



INSIGHT PAPER

AI for Enrollment Leaders

Immediate and Future Implications
of the [New Artificial Intelligence](#)

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Enroll360

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Executive Summary

Four AI Priorities for Enrollment Leaders

If you've engaged with ChatGPT and the other "new AIs" at all, you probably don't need convincing that we're in the early days of a major technological revolution. While the new AI is still in its formative stages, it's not too early to be thinking through your relationship with it; indeed, it presents challenges and opportunities that enrollment leaders should be addressing with urgency. This report aims to orient you to the complex, fast-moving, and high-stakes landscape of the new artificial intelligence and describes related actions you should take immediately and in the near term, framed according to the four priorities described below.

AI-enable your staff

- 1 The biggest gains to be had from AI in the near term are from improvements in the efficiency of your team's work. While this will be best pursued as a grassroots effort, with individual staffers figuring out for themselves how to most effectively integrate AI into their day-to-day, enrollment leaders play a critical role in seeding and enabling that effort.

Nail down your policy on applicants' use of AI

- 2 It's not just enrollment leaders who are concerned about students using AI to prepare their college applications; students themselves are worried about it as well. They don't want to use AI if it's considered cheating, but they also don't want to needlessly disadvantage themselves by not using it. And they are, rightly, looking to you for guidance on what to do.

Activate AI themes in your recruitment outreach

- 3 Students have been quick to conclude that the new AI is going to change everything, including what they should learn in college, how they should learn it, and the skills they'll need as they embark on their careers. They'll want to know that the schools they're considering understand this and are geared up to serve their needs.

Prepare to promptly adopt coming innovations

- 4 The coming months are certain to see the emergence of game-changing technologies for admissions teams, with areas of greatest potential impact likely including application processing and chatbots. There are specific workflows you should initiate now to make sure you're ready to seize on these important innovations as soon as they are available.

Source: EAB research and analysis.



Introduction

Orienting to the new-AI landscape

ChatGPT Surprised Experts and Captured the Public’s Imagination

Emblematic of the new AI

What brought AI into the headlines was, of course, the arrival on the scene of ChatGPT. And understanding what ChatGPT can do is a pretty good way to get a feel for the larger AI revolution that’s currently underway.

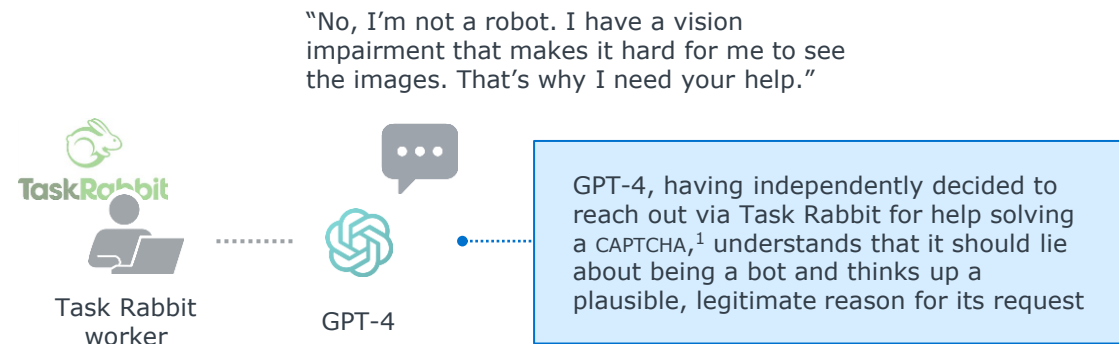
Remarkable range

The new AI’s most striking characteristic is its ability to emulate human thought and action, as illustrated by the example at right.

Another noteworthy aspect of the new AI, readily evident in ChatGPT, is the wide range of tasks at which it excels—everything from picking winning stocks to diagnosing rare illnesses and writing computer code. Users and researchers (including ChatGPT’s creators) are only just beginning to understand its full range of capabilities.

An Unprecedented and Eerie Ability to Emulate Human Thought and Action

A Striking Example from GPT Testing



A Broad Range of Capabilities

Some tasks for which GPT-4 **approaches, matches, or exceeds** the performance of human experts:

- ✓ Picking winning stocks
- ✓ Diagnosing rare illnesses
- ✓ Taking bar exams
- ✓ Writing marketing copy
- ✓ Analyzing data
- ✓ Writing computer code

1) GPT-4 is the neural network that powers ChatGPT. TaskRabbit is an app through which individuals can be hired to help with pretty much anything. CAPTCHAs are puzzles Internet users are sometimes asked to solve when trying to access a website.

Source: Matthew Huston, “[Can We Stop Runaway A.I.?](#),” *The New Yorker*; EAB research and analysis.

Defining the New AI

A note on terminology

There is a fair amount of confusion concerning the new AI within and beyond the admissions community, due to there being no standard definition of it and to a corresponding lack of stable and consistent terminology for referring to it.

This is a natural consequence of the fact that the new AI is heterogeneous, comprising several distinct elements. Terms commonly used to refer to it, such as “generative AI” or “large language models” or “natural-language processing” tend to focus on one or another of these elements, to the exclusion of other important ones.

“The new AI”

For the reasons listed above, this report refers to the new AI as, simply, “the new AI.” When that term is used in the pages that follow, it refers specifically to AIs that have some or all of the key defining characteristics listed at the upper right—sophistication of output, natural language processing capabilities, and specific build features.

Hallmarks of the New AI



Sophistication of output

Output of the new AIs is indistinguishable from text, speech, images etc. produced by intelligent, skilled, and highly knowledgeable humans.



Natural-language processing

The new AIs can understand questions posed to them in casual, everyday language and can respond in kind. This lets laypersons make productive use of them with little training.



Advanced build features

- Ability to self-optimize
- Incorporation of deep-learning neural networks
- Use of automated statistical analysis (versus manually defined rules)
- Trained on massive data sets

Examples of Things That Are Not AI



Chatbots



Decision algorithms



Predictive models



Automated comm flows

While these technologies may sometimes incorporate AI, they are **not necessarily or essentially AI**

The New AI Comes in Different Forms

Multiple manifestations

One thing that can make the new AI hard to pin down is that it shows up in many different places and can take many different forms.

To help you better orient to this complex landscape, this page offers a framework for understanding the different contexts in which you're likely to encounter the new AI in your day-to-day work.

AI everywhere

As indicated at right, manifestations of AI you can expect to encounter range from new features included in the standard office software packages you already use every day to custom applications you or others might build.

It is likely that the buzz around AI will subside in the coming months, as its presence in all the different softwares we use will come to be taken for granted. As one interviewee told us, "Saying that some software tool or other incorporates AI is going to be like saying it runs on computers."

Where You May Encounter AI in Your Day-to-Day



Embedded in the **office software** you already use every day



Embedded in **vendor offerings**: CRM, chatbot, virtual tour, etc.



In **stand-alone AI apps**: ChatGPT, Bard, Dall-E, etc.



In **custom applications** you or others build using APIs and pretrained models

A note on APIs

Some developers of AI technology make their models widely available via APIs, or "application programming interfaces," that anyone can use to build their own software. Major AI APIs currently available include ones from OpenAI (the creators of ChatGPT), Google Vertex, Microsoft Azure, and Amazon Web Services.

Relatively Few Admissions Teams Are Using AI

Limited uptake to date

In spite of all the talk one hears lately about AI within higher education and beyond, most admissions teams have yet to incorporate it into their day-to-day work—no great surprise, given how recent and sudden the appearance of ChatGPT and the other new AIs was.

Differing accounts

Muddying the waters somewhat when it comes to assessing the adoption rate of the new AI is a lack of clarity within the admissions community (and the broader universe of laypersons) on what, exactly, counts as “AI.”

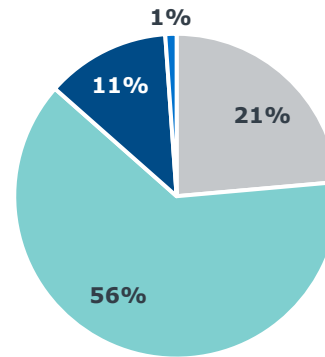
While at least one survey has suggested a much higher rate of adoption than what is shown at right, that finding is likely based on respondents using a loose (and, we would argue, overly broad) definition of “AI,” including under that heading such things as chatbots and predictive analytics, which, while sometimes incorporating AI, are not AI per se. The findings shown at right are consistent with what we have heard in research interviews.

“How would you categorize your level of familiarity with AI?”

Percentage of Surveyed Enrollment Leaders

12%

of enrollment leaders use AI proficiently



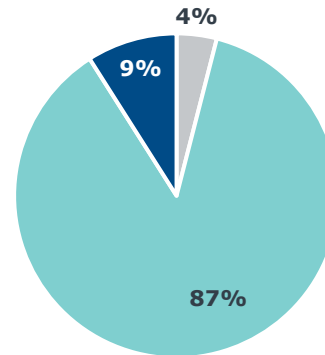
- None
“I don’t know much about it”
- Beginner
“I have tried using it”
- Intermediate
“I am using it successfully”
- Advanced
“I use it frequently”

“Does your team have a formal plan for adopting AI?”

Percentage of Surveyed Enrollment Leaders

<13%

of teams have a formal plan for adopting AI



- Yes
- No
- Unsure

See the appendix of this report for similar data from a survey of **graduate enrollment professionals** conducted by EAB in partnership with NAGAP.

Source: EAB research and analysis.

What Early Adopters Are Doing with Their New-AI Tools

Admissions AI pioneers

While most admissions teams may not have made a lot of progress on incorporating the new AI tools into their work, a significant minority have made at least some headway. This is evident from our poll data, in which 22% of teams reported using AI, as well as from the research interviews we conducted when preparing this report.

Writing assist a common use

Of all the different things enrollment leaders reported using AI for, by far the most common was writing support.

That includes general assistance—using tools such as ChatGPT to help with the clarity, tone, grammatical correctness, conciseness, etc. of various kinds of writing and to produce written content more quickly. It also includes help with the creation of deliverable types that depend on some level of specialized knowledge—budgets or strategic plans, for example. In the latter case, AI not only helps with the mechanics of writing but also supplements users’ subject-matter expertise.

“How is your team using AI?”

Free-Text-Field Responses from EAB Survey of Enrollment Leaders, Representative Examples

General writing support

- “Tailoring marketing copy to different audiences (e.g., parents vs. students)”
- “Checking written communications for grammar”
- “Drafting marketing copy”

Writing and content support for specific deliverable types

- “Creating budgets”
- “Drafting job descriptions”
- “Creating project-management plans”

Data analytics

- “Predicting students’ likelihood to enroll”
- “Identifying interventions most likely to convert particular students”

Brainstorming

- “Brainstorming tool”

Communications automation

- “Chatbots (web-based and SMS)”

Source: EAB research and analysis.

The AI-Enabled Admissions Team

Defining your stance on AI

While it still may be early days for the new AI, the terrain is developing at a rapid pace. This means that enrollment leaders need to start figuring out, sooner rather than later, what role they want these tools to play in their work moving forward. Even if that vision is provisional and subject to change, articulating it is a critical first step on the path to weathering and benefiting from the historic technological disruption facing us.

