campus Support for Male Students

- In marketing materials, emphasize the college's commitment to supporting students of all genders. Develop strategies that promote a supportive campus culture, featuring mentorship programs, male alumni success stories, and male faculty members in promotional content.



Image generated by **DALL-E**. (Not recommended for replacing photography of real students.)

Implementing Your Research

Use primary sources to make your case for taking action.

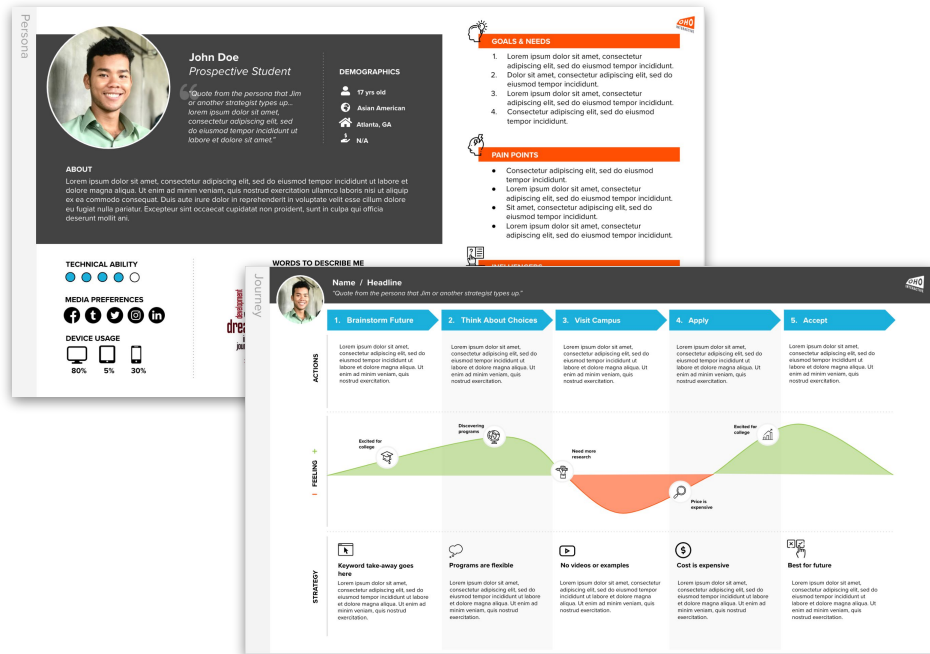
Evaluate how the new research impacts your set of marketing personas.

Conduct ethnographic research to explore the qualitative aspects of your target audiences - emotions, motivations, behaviors, etc.

Update / create new personas.

Establish marketing contact points for personas (Customer Journeys.)

Create new marketing messages and strategies based on your research-based qualitative and quantitative analysis and insights.



IMPORTANT NOTE: Personas and Journey Maps generated by ChatGPT are generic at best and do not represent the quality needed to be effective marketing tools. OHO can help you with these!



Thank you!