



WARRIOR STRONG



WAYNE STATE  
UNIVERSITY

# Conversations with Spirit (of Detroit): Utilizing AI and Facebook Messenger to Engage Comebackers

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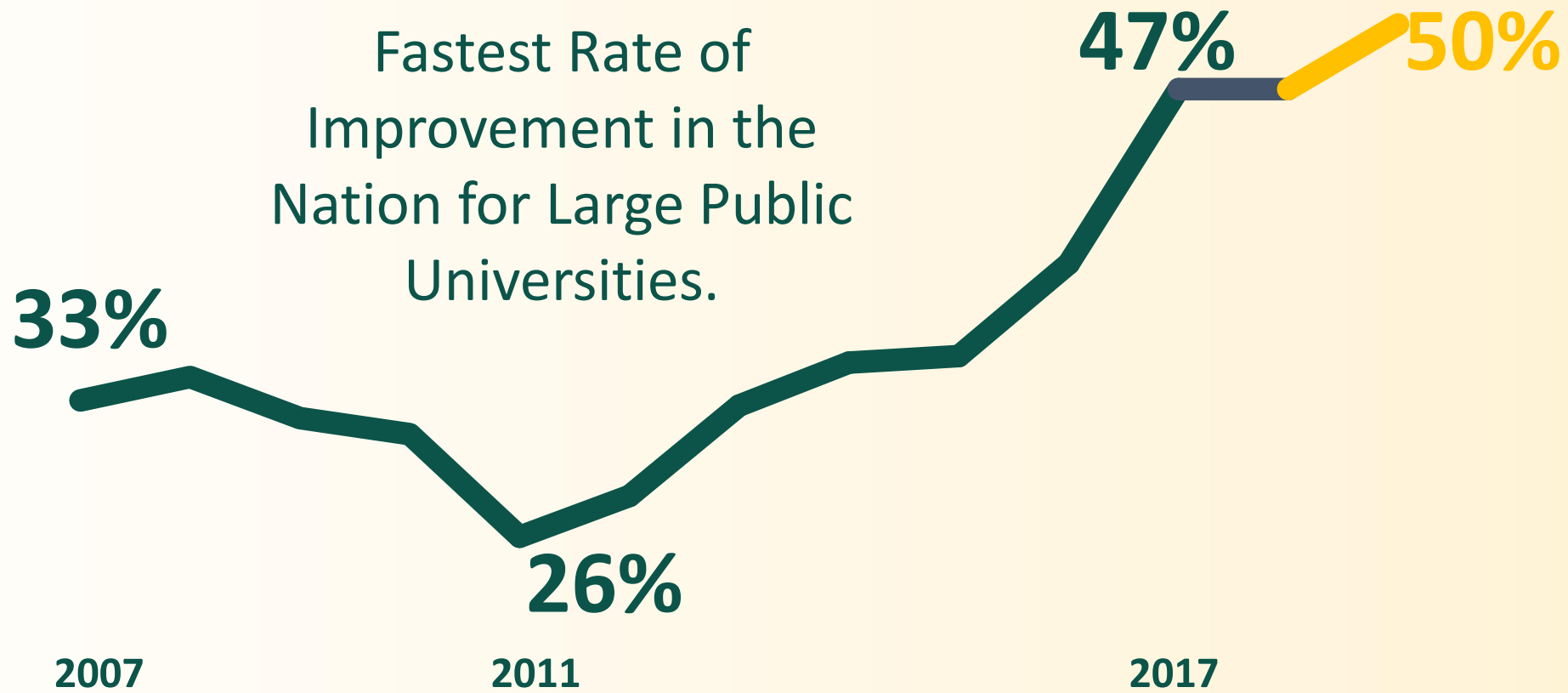


# The Motor City – Educational Drive

- Detroit: The comeback city with a whole bunch of “comebacker” potential
  - Over 690,000 students with some college, no degree
- Lumina Talent Hub designation – 2018
  - Communities that show capacity to increase post-secondary credential attainment
  - Partnership created between WSU, Detroit Regional Chamber – Detroit Drives Degrees, Oakland University and Macomb Community College



# WSU Graduation Rates



# The Larger Framework

- The Great Lakes State
  - Michigan is ranked in the lowest quarter in the nation for post-secondary degree attainment
    - Blue collar strength
  - Current Governor set a goal of moving 43.7% to 60% by 2030
    - National average = 47.6%
  - Lumina Talent Hub goal 60% by 2025 in all Talent Hubs





# Collaboration is Key

- Association of Public & Land-Grant Universities (APLU) and Urban Serving Universities
  - Collaborative Opportunity Grant
    - WSU wanted the opportunity to work with our local Talent Hub partners to bring resources to metro Detroiters
      - When prospective students and/or stop out students think about reengaging with education, how do they proceed?