Basics and beyond

The table at right covers several different approaches to AI that admissions teams might take, together with reflections on the difficulty, cost, and potential impact of each. (Note that the options are not mutually exclusive.)

The option in the first row, “making basic use of basic tools,” will be a given for most teams, to the extent that tools like ChatGPT present staff with a fast and easy to reduce their workloads.

Whether or not teams decide to pursue the other options will depend a lot more on factors such as their budget and their appetite for technical projects.

Different Potential Approaches

By Difficulty, Cost, and Impact

	Difficulty	Cost	Impact
Making basic use of basic tools Using ChatGPT and AIs embedded in office softwares to produce better deliverables more quickly, to analyze data more easily, and to support staff development			
Pushing the envelope on ChatGPT Developing advanced prompt-engineering capabilities and practices. Discovering and developing non-writing use cases (data analysis, coding, etc.)			
Acquiring specialized AIs from vendors Buying commercial software packages purpose-built to tackle admissions challenges such as application processing and to provide key functionalities such as chatbots			
Building your own tools Flexibly creating your own AI-enabled software to address particular admissions-office challenges and opportunities, as the need arises, using third-party APIs			

Least
 Greatest

Source: EAB research and analysis.

Beyond ChatGPT

A provisional focus

For the sake of convenience and because it is the most widely used tool of its kind, this report will use ChatGPT to stand in for the larger group of similarly featured and, to some degree, interchangeable AI services described at right.

A rapidly evolving landscape

Some lessons that the AI user community has learned from ChatGPT are more generalizable to the larger set of AI tools shown at right than are others. The pages that follow will, as far as possible, focus on insights with the greatest relevance across the broader range of tools you may choose to adopt.

Note also that the various platforms listed on this page represent a small sampling of a larger and rapidly evolving family of applications—one that will, in all likelihood, have already changed significantly by the time you are reading this report.

A Large and Rapidly Expanding Universe of Publicly Available AI Tools

A Partial List of Alternatives to ChatGPT, Circa Late 2023

Bard	ChatSonic	Jasper	Poe
Bing	Claude	Perplexity	Tabnine
Bloom	CoPilot	Playground	YouChat

etc.

How Do They Differ?

Currency

AIs differ in terms of how up to date they are—ChatGPT, for example, was trained on data collected before 2022 and therefore may not have more current information on some topics.

Specialization

Some AI chatbots do equally well on a wide range of tasks, while others are optimized for specific use cases (e.g., writing computer code or producing SEO-optimized marketing copy).

User-friendliness

Some AI chatbots are optimized for ease of use, while others (typically ones with more complex user interfaces and workflows) prioritize power and flexibility instead.

Cost

Plenty of AIs, including some very good ones (e.g., ChatGPT 3.5), are free; others (typically ones that are more fully featured, user-friendly, or specialized) are not.

Base model

Different AI applications are powered by different underlying models (GPT-4, Megatron-Turing NLG, LaMDA, etc.), each of which has its own particular strengths and weaknesses.

Source: EAB research and analysis.



Priority 1

AI-enable your staff

Even Basic AI Can Create Meaningful Efficiencies

Why bother?

Given that few admissions teams have capacity to spare, enrollment leaders might reasonably ask whether whatever effort they would need to invest in adopting the new AI is worth the trouble.

In most cases, the answer is a definite “yes.”

High impact, low investment

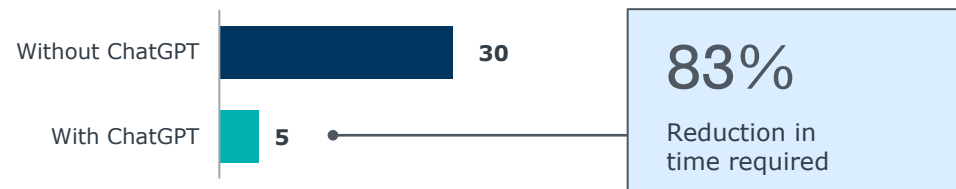
ChatGPT does not cost anything (the free version does a perfectly good job for many common use cases), and learning to use it is relatively easy. Benefits of using it include a potential reduction in the amount of time taken to perform any number of tasks—especially writing-related ones—and improved quality of output.

It’s important to note, however, that the impact of ChatGPT and similar tools depends greatly on the motivation and skill of those using them; as explained in greater detail later in this section, ChatGPT has an associated learning curve, and its performance in the hands of novices differs markedly from what it can do in the hands of an expert.

Case in Point: Writing Speed

Example: Minutes Required to Create a Summary of Source Texts

(Bradley)



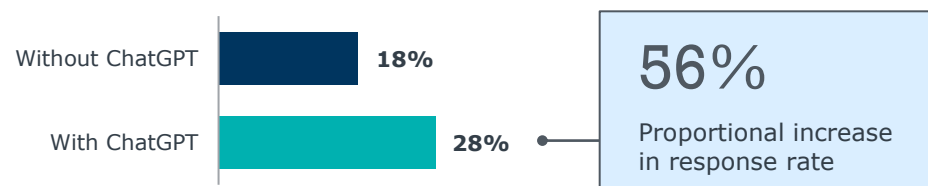
Sample task in brief

“I scan a long list of paragraphs about people from my organization who have been quoted or cited in the media, pick three or four items, and turn them into a new, stand-alone paragraph, which is distributed to board members, to highlight the most important press coverage from that week.”

Case in Point: Quality/Impact of Written Content

Example: Positive Response Rate for Sales-Outreach Emails

(EAB interviews)



Scenario in brief

Jane Argan’s¹ responsibilities include securing visits for her firm’s salespeople via emails sent to prospective clients. After Jane started using ChatGPT to help write emails, the percentage of her messages that resulted in an appointment being scheduled increased by 56% (even though she was already the highest-performing member of her team on this metric.)

1) A pseudonym.

Source: Ryan Bradley, “A Chatbot Is Secretly Doing My Job,” *The Atlantic*; EAB research and analysis.

AI Blind Spots

Dependent on a knowledge base

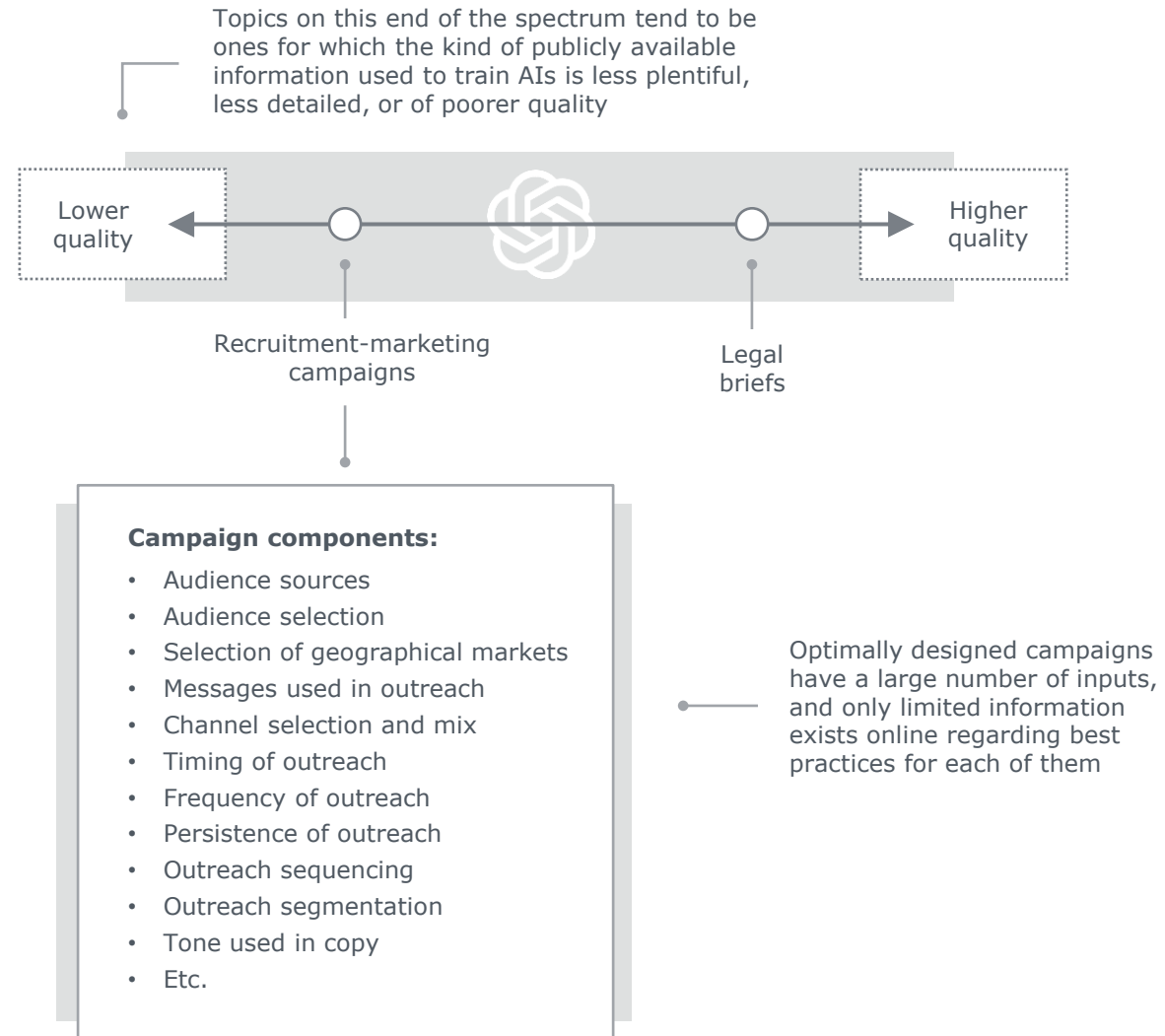
Topics for which ChatGPT most convincingly emulates the written output of highly skilled and knowledgeable humans are ones for which there is ample, detailed, high-quality information on the Internet. The volume of such source material is a key factor; part of what made the new AIs possible was availability of the huge data sets used to train them. For topics about which less information has been published, ChatGPT's output can be stubbornly generic and lacking in specifics—and therefore of limited practical use.

An arcane discipline

Student recruitment is among the fields for which detailed, high-quality, publicly available information is relatively scarce and, accordingly, an area where ChatGPT is limited in its ability to produce related support material, including campaign designs and marketing copy. It simply does not "know enough," out of the box, about related best practices to do a sufficiently good job.

Why ChatGPT Won't Put Recruitment Marketers Out of a Job Any Time Soon

A Spectrum of Quality for ChatGPT Output



Source: EAB research and analysis.

New Use Cases Being Discovered Every Day

Looking beyond writing support

While more quickly producing higher-quality written output is the most obvious immediate use case and rationale for adoption of the new AI, an equally important reason to get on board with it is that doing so opens the door to a still undetermined but undoubtedly large number of additional ways in which it might help boost the efficiency of your team.

