OPTIMIZING THE LEARNING JOURNEY THROUGH INDIVIDUALIZED NUDGES

PARENTS KNOW THAT SIBLINGS DON'T ALL LEARN THE SAME WAY. SO WHY DO STUDENT ASSESSMENT EXERCISES START WITH DEMOGRAPHIC CATEGORIES LIKE RACE, GENDER OR ZIP CODE, INSTEAD OF HUMAN INSIGHT ABOUT EACH LEARNER’S UNIQUE PERSONAL MINDSET?

At Discourse Analytics (DA), we recognize that every learner is on their own journey and that, by harnessing Artificial Intelligence (AI), cognitive science has given us powerful new tools to maximize their chances for success.

DA is the market leader in the use of AI to improve outcomes along entire student pathway from middle school through post-secondary education to career training and re-skilling. The Digital Counselor™ platform supports student progression, retention and success without using demographic data, personally identifiable information (PII), or proxy data (e.g. ZIP Code) making it the most bias-free solution in the market today.

DA improves scalable personalization efforts by aligning its prescriptive nudges to each student’s real-world challenges (such as financial aid, wellness, connectedness, academic progression) and their individual mindset (i.e., nervous, capricious, procrastinator etc.). The Digital Counselor™ platform can do this by using behavioral signals from a variety of existing campus systems (LMS, SIS, Community Application, card swipe, Financial Aid) to build a profile of a student’s attitudinal dimension (e.g. growth vs. fixed mindset, high or low resilience, etc.) that aligns with other think-alike students. With this nuanced human insight, the AI-driven platform creates customized nudges that establish the kind of authentic and trusting conversations that drive improved learning outcomes, individual experiences and melt reduction.

Today’s students recognize the value of these tools, when smartly applied, from their own experiences outside the classroom. Their expectations are shaped by their collective exposure to a range of familiar digital tools, from on-demand rides to music and movie playlists and personalized shopping. The socially distanced, largely virtual experience of COVID safety measures has sharply accelerated these trends among students returning to the classroom. As a result, educators will no longer be able to leverage pre-2020 predictive models effectively. Going forward, our systems must become more responsive and attentive to the mindsets of the individual students at every stage of their learning journey. DA’s prescriptive analytics represents a paradigm shift in driving improved outcomes by focusing on student mindset, identification of risk factors to learning, and aligning nudges to help overcome these obstacles.

STUDENTS EXPECT PERSONALIZED EXPERIENCES FROM DATA SHARING

Today’s learners -- from high school students figuring out their path to college or career, college students managing social disconnectedness, or adults seeking re-skilling to meet fast changing workplace requirements -- demand personalization. But personalization is not about ethnicity, race, gender, sexual orientation, age or zip code. Meaningful personalization is about meeting learners where they are is in their journey at a specific moment in time. Cognitive science tells us that when you create authentic and meaningful conversations with people great outcomes can occur. To meet a single student’s array of academic, financial, social, and wellness needs, institutions must engage with each student as a person not persona.
Chances are, your institution has long had sound systems and processes in place to anticipate and mitigate student attrition...This new generation of at-risk student is the otherwise stable student who now feels isolated or deprived of opportunity. To keep them on track, it won’t be about pre-2020 predict models, tutoring, or financial aid. It will be about looking for them outside of the usual methods and finding ways to restore a sense of community and opportunity in the student experience.

- Eduventures, Feb 2, 2021

INDIVIDUALS WITH SIMILAR MINDSETS BEHAVE SIMILARLY

Behavioral science has shown that choices learners make in their journey: when to study, where to study, how to study, how to engage with the campus (or off-campus) community can provide evidence of a non-cognitive attribute: open-mindedness; self-discipline; proactivity; financial comfort; self-awareness; curiosity; resilience; growth mindset; self-sufficiency; motivation; social intelligence and self-confidence. DA compares each student’s profile to all other profiles through a patented “Think-alike” engine containing a growing database with over 6.25 million mindset profiles, and thousands of nudges and signals that identifies students who are “like-minded.” The resulting “Think-alike” clustering predicts each student’s responses and prescribes nudges to alter and improve outcomes; delivering personalization at scale. The platform has developed a wide range of synthetic profiles (e.g. exemplars) that can provide accelerated understanding and engagement when determining what action to take with respect to a specific student and their profile.

MACHINE LEARNING ENABLES CONTINUOUS IMPROVEMENT

DA uses machine learning to monitor student responses, adjust the nudges, and refine the clusters of attitudinal profiles. Repeated interactions improve understanding, reduce the likelihood of bias, and drive more effective nudges across university departments and whole institutions.

NUDGING MINDSETS WORKS

We have been recognized by Gartner, Eduventures and The Gates Foundation as a leader in the use of AI to advance student progression and success. We work across the spectrum of education institutions from middle school through university, to workforce, public sector and corporate learning. We enable you to augment the roles of teachers, advisors and coaches by unlocking the insights found within your existing learner data. The result transforms educational support to drive not just improved learning outcomes, but more meaningful lives and successful careers.

THE PLATFORM IS PROVEN, IN MARKET, DEPLOYABLE IN LESS THAN 8 WEEKS AND WORKS!

- RETENTION LIFT 22%
- GRADE PREDICTION 93% ACCURACY
- ATTRITION PREDICTION 92% ACCURACY
- ENROLLMENT YIELD LIFT 63%
- FAFSA VERIFICATION COMPLETION INCREASE 23%
- RETENTION INCREASE 96.3% TO 98.7%