Unlocking AI's Potential in Higher Education

12 Innovative Ideas to Help Leaders Identify AI Promises Across Campus

AI-driven innovations present numerous opportunities for higher education institutions, including providing personalised student support, supercharging academics and staff productivity, and optimising operations. This infographic highlights examples of AI promises and their expected impact. Use this infographic to identify, develop, or acquire AI applications that best align with your institutional priorities. Refine these promises into actionable strategies and pilot projects, designed to both evaluate and demonstrate tangible impact of AI solutions across your campus.

ACADEMIC AND CAREER SUPPORT FOR STUDENTS

1 Personalised Tutor for Every Student

PROMISE

AI tutors provide on-demand tutoring tailored to each student's real-time needs. Learners can explore course material via interactive Q&A sessions with the AI, which adjusts to their individual learning preferences and knowledge levels.

EXPECTED IMPACT

Increased subject mastery, reduced student stress, more equitable access to 1:1 academic support for students

2 Adaptive Academic Pathways

PROMISE

AI-driven academic advisors tailor academic pathways for students based on real-time performance and evolving student interests, even providing tailored nudges and automatic scheduling of classes and other on-campus resources.

EXPECTED IMPACT

Higher completion rates, fewer course dropouts, more effective use of academic resources

3 AI-Powered Career Coaches

PROMISE

AI coaches identify right-fit jobs based on comprehensive student profiles, including academic qualifications, skills, preferences, professional experiences, and even personality and work style. AI can then align profiles with appropriate job openings, tailor CVs and cover letters, and fill out applications.

EXPECTED IMPACT

Higher job placement rates, data-driven career planning, improved alumni relations

ENROLMENT SUPPORT FOR PROSPECTIVE STUDENTS

4 24/7 Enrolment Concierge

PROMISE

Conversational AI bot offers around-the-clock support to applicants, providing tailored responses and nudging them about financial aid, deadlines, housing, and more.

EXPECTED IMPACT

Smoother applicant journey, increased yield, and reduced administrative workload

5 Holistic Student Finance Support

PROMISE

AI models better align financial aid resources with student need using holistic review and streamlined fund distribution. Conversational AI bots then provide personalised support throughout the student lifecycle (e.g., HELP[1] form or SLC[2] form reminders and completion assistance).

EXPECTED IMPACT

Greater financial equity, faster award distribution, reduced administrative costs

PERSONALISED CONTENT GENERATION FOR ENROLMENT MARKETING + DONOR RELATIONS

6 Hyper-Personalised Outreach for Prospective Students

PROMISE

AI produces personalised content for individual students, tailored to the distinct styles and tones of various senders (such as renowned professors, deans, or vice-chancellors). This content can then be automatically distributed across multiple channels, including social media, emails, and text messages.

EXPECTED IMPACT

Stronger engagement, higher application conversion rates, better brand perception

7 Data-Driven, Customised Donor Outreach

PROMISE

AI tools generate customised and ongoing donor journeys by continuously identifying and adapting outreach based on donor behaviours (e.g., response) and interests.

EXPECTED IMPACT

Higher donor retention, increased fundraising yield, improved donor satisfaction

EFFICIENCY GAINS FOR ACADEMICS IN TEACHING AND RESEARCH

8 Assisted Course-building and Automated Grading

PROMISE

AI tools assist academics to brainstorm and develop course content such as syllabi and lesson plans. They also automate components of the grading process across assessment types, from written responses to videography.

EXPECTED IMPACT

Reduced lecturer workload, improved course quality, faster grading turnaround

9 Streamlined Research Administration

PROMISE

AI tools improve grant identification based on academic profiles (e.g., research history, qualifications, desires) and partially automate components of grant application (e.g., biosketches, workplans).

EXPECTED IMPACT

Reduced administrative burden, better-fit funding opportunities, increased grant application volume

OPERATIONAL EFFICIENCY GAINS

10 Expanded AI Service Desk Capabilities for IT and Estates

PROMISE

Conversational AI bots with dynamic Q&A capabilities address customer concerns and independently manage (and even close out) sophisticated help desk inquiries.

EXPECTED IMPACT

Reduced staff workload, streamlined issue resolution, improved customer satisfaction

11 Holistic Application Review in Admissions

PROMISE

AI expedites the summary and evaluation of both qualitative and quantitative application materials, offering a streamlined approach. This can be especially valuable for test-optional admissions.

EXPECTED IMPACT

Reduced administrative burden, more comprehensive reviews, faster decision-making

12 Instantaneous Access to Institutional Knowledge for Back-Office Functions (e.g., Finance, Legal, HR)

PROMISE

Conversational AI bots trained on institutional knowledge—from internal policies to legal documents to financial statements—accelerate staff access to information and expedite knowledge-intensive tasks such as due diligence and contract analysis.

EXPECTED IMPACT

Increased efficiency, reduced time spent on data searches, better decision-making

1. Higher Education Loan Program in Australia
2. Student Loans Company in UK

Check out our AI exec briefing deck or request an EAB expert to facilitate discussion around one of the infographic components on campus.

eab.com/AI-and-the-Future-of-Higher-Ed