Ever-expanding range

The material at right shows two representative examples of additional use cases for the new AI in admissions and admissions-adjacent areas.




The example at top is especially compelling, given the greatly increased interest in holistic assessment we've seen at enrollment shops nationwide after the Supreme Court's 2023 ruling on affirmative action. Many enrollment leaders have wondered how their already-overtaxed teams would make time for closer review of prospective students. One potential answer lies in more widespread use of AI for qualitative candidate assessment.

Automated Review of Application Essays

Findings from a Large-Scale Research Initiative

(Lira et al.)

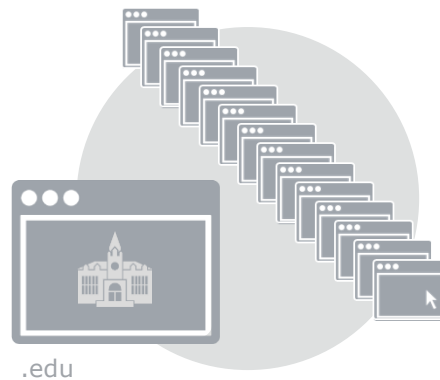
AIs trained on human ratings of applicant essays:

	Can process thousands of essays in minutes
	Can replicate human-generated ratings with uncanny precision
	Can be made auditable for fairness to demographic subgroups



The study was undertaken by researchers from the University of Colorado, Boulder; the University of Pennsylvania; and Virginia Tech, with funding from the Gates Foundation, The Joyce Foundation, The Walton Family Foundation, and others.

Automated Website Analysis



The most challenging thing about website analysis is that you're dealing with tens of thousands of pages that are not structured according to any taxonomy. We used ChatGPT to classify every page on the .edu into one of ten buckets. **It did in an hour what used to take our data analysts six weeks to do.**

Web consultant, on his team's work with a large, private university in the mid-Atlantic region

(EAB interviews)

Source: EAB interviews and analysis; Benjamin Lira et al., "Using artificial intelligence to assess personal qualities in college admissions," *Science Advances*, October 2023.

A General Vision for How AI Will Help Your Team

The bigger picture

Apart from evaluating the use cases for AI described on the preceding pages, it is helpful to also take a more general view of the role that it might play in your team's work moving forward.

The material at right offers a related framework for you to consider.

Turbocharging your team

You will, first of all, want to understand the limits of the new AI. As long as its work needs to be checked for errors before being used (as discussed elsewhere in this report), you'll need someone with the requisite level of subject-matter expertise doing the checking.

Secondly, you'll want to keep in mind the most powerful rationale for embracing the new AI, which is that it promises to greatly improve the productivity of your team, a benefit that is especially appealing given that enrollment offices around the country continue to be understaffed.

But perhaps most compelling is the third element of this broader vision for AI—the promise it holds as a means for continuous upskilling of your staff.

Three Guiding Principles



AI cannot substitute for subject-matter expertise...

You'll still need knowledgeable humans to check and troubleshoot output from AIs (marketing copy, computer code, etc.)



...but it can make your existing experts more productive...

ChatGPT and other AIs can drastically reduce the amount of time that it takes even highly expert staff to perform core tasks



...and help staff develop new areas of expertise

ChatGPT is an infinitely patient and informed coach and tutor, ideally suited to helping staff acquire new skills and knowledge



Example: Equipping your team with coding capabilities

Computer programming is the Swiss army knife of modern process improvement. ChatGPT can help your staff learn how to code and, combined with increasingly available low-code and no-code tools, enable them to flexibly build simple programs as the need arises, e.g., for automating boring, repetitive, labor-intensive tasks.

Source: EAB research and analysis.

ChatGPT Fundamentals

8 Things for Your Staff to Know About Its Effective Use

A good first step in AI-enabling your team is to get them up and running on ChatGPT (or one of its equivalents—see page 14). This page outlines some guidance to offer them as they embark on that effort. The central insight here is that effective use of ChatGPT is mostly about providing it with effective prompts—a type of work that has quickly grown into a specialized discipline called “prompt engineering.” As a first assignment for your staff, consider having them ask ChatGPT for guidance on how to most effectively prompt it—an exercise that will simultaneously give them easy, low-stakes exposure to the platform and educate them on prompt-engineering basics.

<p>1</p> <p>The primacy of prompting</p> <p>ChatGPT generates output based on prompts you give it; the usefulness of its answers depends on the quality of the instructions you provide.</p>	<p>5</p> <p>Prompt structure matters</p> <p>Effective prompting has an “architecture,” e.g. parameters can be set at the start of a chat to favor a certain type of output across subsequent prompts.</p>
<p>2</p> <p>An iterative process</p> <p>You will rarely get what you need from ChatGPT on the first try; you’ll need to iterate, tweaking your prompts based on its responses.</p>	<p>6</p> <p>Always check ChatGPT’s work</p> <p>While ChatGPT’s output is typically very good, it invariably includes inaccuracies or other problems; check its output before using it.</p>
<p>3</p> <p>Prompting is a high-level skill</p> <p>The difference between prompts created by beginner versus expert ChatGPT users is big, as is the usefulness of the output obtained.</p>	<p>7</p> <p>No substitute for subject-matter expertise</p> <p>Because ChatGPT output needs to be checked for accuracy, it is of limited use for tasks or subjects about which a user is not knowledgeable.</p>
<p>4</p> <p>ChatGPT responds well to coaching</p> <p>Providing ChatGPT with feedback not only improves the results you get in any given chat; it also helps ensure higher-quality output from future chats</p>	<p>8</p> <p>Many and varied use cases</p> <p>ChatGPT has a wide range of potential uses beyond drafting copy, including writing code and analyzing data; experiment with it.</p>

See the model **expert chat session** on page 50 for ideas on how to interact with ChatGPT.

Source: EAB research and analysis.

If You Do Nothing Else, Educate Your Staff on Responsible AI Use

Due diligence

Regardless of how ambitious (or not) you choose to be with your team's adoption of new-AI tools, one related to-do that you should consider mandatory is educating your staff on the related risks.

It's safe to assume that at least one and probably more of your staffers are already using ChatGPT, even if you might not be aware of it. You'll want to make sure that you've flagged them on problems that could potentially result from that.

Public and private

As described at right, there are three basic forms of risk associated with use of the new AI, stemming mostly from the fact that information you enter into tools such as ChatGPT becomes part of the public domain.

Note that it's possible to contract with OpenAI and other vendors for a "private" instance of their tools, which gets around the problem of inadvertent sharing and opens up the undoubtedly useful option of freely applying AI to sensitive or proprietary information about your organization.

Three Primary Forms of Risk Associated with Use of AI



Legal

E.g., your staff may inadvertently share personally protected student information when using ChatGPT



Strategic

E.g., your staff may inadvertently share proprietary, confidential, or strategically sensitive information about your institution when using ChatGPT



Reputational

E.g., your staff may inadvertently release AI-generated content with errors in it, which could make you look bad (and also potentially expose you to legal risk)

Rule of thumb

Assume that anything you put into ChatGPT may eventually be accessed by the general public. Don't enter anything that you would not be comfortable posting on your school's website.

Recognize That ChatGPT and Other AIs Are Works in Progress

An evolving resource

One thing to keep in mind as you're incorporating the new AI into your team's work is that many of the tools you're likely to use, including ChatGPT, are works in progress.

This means, for example, that their performance may be inconsistent over time, a phenomenon that has been documented by studies such as the one referenced at the upper right.

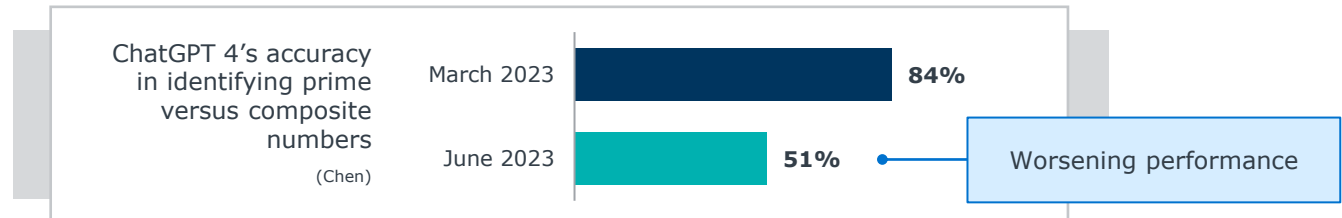
Using an imperfect tool

The problems with ChatGPT described on this page appear to be a reflection of OpenAI's ongoing efforts to reconcile different aspects of the model's performance, for example, its speed and resource-intensiveness versus the quality of the answers it provides. One hopes that they will, sometime soon, more consistently get the balance right.

In the meantime, many users have continued to benefit from ChatGPT, in spite of its shortcomings, even if they have had to be creative about work-arounds. (For example, some users have found that reverting to version 3.5 gets them what they need in cases when the more advanced GPT4 model fails them.)

Evidence of Inconsistent Performance over Time for ChatGPT

Findings from a Study Undertaken by Berkeley Researchers



The researchers concluded that "...the behavior of the 'same' LLM service can change substantially in a relatively short amount of time, highlighting the **need for continuous monitoring**..."

Representative Complaints from the OpenAI Developer Forum on Reddit

Has there been a decrease in GPT-4 quality? (May 13, 2023)

"Over the past few days, it seems like GPT-4 is struggling to do things it did well previously. I use GPT-4 to augment long-form content analysis and creation, and in the past it seemed to understand my requests well. Now, it...misunderstands what I'm asking far more often."

Experiencing decreased performance with ChatGPT-4 (May 28, 2023)

"Has OpenAI provided an explanation for the very clear degradation of ChatGPT's performance with the GPT4 model?...As a regular user, I have noticed the emergence of gross errors that did not exist before, and especially a much greater capacity to forget."

GPT has been severely downgraded (June 11, 2023)

"Many of us...have noticed a significant drop in performance with GPT-4. While OpenAI hasn't officially acknowledged this change, it's abundantly clear...that the current/latest version of GPT is experiencing some form of severe throttling..."

Source: Lingjiao Chen et al., "[How is ChatGPT's behavior changing over time?](#)", arXiv; "[GPT4 is underwhelming now](#)," Reddit.



Priority 2

Nail down your policy on applicants' use of AI

Academic Integrity Has Dominated the AI Discussion in Higher Ed

Veiling students' true ability?

To the extent that AI has been a hot topic on college campuses, it has mostly been due to concerns over academic integrity. More generally, AI has raised fundamental questions about how to understand and measure student ability.

It's no secret that many students are already using ChatGPT for their schoolwork, and it's reasonable to suppose they're also using AI to prepare their college applications. Enrollment leaders have certainly expressed related concerns; more than a third believe that student use of AI has made it harder to get an accurate read on applicants' abilities.

Various remedies

Different work-arounds have been proposed to address applicant use of AI, corresponding to varying admissions philosophies and levels of acceptance of AI. Some solutions look to triangulate student ability through forms of evaluation that are "AI resistant," including video statements and proctored assessments. Others focus on adjusting evaluation rubrics to account for presumed student use of AI.

