# Virtual Advising:
## Scaling Up AdviseTX to Reach Students 24/7

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**Artificial intelligence and chatbot technology** make it possible to have a **personalized**, **on-demand** conversation with underserved students.

60×30TX

THECB is developing a virtual advising system – a chatbot – to reach students via text and online chat.

- Partnership with the University of Texas at Austin via the AdviseTX program

- Currently in R&D phase; with goal to launch in early 2019

# Why a chatbot?

- **Enables us to meet students where and when they are ready to ask questions**.

- **We can answer student questions at scale**, providing accessible information. When the chatbot cannot answer a question, live advisers will step in.

- **We can work with returning, under-resourced, and other hard-to-reach student populations** to identify and overcome obstacles to entering, re-entering, and/or completing their post-secondary education.

# The chatbot can help us reach students who need our support.

- Over **150,000** Texas public high school graduates in 2017 did not enroll directly in higher education after high school.[1]

- Between 2012-14, over **160,000** students left higher education in Texas without earning a credential.[2]

1. Texas Higher Education Coordinating Board. (2018). *60x30TX* progress report. Austin, TX.
2. Ibid.
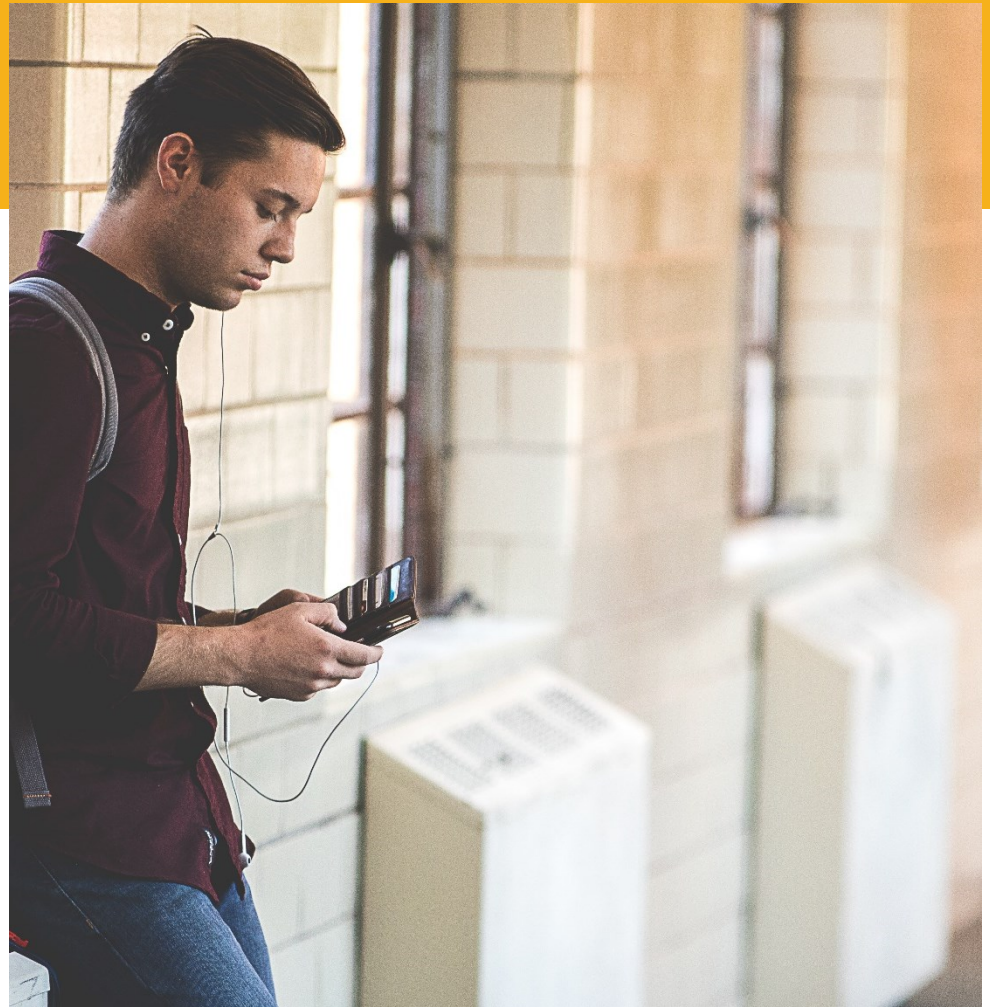
# Questions?

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# Thank you!