# DetroitEd411

- Artificial powered chat bot available to answer questions about going back to school
  - Technology was a known resource and from a trusted partner
    - Utilized through Facebook Messenger
      - Average age of Facebook users
    - Free
    - Available 24/7
    - Has the potential to reach this population



# Building Spirit



Ask  
*Spirit*



and shift your education into drive



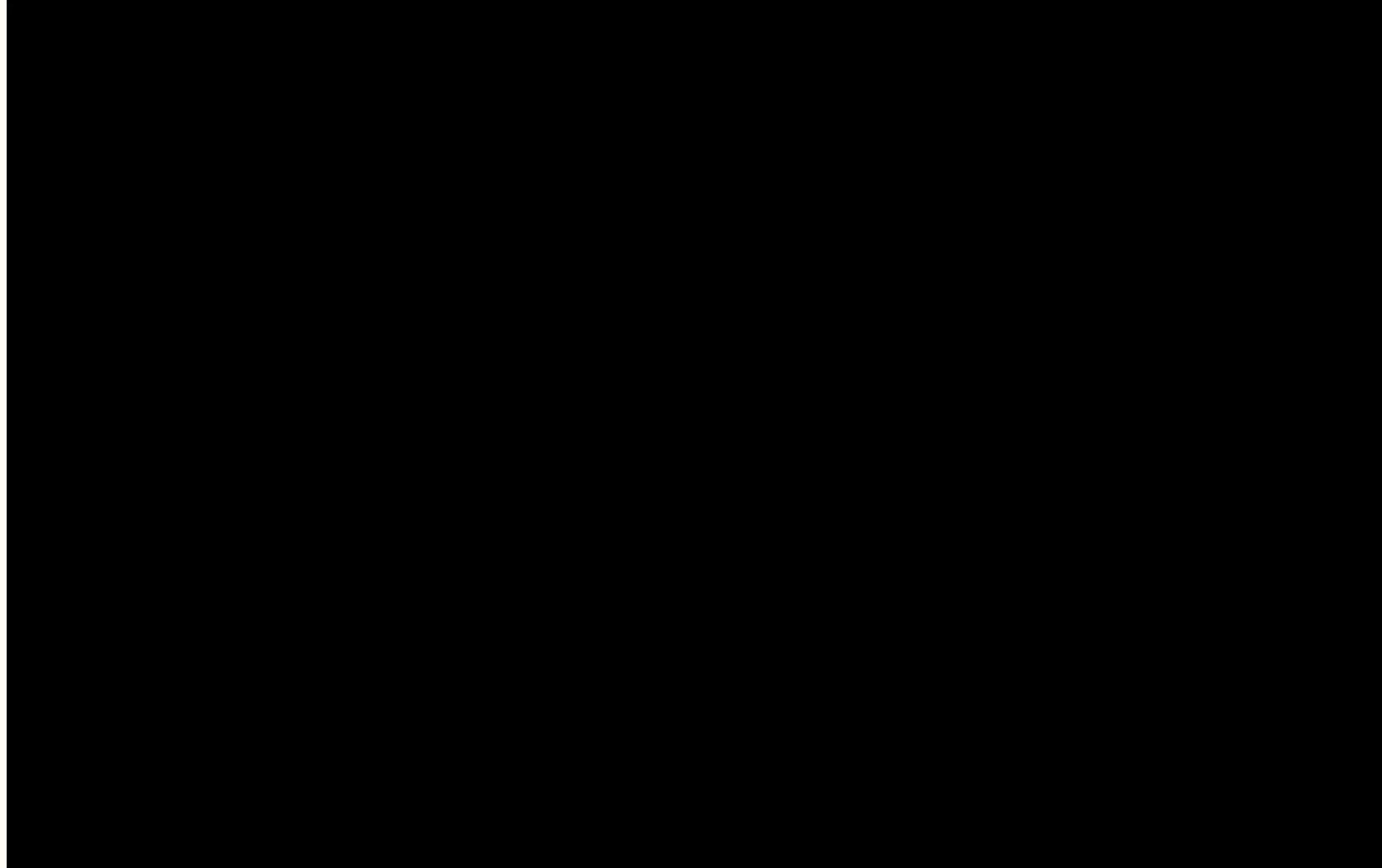


# Building Spirit (cont.)

- Knowledgebase population – a team sport!
  - Talent Hub partners
  - Community-based organizations
  - Other higher education institutions
  - Internal team from WSU



# Meet Spirit



# Next Steps

- Scale
  - APLU Collaborative Opportunity Grant extended
    - Launch with Cleveland State University and University of New Orleans
  - Expand as a statewide resource
    - Michigan College Access Network
    - Governor's Education and Workforce Development team
- Engage
  - Create campaigns to guide students
  - Gather data



# Challenges and Solutions

- Adoption/use rates
  - Be sure to have a marketing plan
  - Create large splash with positive press
  - Scale up
- Medium
  - Consider text messaging
- Program champion
  - Someone to assist with escalated messages and knowledgebase growth



# Chat with Spirit

Login to Facebook and search for DetroitEd411

OR

<https://www.facebook.com/DetroitEd411/>





# DetroitEd411/Spirit Contacts

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