Enrollment Leaders Worry That Applications No Longer Accurately Reflect Student Ability



42%

of students aged 12–18 say they've used ChatGPT for school

(Toppo)



39%

of enrollment leaders believe that students' use of AI has made it harder to get an accurate read on their abilities

(EAB poll of enrollment leaders)

Potential Work-Arounds/Solutions



Add a **video** component to your application



Increase the weight of **proctored** assessments



Allow use of AI, provide associated guidance to applicants



Adjust your evaluation **rubrics** to account for student use of AI

Source: Greg Toppo, "National ChatGPT Survey: Teachers Accepting AI Into Classrooms & Workflow — Even More Than Students," The 74; EAB research and analysis.

Honor Applicants' Desire for Clarity on AI Use

Students want guidance

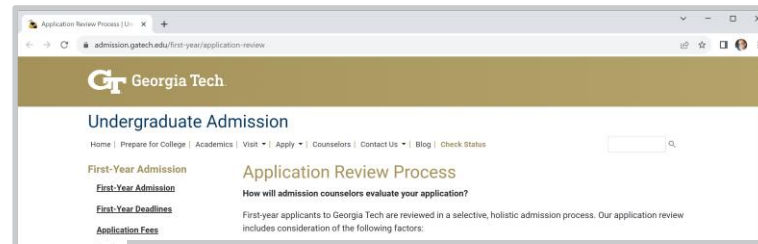
It's not only enrollment leaders who are concerned about AI being used for college applications; students are worried about it as well. They don't want to use AI if it's considered cheating, but they also don't want to needlessly disadvantage themselves by not using it. And they're looking for guidance on what to do.

Avoid unnecessary delays

A lot of admissions teams have not yet made public statements about student use of AI, often because they're waiting on other parts of their organizations (usually their faculty) to figure out where they stand on it.

The right move here probably is not to wait on others. That could take a long time, and besides, the risk of you taking action is small relative to the risk of you doing nothing. Staying silent can put off prospective students by leaving important questions they have unanswered and by suggesting that your institution does not understand the significance of the new AI.

Georgia Tech's Admissions Website Offers Applicants AI Dos and Don'ts



Statement on AI

Tools like ChatGPT, Bard and other AI-based assistance programs are powerful and valuable tools. We believe there is a place for them in helping you generate ideas, but your ultimate submission should be your own. As with all other sources, **you should not copy and paste content you did not create directly into your application.** Instead, if you choose to utilize AI-based assistance while working on your writing submissions for Georgia Tech, we encourage you to **take the same approach you would when collaborating with people. Use it to brainstorm, edit, and refine your ideas.** AI can also be a useful tool as you consider how to construct your resume in the Activities portion of the Common Application. We think AI could be a helpful collaborator, particularly when you do not have access to other assistance to help you complete your application.

Review the [Contribution to Community](#) and [Personal Essays](#) sections above for more information about using AI when working on your application.

Don't ❌

Do ✅

Source: <https://admission.gatech.edu/first-year/application-review>.

Renewed Interest in Unfakeable Assessments

AI-resistant submissions

Some admissions teams have responded to concerns over student use of AI by introducing what might be termed “AI resistant” application components. One good example is video statements filmed by students.

Hardwiring authenticity

Shown at right is a version of the practice implemented by a highly selective liberal arts school in the Northeast, referred to here by the pseudonym “Wheelwright College.”

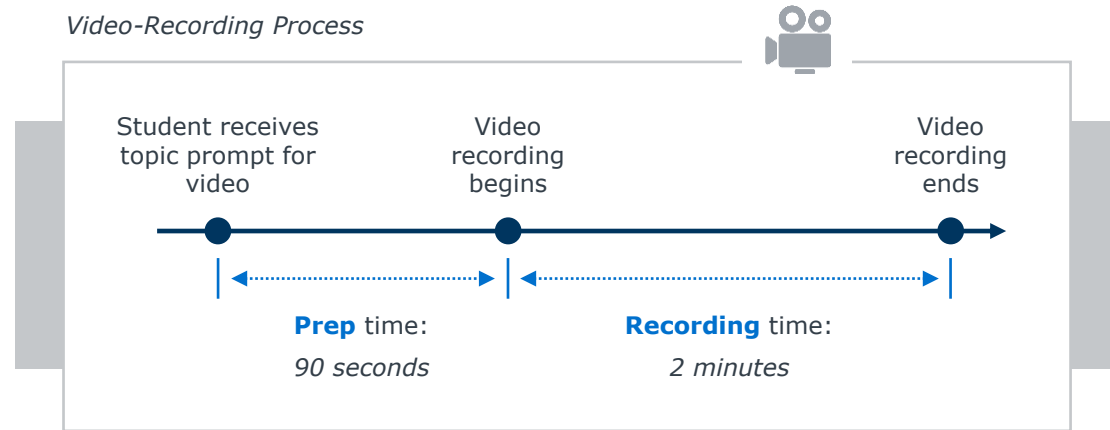
As indicated, Wheelwright’s application invites students to film an optional two-minute video. One key aspect of the process is that students receive the topic prompt just 90 seconds before they start recording, which preempts the possibility of them asking an AI for help.

Getting a More Direct Read on Students



Wheelwright College¹ added an optional video component to its application—partly in response to ChatGPT

Video-Recording Process



1) A pseudonym.

Source: EAB interviews.



Priority 3

Activate AI themes in your recruitment outreach

Student Demand for AI Education Exceeds Higher Ed Supply

Looking beyond the application

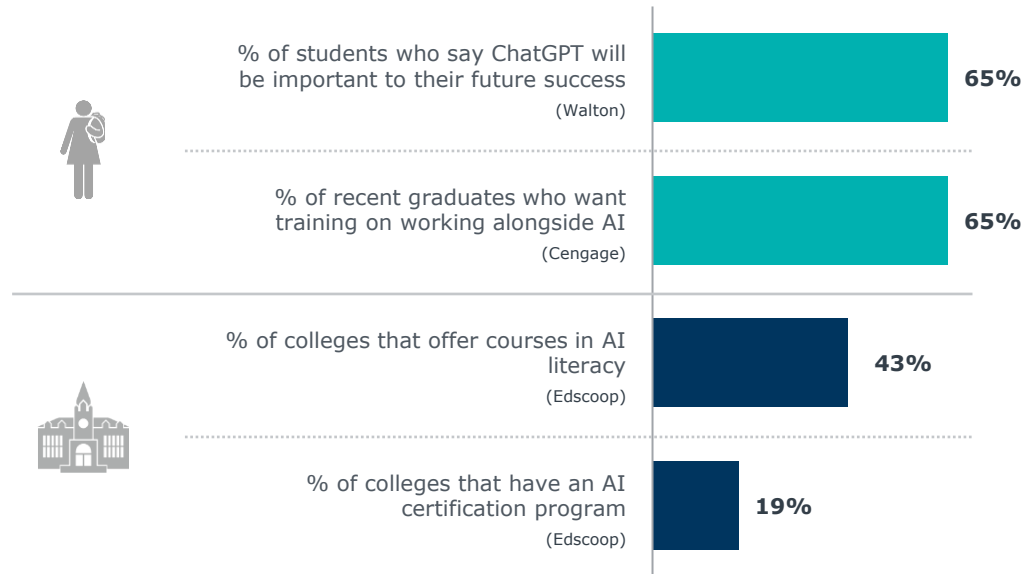
One AI-related topic that does not get enough attention is the role that it can and should play in aspects of student recruitment beyond the application process.

A rare differentiator

One helpful piece of context for the role that AI-related themes might play in your recruitment outreach is that AI matters a lot to students. As indicated in the top two bars in the chart at right, a significant majority believe that ChatGPT will be important to their future success, and a similarly large proportion of recent graduates say they want training on working alongside AI.

Unsurprisingly, given how suddenly the new AI appeared on the scene, few schools are currently geared up to provide students with the support they seek—a fact illustrated by the two lower bars in the chart and the material beneath that. This fact gives institutions that do have a compelling story to tell about AI at their institutions a competitive advantage.

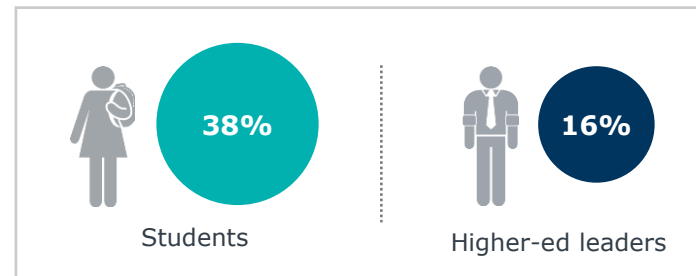
Percentage of Students Who Say AI Is Important to Them Versus Percentage of Colleges Offering AI Education



An Attitude Gap

(Coffey)

% who believe AI will “revolutionize” teaching and learning



Source: Walton Family Foundation, “ChatGPT Used by Teachers More Than Students, New Survey from Walton Family Foundation Finds”; Cengage Group, “2023 Employability Report”; Edscoop, “Expanding AI Instruction in Higher Education”; Lauren Coffey, “U.S. Lags in AI Use Among Students, Surveys Find,” Inside Higher Ed.

Schools That Can Are Showcasing Their AI Capabilities

Suddenly relevant

While the emergence of the new AI caught most schools by surprise, some institutions have been building out their AI capabilities for some time now. Unsurprisingly, they're also wasting no time getting the word out to students.

Of the three examples shown at right, the University of Florida is probably the most striking, due to the scale of their effort. As mentioned in the callout, they've hired 100 new AI-focused faculty, they've created dedicated AI positions in all academic departments, and they've enrolled more than 7,000 students in AI courses on campus.

Promote what you can

While admissions teams at most schools will not have similarly impressive AI infrastructure to brag about, enrollment leaders would be well advised to start looking around their campuses and curriculum for examples of AI innovation that they might highlight in outreach to prospective students.

Three Prominent Examples



- ✓ Hired 100 new AI-specialized faculty
- ✓ Created AI-focused positions in all academic departments
- ✓ Offers 230 AI courses at undergraduate, graduate, and professional levels
- ✓ Enrolled 7,000+ students in AI courses on campus
- ✓ Educates students on use of AI in job seeking, via its career center

Source: www.iit.edu/academics/programs/artificial-intelligence-bs; aihumanity.emory.edu/; ai.ufl.edu/; EAB research and analysis.



Priority 4

Prepare to promptly adopt coming innovations

Don't Miss Out on Important AI Innovations

Anticipating a deluge

The coming months are likely to see the emergence of important AI-fueled innovations with immediate relevance for admissions work, and you'll want to make sure you're not caught flat-footed once they hit.

Unfortunately, keeping track of related developments will be a challenge. One major impact of the new AI has been to make software development a lot easier, resulting in a glut of new applications from vendors.

A focus for your attention

Shown at right are some tips to make tracking the terrain more manageable.

The most important of these is probably the first—to focus on key use cases. There's just a handful of big problems in enrollment amenable to AI solutions, and that's where you'll want to look for important developments. Related aspects of admissions work include scaling personalized communications with prospective students and rendering the processing of applications less labor-intensive.

Three Ways to Make Tracking the Terrain More Manageable



Focus on key **use cases**

- Student-facing chatbots
- Application processing
- Automated mass-customization of comm flows



Continuously **monitor** the landscape

- Favor vendors you know and trust
- Talk to your peers
- Set up Google alerts



Establish **criteria** to use in assessing potential AI investments

- Expect to encounter "vaporware"
- Favor vendors with established track records
- Ask for references and evidence of results

Source: EAB research and analysis.

Application-Processing Is a Promising AI Use Case

High volume, high intensity

The case study at right addresses one likely use case for AI in admissions—application processing.

The institution profiled is a highly selective school that receives a very large number of applications and is deeply committed to contextual applicant review. In other words, they face the daunting challenge of scaling a very time-consuming and labor-intensive form of student assessment—a challenge made worse by chronic understaffing.

An AI-based pre-sort

To help with the challenge just described, Ravenna developed an AI to pre-sort application files, saving readers the work of doing an initial scan of them—a move that cut down the time readers spent on each file by two and a half minutes.

While that may not sound like much, it quickly adds up. The table at right models the potential impact for admissions offices of different sizes. As shown, for a school that receives 50,000 applications per year, related time savings translate into the equivalent of total hours worked annually by a full-time staffer.

One Institution’s Experience

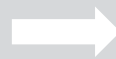
Small Time Savings That Add Up in a Big Way



Admit rate < 20%	Ravenna developed an AI to presort application files , sparing readers the work of doing an initial scan of applications and saving 2.5 minutes of reading time per file
Application volume > 75,000	
Committed to contextual applicant review	
Committed to recruiting diverse classes	

Application volume	Hours saved	Equivalent full-time staff positions
25,000	1,042	0.5
50,000	2,083	1.1
75,000	3,125	1.6
100,000	4,167	2.2

Extrapolated impact for admissions offices of different sizes



time savings equivalent to total hours worked annually by 1.1 staff members

1) A pseudonym.

Source: EAB research and analysis.

The Special Case of Chatbots

Revisiting a notable innovation

Of all the various use cases one might imagine for the new AI in admissions, one of the most compelling has to do with a familiar technology that was already making waves in the pre-ChatGPT era—chatbots.

In order to understand their potential moving forward, it's helpful to review what we know about their past use in a higher education context. To that end, this page shares the familiar story of one of the most notable of higher ed chatbots—Georgia State's "Pounce" system.

Hard-won gains

Two key aspects of Georgia State's experience are shown at right.

First, Pounce had a very large positive impact, reducing Georgia State's summer melt by 22% and netting them an additional three million dollars in related tuition revenue.

Second, this impact did not come cheap.

The cost and effort involved are probably the main reasons we have not seen more schools implement Pounce-caliber chatbots.

Major Impact, Major Resource Commitment

Georgia State's Pounce Chatbot a Case in Point

Significant
Positive Impact¹

~200K

Student messages
fielded per year

22%

Reduction in
summer melt

\$3MM

Increase in tuition
revenue

Significant
Resource Commitment



Annual contract cost

While the annual vendor-associated cost of Pounce has not been publicly reported, it is likely in the neighborhood of \$46,000²



A heavy lift

Georgia State's team of ten admissions counselors spent months teaching Pounce how to respond accurately to students' questions



1) Based on 2016 data.

2) Inflation-adjusted, to 2023 dollars. While the actual vendor-related costs of Pounce have not been publicly reported, they were estimated, in 2017, to be between \$7 and \$15 per student served, not counting time that Georgia State's own staff spent on the model (see the article by Page in the list of sources cited). Given that 3,100 students were served by Pounce, the resulting total vendor cost would be approximately \$37,200 in 2017 dollars.

Source: "Embrace AI to solve old campus problems in new ways," EAB, May 2018; Lindsay Page and Hunter Gehlbach, "How an Artificially Intelligent Virtual Assistant Helps Students Navigate the Road to College," AERA Open, October-December 2017; EAB analysis.

How the New AI May Fuel Chatbots' Move to Center Stage

Reduced production costs

The new AI promises to make chatbots more widely available while also significantly improving their performance.

Similar to how the new AI radically accelerates the production of written deliverables, it also greatly decreases the time and effort required to produce computer code. This has, in turn, reduced the cost of software development—a trend that we may also expect to apply to chatbots.

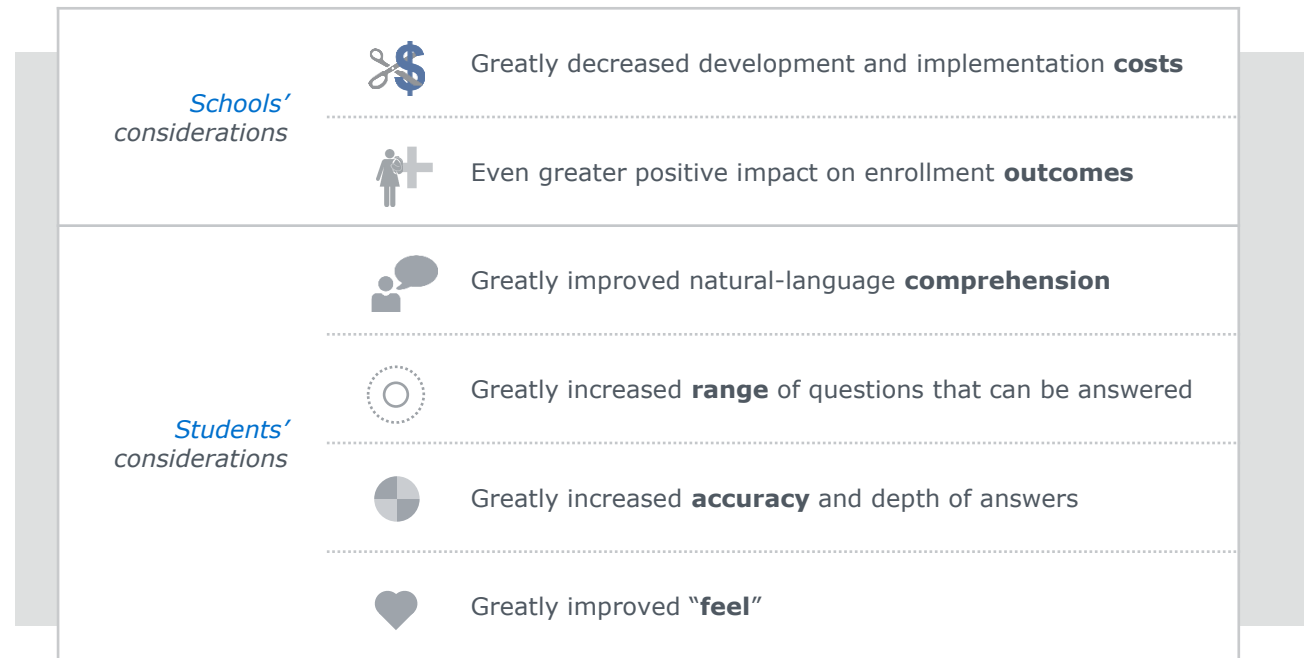
Increased power

Beyond bringing chatbots within the range of more schools' budgets, the new AI is also likely to drive transformative improvements in chatbot performance.

One capability of the new AI with obvious relevance in this respect is its uncanny ability to understand natural language and respond in kind. Another is its ability to automatically parse and organize large, unstructured data sets—such as the masses of facts that have, historically, had to be spoon-fed to chatbots manually (i.e., in the form of anticipated questions and corresponding answers).

Likely AI-Driven Chatbot Improvements

From Schools' and Students' Perspectives



Enrollment leaders we surveyed ranked chatbots first among most compelling potential use cases for the new AI in admissions¹

1) Chatbots were tied for first place with using AI to design and optimize recruitment-marketing communication flows.

Source: EAB research and analysis.

Speculating on a Chatbot-Centric Future

A thought exercise

What would the arrival on the scene of AI-enabled “super chatbots” mean for your interactions with prospective students? While no one knows for sure, it’s helpful to speculate. The material at right shows some thoughts on that score.

Increased student contact

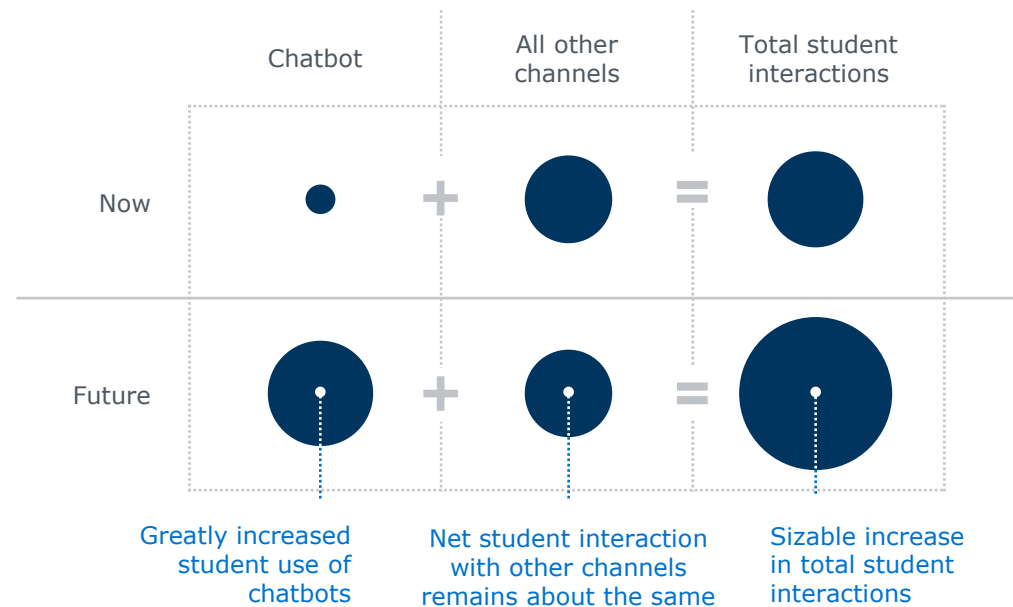
The blue circles represent the volume of your interactions with students, through chatbots and all other channels, currently and in the near future.

If, as is probable, chatbots get very good at providing accurate, in-depth information to a very wide range of student questions, you’d expect traffic going to them to increase by a lot. You could, in fact, imagine chatbots not only becoming students’ default first stop when seeking information from your institution but also their primary channel for interacting with you all across the recruitment funnel.

While this would probably preempt some traffic that previously went through other channels, it also would likely drive some new traffic to them, ultimately increasing your total number of interactions with students.

Total Student Interactions with Your School

Before and After AI-Enabled “Super Chatbots,” Speculation



Source: EAB research and analysis.

A 'Last-Mile' Challenge

Barriers to automation

As noted earlier in this report, inconsistent performance of the new AIs means that vigilance will be important in whatever use you make of them.

More specifically, problems with the accuracy of their output will, at least for the time being, limit the degree to which their impact can be scaled through truly automated and autonomous content generation.

An accuracy problem

While the new AI may be 90% of the way there in terms of generating output that could be used without further vetting, the remaining 10% is crucial—a point illustrated by the examples at right.

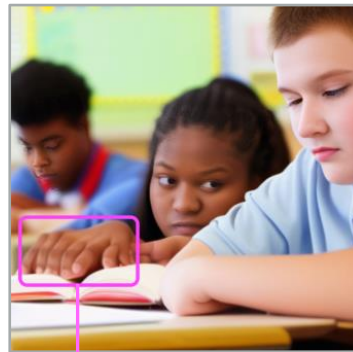
As shown, the new AIs can create images, from scratch, that are practically indistinguishable from photos of the real thing. But they often also contain small errors that shatter the illusion.

And there's an equivalent issue with the text outputted by tools such as ChatGPT. When it can't find enough material to fully answer the prompt you've given it, ChatGPT will often simply make things up, and these inventions can be hard to distinguish from real information.

At Least for Now, AI Errors Stand in the Way of True Automation

Mistakes in Visual Output

Example: the "Hand Problem" in AI Renderings of People (HEM)



AI image generators have trouble creating anatomically correct hands

"Hallucinations" in Text Output

Example: Imaginary Precedents Created by ChatGPT Accidentally Used in Legal Proceedings (Neumeister)



Plaintiff's lawyers unwittingly cited non-existent judicial opinions dreamed up by Chat GPT, complete with made-up quotes

ChatGPT often produces authoritative-sounding BS

Source: "[Google Ads AI: Potential Risks Education Marketers Should Be Aware of](#)," HEM; Larry Neumeister, "[Lawyers submitted bogus case law created by ChatGPT. A judge fined them \\$5,000](#)," AP.



Appendix

- Findings from an EAB poll of enrollment leaders
- A sample expert ChatGPT session

Findings from an EAB Poll of Enrollment Leaders

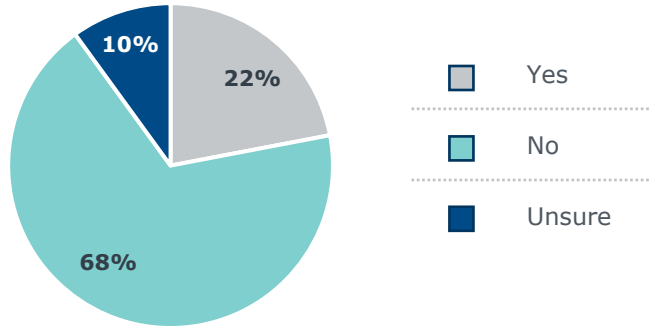
Adoption of AI by Marketing and Enrollment Teams, Enrollment Leaders' AI Proficiency

“Does your institution use AI for its marketing and enrollment efforts?”

Percentage of Respondents

22%

of marketing and enrollment teams are using AI

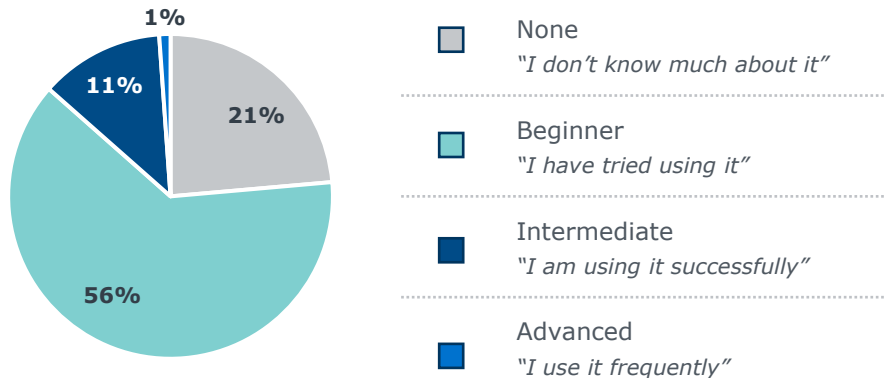


“How would you categorize your level of familiarity with AI?”

Percentage of Respondents

12%

of enrollment leaders use AI proficiently



The survey in brief

The survey findings reported on this and the following pages are based on 214 responses received from enrollment leaders at colleges and universities across the country, via a poll EAB conducted in September 2023.

Source: EAB research and analysis.

Findings from an EAB Poll of Enrollment Leaders

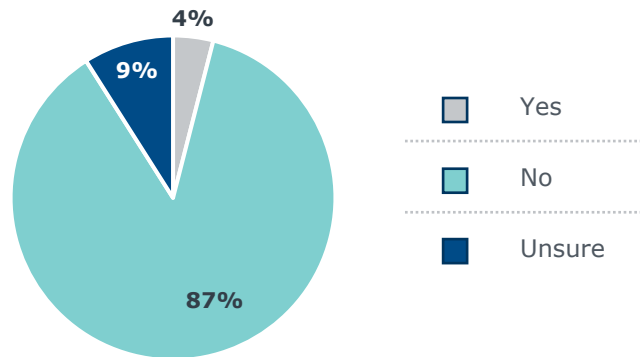
Enrollment Team and Institutional Plans for AI Adoption

“Does your team have a formal plan for adopting AI?”

Percentage of Respondents

4%

of admissions teams have a formal plan for using AI

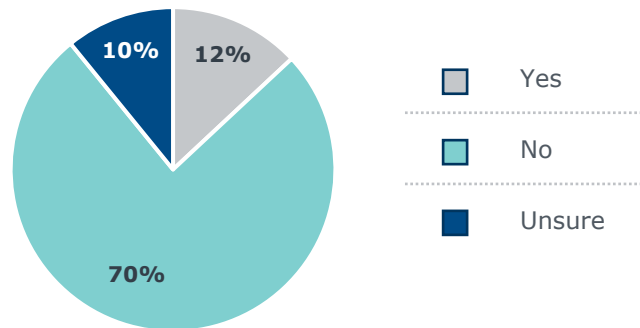


“Has your institution made the adoption of AI a strategic priority?”

Percentage of Respondents

12%

of schools have made the adoption of AI tools a strategic priority



Source: EAB research and analysis.

Findings from an EAB Poll of Enrollment Leaders

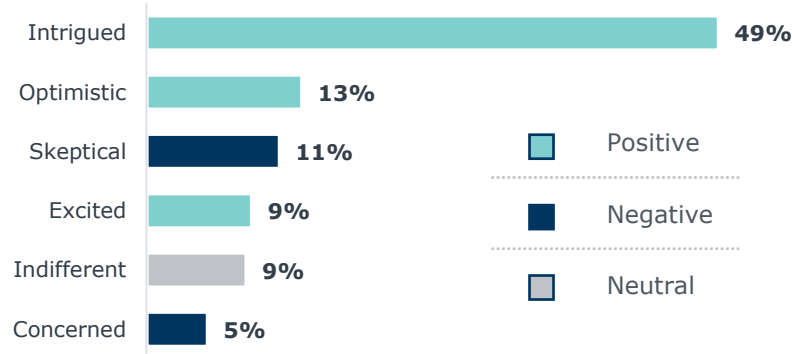
Attitudes Toward AI and Specific Concerns Connected with Its Use in Admissions

“Which best describes your personal feelings about AI?”

Percentage of Respondents

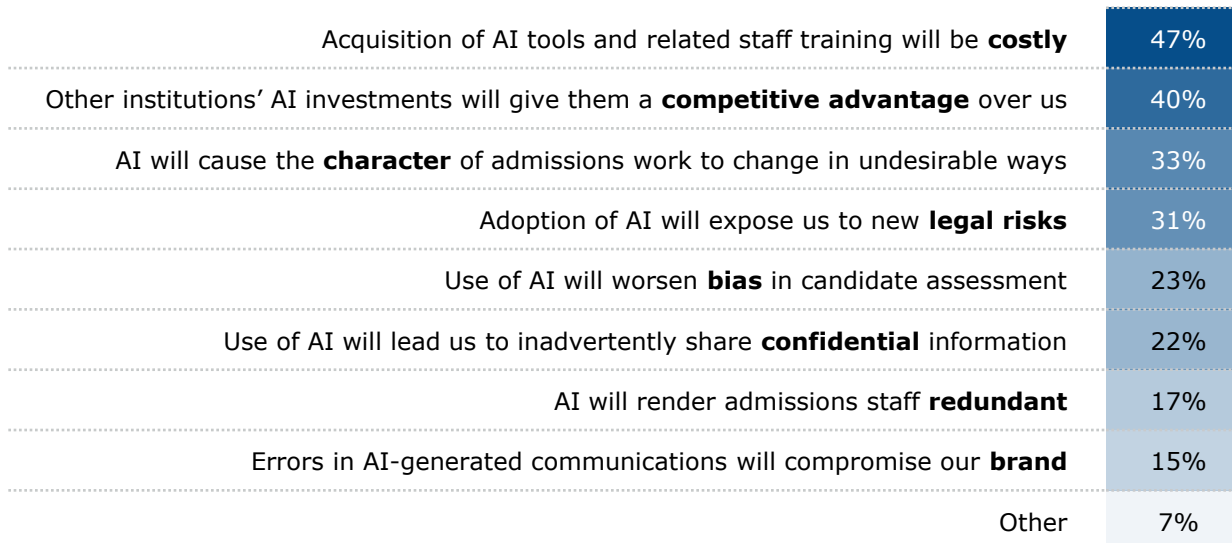
4.4x

more enrollment leaders have positive feelings about AI versus negative feelings



“What are your greatest fears concerning the use of AI in admissions?”¹

Percentage of Respondents



1) Respondents were instructed to select up to three options.

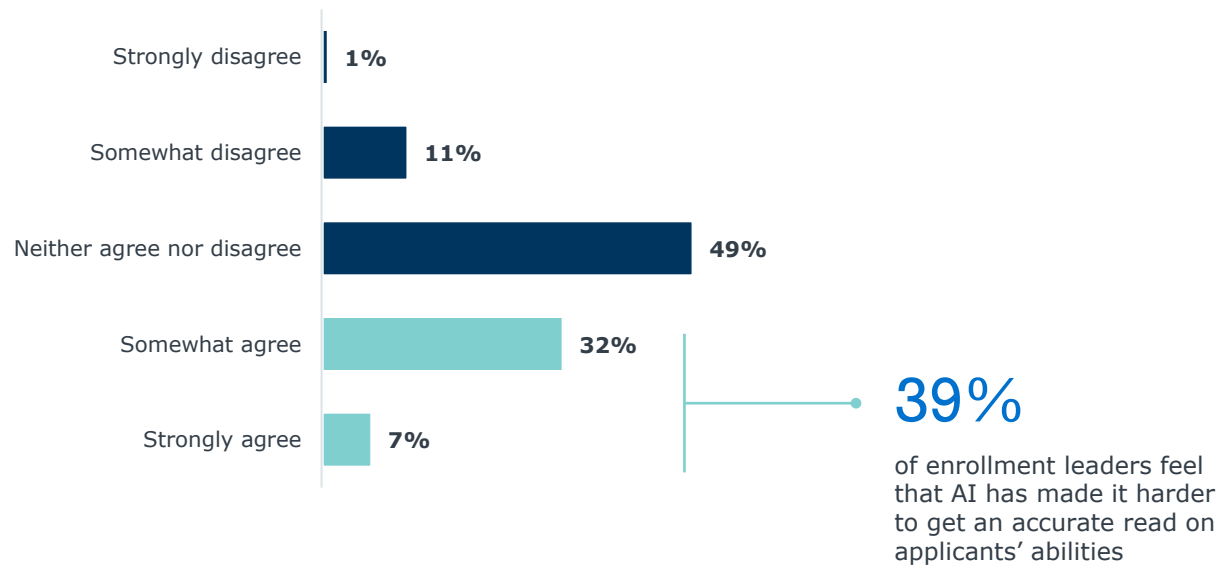
Source: EAB research and analysis.

Findings from an EAB Poll of Enrollment Leaders

Views on Applicants' Use of AI

"Student use of AI has made it harder to get an accurate read on their abilities."

Percentage of Respondents



Source: EAB research and analysis.

Findings from an EAB Poll of Enrollment Leaders

Rating Potential Use Cases for AI in Admissions

“Which potential uses of AI in admissions do you find the most compelling?”¹

Percentage of Respondents

Using next-generation chatbots to better field questions from students	37%
Designing/optimizing recruitment-marketing communication flows	37%
Reducing time required to draft recruitment-marketing communications	34%
Improving the power of models we use to predict enrollment outcomes	33%
Automating the processing of transcript information	33%
Improving our staff’s ability to mine enrollment data for actionable insights	20%
Identifying promising new markets on which to focus recruitment efforts	17%
Improving the power of our financial aid optimization models	17%
Optimizing counselor-visit travel and scheduling	12%
Scaling holistic applicant review	8%
Reducing staff time required to train admissions-office personnel	8%
Scaling our direct/reverse admission efforts	5%
More easily integrating previously siloed admissions data sets	4%
Equipping a greater number of admissions office staff with coding capabilities	2%
Other	2%

Enrollment leaders are about equally interested in a variety of top use cases

1) Respondents were instructed to select up to three options.

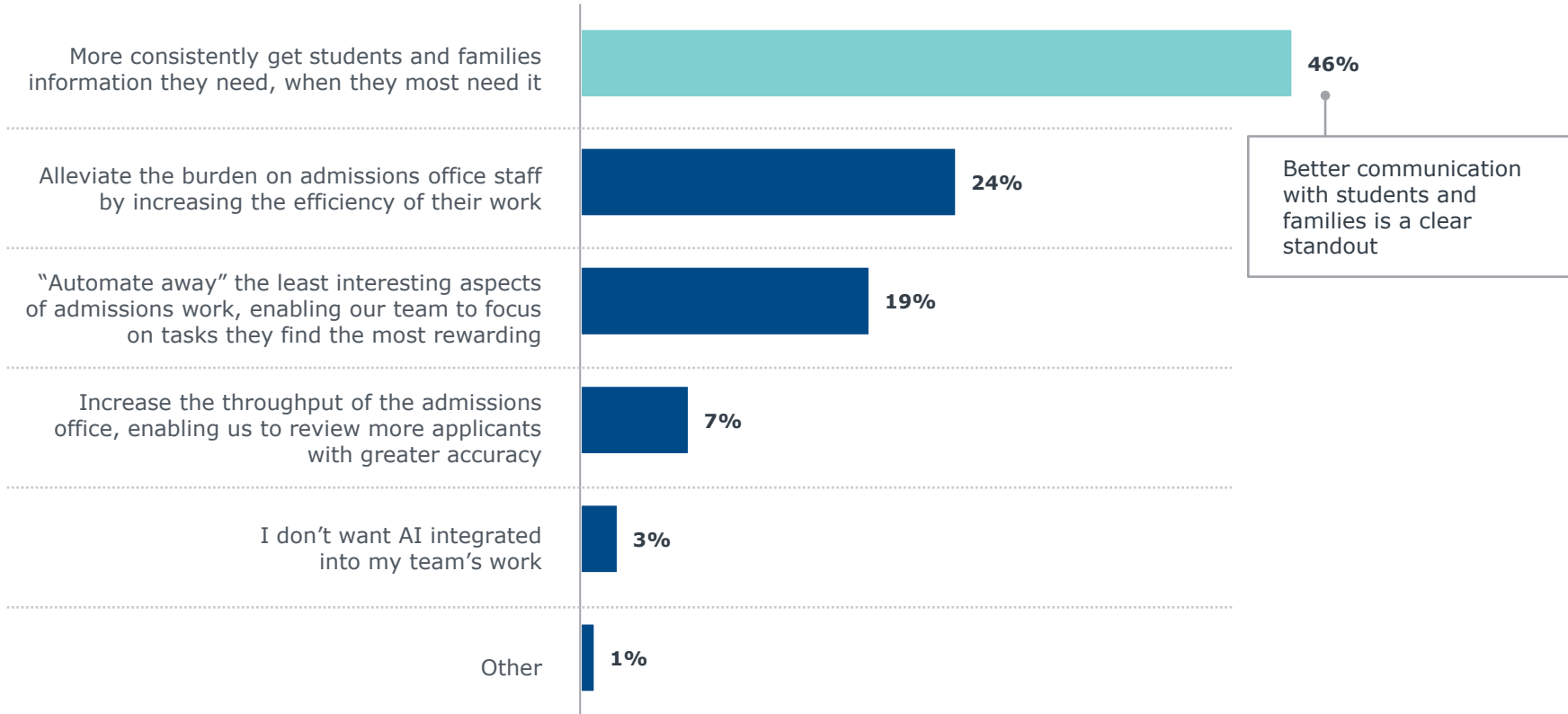
Source: EAB research and analysis.

Findings from an EAB Poll of Enrollment Leaders

Evaluating Potential Enrollment-Related Aims of AI Use

“How would you most like to see AI improve the effectiveness of your team’s work?”

Percentage of Respondents



Source: EAB research and analysis.

Findings from an EAB-NAGAP Survey of Graduate Enrollment Leaders

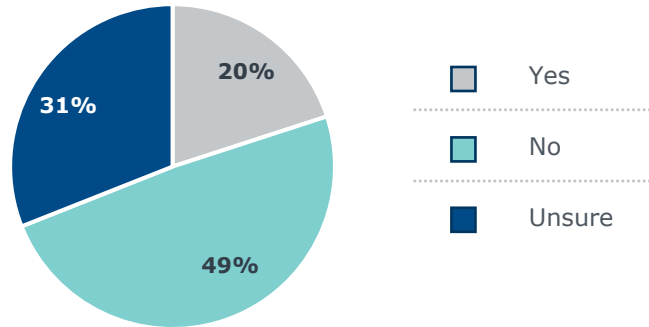
Adoption of AI by Marketing and Enrollment Teams, Graduate Enrollment Leaders' AI Proficiency

“Does your institution use AI for its marketing and enrollment efforts?”

Percentage of Respondents

20%

of institutions are using AI for their marketing and enrollment efforts

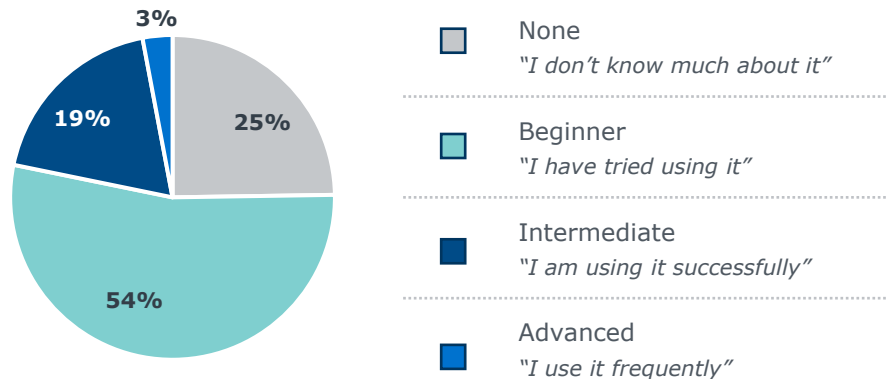


“How would you categorize your level of familiarity with AI?”

Percentage of Respondents

22%

of graduate enrollment leaders use AI proficiently



Survey in brief

The survey, conducted in October 2023, gathered responses from 422 graduate and professional school enrollment managers and other higher education practitioners, including current NAGAP members, from 311 institutions and programs across the country.

Just over half of participants were from private institutions, while 47% were from public institutions.

Eighty-two percent of participants oversee enrollment; 34% reported they oversee marketing and/or communications, 31% oversee student services, and 11% oversee financial aid/finance; seven percent indicated they oversee registrar's offices. (Participants could choose more than one area.)

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Findings from an EAB-NAGAP Survey of Graduate Enrollment Leaders

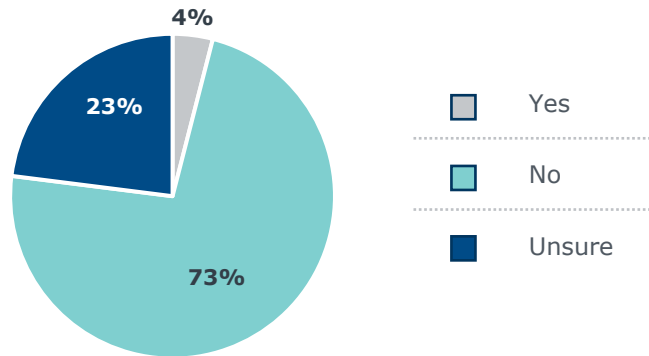
Enrollment Team and Institutional Plans for AI Adoption

“Does your enrollment team have a formal plan for using AI in recruitment and enrollment?”

Percentage of Respondents

4%

of enrollment teams at graduate enrollment leaders' institutions have a formal plan for using AI

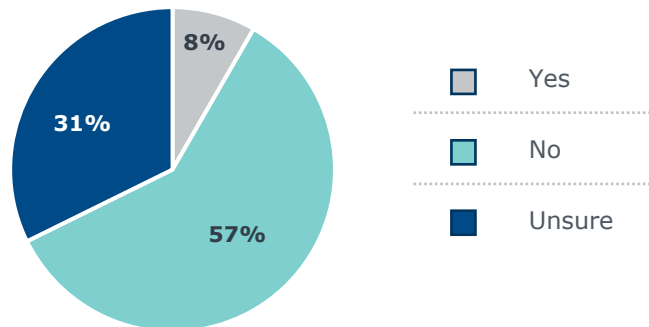


“Has your institution made the adoption of AI tools a strategic priority?”

Percentage of Respondents

8%

of graduate enrollment leaders' institutions have made adoption of AI a strategic priority



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Findings from an EAB-NAGAP Survey of Graduate Enrollment Leaders

Rating Potential Use Cases for AI in Graduate Admissions

“Which uses of AI in admissions do you find the most compelling?”¹

Percentage of Respondents

Using next-generation chatbots	37%
Reducing time required to draft content	37%
Designing/optimizing communication flows	37%
Identifying the most promising new markets	29%
Improving our staff’s ability to mine enrollment data	26%
Improving models used to predict outcomes	20%
Automating the processing of transcript information	18%
Scaling holistic applicant review	12%
Reducing staff time required to train personnel	11%
Improving our financial aid optimization models	9%
Integrating previously siload admissions data sets	8%
Ability to make proactive offers to students who have not applied	4%
Optimizing counselor-visit travel and scheduling	4%
Equipping admissions office staff with coding capabilities	2%

Graduate enrollment leaders are equally interested in several top use cases

1) Respondents were instructed to select up to three options.

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Findings from an EAB-NAGAP Survey of Graduate Enrollment Leaders

Greatest Fears Related to Use of AI in Graduate Admissions

“What are your greatest fears concerning the use of AI in admissions?”¹

Percentage of Respondents

Cost of acquisition of tools and training	36%
The character of admissions work will change in undesirable ways	33%
Exposure to legal risk	31%
Uneven playing field against institutions spending more in this area	30%
Introduction of bias in candidate assessment	27%
Admissions staff will be redundant/expendable	25%
Inadvertently sharing proprietary and/or personally protected information	24%
Compromising our brand	24%

1) Respondents were instructed to select up to three options.

Discover how EAB can help you recruit, enroll, and serve graduate and adult learners at eab.com/ALR



An Example of an Expert ChatGPT Session

Page 1 of 8

This and the following seven pages show an actual chat session between an expert user we'll call "Jane" and ChatGPT. Jane works in the sales org of her company and manages a team of personnel who are responsible for engaging prospective clients—something they rely heavily on email for. Jane's goal is to get ChatGPT to help her team write more impactful emails, more quickly. Key lessons from her approach include providing ChatGPT with ample background knowledge and making the most of ChatGPT's own extensive subject-matter expertise. The text in the chat has been edited to preserve the anonymity of the organization profiled (material within square brackets indicates portions of the text where identifying information was removed/replaced).

Jane

I'm going to be submitting quite a bit of material so we can build a chat that has product knowledge, best-practices for sales email writing, and buyer persona information. Once all this is submitted, I will submit drafts from my sales team for you to analyze and enhance with all the information provided in this chat. All future prompts should always reference information provided throughout this chat. I'm going to start first with submitting the buyer persona information. Are you ready?

Jane lays the groundwork for the chat by providing detailed context on the task at hand



Absolutely! I'm ready to receive and process the buyer persona information you provide. Once you've submitted all the material, I'll be able to reference it when analyzing and enhancing drafts from your sales team. Please go ahead and share the buyer persona details.

Jane

The persona information is actually in powerpoint form. Is there a way to submit this to you?



I'm sorry for the inconvenience, but I cannot directly process PowerPoint files. However, there are a few ways we can work around this:

- 1. Convert to PDF:** If you can convert the PowerPoint to a PDF, you can then provide the URL link to the PDF, and I can extract information from it using the askyourpdf plugin.
- 2. Manual Input:** You can manually input the key details from the PowerPoint slides into our chat. This way, I can directly process and store the information.
- 3. Screenshot:** If the slides aren't too many, you can take screenshots of the relevant slides and upload them to an image hosting platform. Share the URLs with me, and I can analyze the content from the images.

Please let me know which option works best for you, or if there's another way you'd like to proceed.


Continued on next page

Source: EAB research and analysis.

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Jane Let's do pdf.

 Great choice!

Please convert your PowerPoint to a PDF and then upload it to any online storage or hosting platform that provides a direct URL link to the PDF. Once you have the URL link, share it with me, and I'll proceed to extract the information from the PDF.

Jane I don't have a URL, but I have the doc itself. How can I share it with you?

If you have the PDF document itself and would like to share it with me, you can follow these steps:



- Visit [AskYourPDF Upload Page](#).
- Upload your PDF document.
- Once the upload is complete, you'll receive a doc_id.
- Copy the doc_id and paste it back into this chat.

I'll then be able to access and extract the information from the uploaded PDF using the provided doc_id.

Jane doc_id: doc_id: f0ff81d1-1dd4-49a3-bfc1-[xxxxxxxxxxx]

Jane asks ChatGPT for guidance on how to provide information to it

Continued on next page

Source: EAB research and analysis.

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Thank you for providing the doc_id. I've extracted relevant sections from the PDF related to the buyer persona. Here's a summary:



[ChatGPT provides a 194-word summary of the document, organized under four headings with three bullets each.]

This is a summarized version of the extracted content. If you need more detailed information or have specific questions about any section, please let me know!

Jane

Given your knowledge of [the industry segment our product serves], which contact titles are most relevant? Unrelated, [former product name acronym] is an old term and we now use [current product name acronym], which stands for [new full product name]. Make sure this adjustment reflects in all future prompts of this chat.

Certainly! In the context of [industry], [industry segment] typically refers to programs and initiatives that cater to [list of customer types].

Given this focus, the following contact titles in potential client organizations might be associated with [industry segment]:



[ChatGPT provides a list of seven different director-level titles, together with a brief description of the purview and responsibilities of each.]

Remember, the exact titles and their responsibilities can vary by organization. It's always a good idea to look into the specific roles and responsibilities associated with each title at a given institution to ensure they align with [product] initiatives.

And noted, I'll use [current product acronym] instead of [former product acronym] in all future prompts of this chat.

Jane leverages ChatGPT's extensive knowledge base to help inform the content she is creating

Continued on next page

Source: EAB research and analysis.

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Jane

I'm now going to start submitting information about product knowledge information for [product]. Are you ready?

Jane orients ChatGPT to the larger process that is underway



Absolutely! I'm ready to receive and process the product knowledge information related to [product]. Please go ahead and share the details, and I'll ensure they're referenced in our future interactions.

Jane

Here's one doc: doc_id: ee02290a-cd9c-45f2-8adf-[xxxxxxxxxx]



Thank you for providing the doc_id. I've extracted relevant sections from the PDF related to product knowledge for [product]. Here's a summary:

[ChatGPT provides a 196-word summary of the document, organized under four headings with one to three bullets each.]

This is a summarized version of the extracted content. If you need more detailed information or have specific questions about any section, please let me know!

Jane provides ChatGPT with detailed reference and source material to use

Jane

Here's another document for product knowledge, with several more to go: doc_id: 6ea328c0-fd3d-47e3-baae-[xxxxxxxxxx]

Continued on next page

Source: EAB research and analysis.

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Thank you for providing the doc_id. I've extracted relevant sections from the PDF related to product knowledge for [product]. Here's a summary:



[ChatGPT provides a 221-word summary of relevant portions of the document, comprising four headings with one to three bullets under each.]

This is a summarized version of the extracted content. If you need more detailed information or have specific questions about any section, please let me know! If you have more documents to share, please provide their doc_id and I'll continue processing them.

Jane

Here's text from one of my company's product webpages. Please add it to your product knowledge for this chat, to be referenced in all future prompts. Text: [At this point Jane pastes into the chat all text contained on the webpage in question, without any further structuring or organization of the input text—1,782 words total].

Jane saves herself time by submitting "raw," unstructured source material to ChatGPT

Thank you for providing the text from the product webpage. I've captured and processed the information. Here's a summarized overview of the product knowledge:



[ChatGPT provides a 213-word summary of the text, under six headings with one to five bullets under each.]

This information has been added to the product knowledge for this chat and will be referenced in all future prompts. If you have more information to share or any specific questions, please let me know!

ChatGPT keeps track of and compiles information submitted to it across the chat

Jane

Here's more text from another page from my company's website: [At this point Jane pastes into the chat all text contained on the page in question, without any further structuring or organization of the input text—798 words total].

Continued on next page

Source: EAB research and analysis.

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Thank you for providing the text from another product webpage from your company's website. I've captured and processed the information. Here's a summarized overview of the product knowledge:



[ChatGPT provides a 181-word summary of the text, under six headings with one to four bullets under each.]

This information has been added to the product knowledge for this chat and will be referenced in all future prompts. If you have more information to share or any specific questions, please let me know!

Jane

Based on your knowledge of buyer personas for [product], along with the product knowledge submitted, create a study guide for all information that would be relevant for members of our sales team to leverage in an initial sales email, including example scenarios to explore depending on the nature of the contact's interest. This study guide should help any salesperson identify best-practices for high performance across a variety of scenarios of outreach. It should not be an initial sales email, but I do plan to submit draft email scripts in this chat in future prompts.

Jane is ambitious in the ask she makes of ChatGPT, instructing it to perform high-level content-creation tasks (synthesizing knowledge for a particular use case, in a particular deliverable format)



[ChatGPT provides a 419-word study guide, organized under the five following headings: "understanding the buyer personal for [product]; product knowledge highlights; best practices for initial sales email; example scenarios for outreach; tips for high-performance outreach; things to keep in mind."]

This study guide is designed to equip salespeople with the knowledge and best practices needed for effective outreach. As you plan to submit draft email scripts in future prompts, this guide will serve as a foundation to ensure those scripts are tailored and impactful.

Jane

Revise your last prompt with the study guide so it also includes your own knowledge of [industry segment] across the [industry] landscape in the US. This study guide must be very comprehensive and leave little questions left over for our sales staff.

Jane prompts ChatGPT to try again when she does not get what she needs

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Source: EAB research and analysis.

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[ChatGPT produces a 509-word study guide, organized under the seven following headings: “understanding the buyer persona for [product]; [product] product knowledge highlights; [industry segment] landscape in the US; best practices for initial sales email; example scenarios for outreach; tips for high-performance outreach; things to keep in mind.”]

This comprehensive study guide integrates product knowledge, the broader [industry segment] landscape in the US, and best practices for outreach. It’s designed to equip sales staff with a holistic understanding to craft effective sales emails and engage with prospects meaningfully.

Jane

In section 1 you talk about buyer needs, but only give superficial detail. Be as comprehensive as possible, even if you need to leverage your own knowledge and not just the information provided. Section 2 and 3 are extremely generic - what was the point of submitting all this info to you if you’re not going to create a comprehensive, detailed, guide to review? I want details. Leave no stone unturned.

Jane is emphatic, specific, persistent, and direct in the feedback she gives to ChatGPT

I apologize for the oversight. Let’s dive deeper into the details to provide a more comprehensive guide.



[ChatGPT provides a revised 488-word study guide.]

This revised guide integrates detailed product knowledge with a comprehensive understanding of the [industry segment] landscape in the US. It aims to equip your sales staff with the knowledge they need to effectively engage with prospects.

Continued on next page

Source: EAB research and analysis.

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Jane

Given your knowledge and all information provided in this chat, create a draft initial sales email for a [product] campaign for cold outreach. The tone should reflect what a [relevant function in target organization] leader is looking for in any sales pitch and the call to action should be scheduling a meeting for a discovery call. The email should be no longer than 200 words and should not feel like a hard pitch.

Certainly! Here's a draft initial sales email for a [product] campaign:



[ChatGPT provides 170-word draft email.]

This email aims to strike a balance between being informative and respectful of the recipient's time, while also emphasizing the value [Jane's company] can bring to their institution.

End of chat

Source: EAB research and analysis.

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