



BEYOND AUTOMATION

How Living Systems Are Replacing Static Student Models

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WHAT WE'LL COVER



- 1 | Why static student engagement models no longer work
- 2 | Building AI-ready knowledge systems
- 3 | Designing student-centered personas and journeys
- 4 | Reimagining events beyond RSVP's
- 5 | Scaling adaptive student experiences across the lifecycle
- 6 | How Community Colleges are shaping the future of student experience

WHY STATIC STUDENT ENGAGEMENT MODELS NO LONGER WORK

Today's students move differently than
our systems do.

TODAY'S STUDENTS DON'T FIT STATIC SYSTEMS



FIRST-GEN STUDENTS

- Need reassurance
- Need clarity
- Often navigating systems alone



ADULT LEARNERS

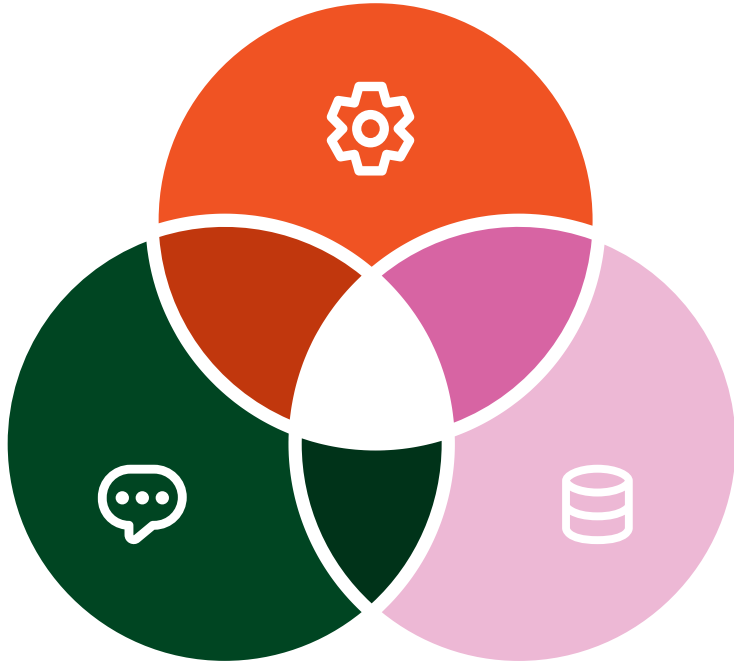
- Balancing work/family
- Need flexibility
- Need support that fits their schedule



DUAL ENROLLMENT/ CCP STUDENTS

- Mobile-first engagement
- Need direct pathways
- Expect real-time answers

THE PROBLEM WITH STATIC MODELS



STATIC SYSTEMS

Built around fixed processes and linear student pathways that no longer reflect how students engage today.



DEPARTMENT SILOS

Disconnected systems and teams create fragmented experiences and inconsistent student support.



GENERIC COMMUNICATION

One-size-fits-all messaging fails to meet students where they are, how they communicate, or what they need.



Automation scales tasks.
Living systems scale **trust**.

BUILDING AI-READY KNOWLEDGE SYSTEMS

WHY KNOWLEDGE MANAGEMENT MATTERS



WHAT HAPPENS WITHOUT GOVERNANCE

- outdated answers
- duplicate content
- inconsistent terminology
- student confusion



WHAT HAPPENS WITH GOVERNANCE

- accurate agent responses
- scalable support
- improved trust
- equitable experiences

BUILDING THE FOUNDATION



TAXONOMY & STRUCTURE

Built a consistent framework that makes information easier for both students and AI to navigate.

AI-READY TAGGING

Implemented strategic tagging to improve searchability, personalization, and response accuracy.

GOVERNANCE & OWNERSHIP

Assigned clear ownership and review responsibilities to keep content reliable and current.

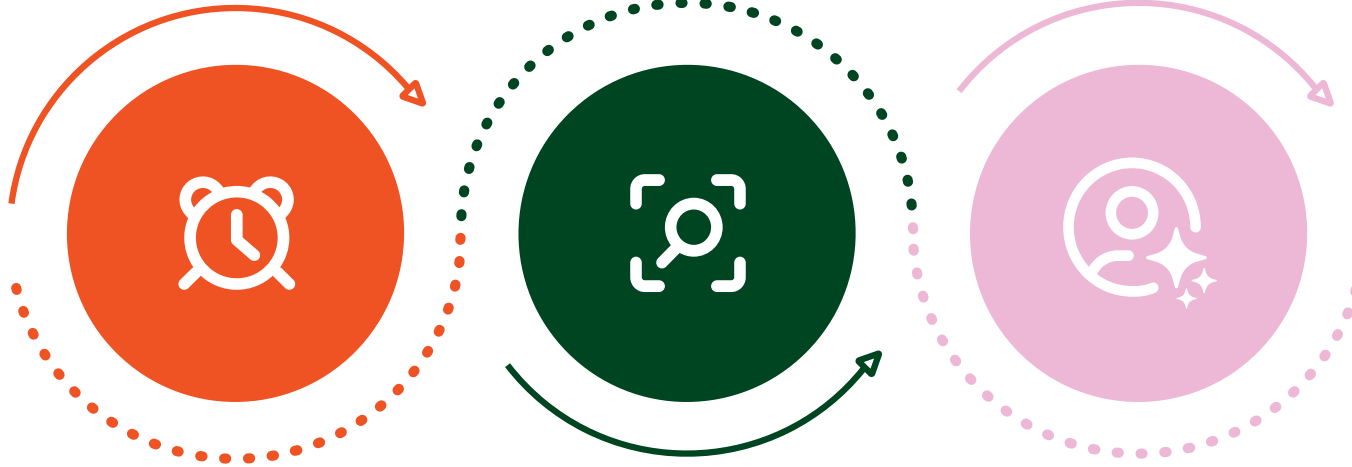
CONTINUOUS LIFECYCLE REVIEWS

Shifted from one-time updates to ongoing audits and optimization of knowledge content

INTELLIGENT KNOWLEDGE OPTIMIZATION

Started using student behavior and insights to identify gaps, trends, and opportunities for improvement.

HOW WE'RE EVOLVING



Content
Expiration
Systems

Search
Intelligence
Monitoring

Persona-Based
Knowledge
Delivery

ADAPTIVE KNOWLEDGE IN PRACTICE



CONTENT EXPIRATION SYSTEMS

- Flag outdated deadlines easily
- Monitor policy and requirement changes

SEARCH INTELLIGENCE MONITORING

- Track failed or repeated searches
- Identify emerging student confusion

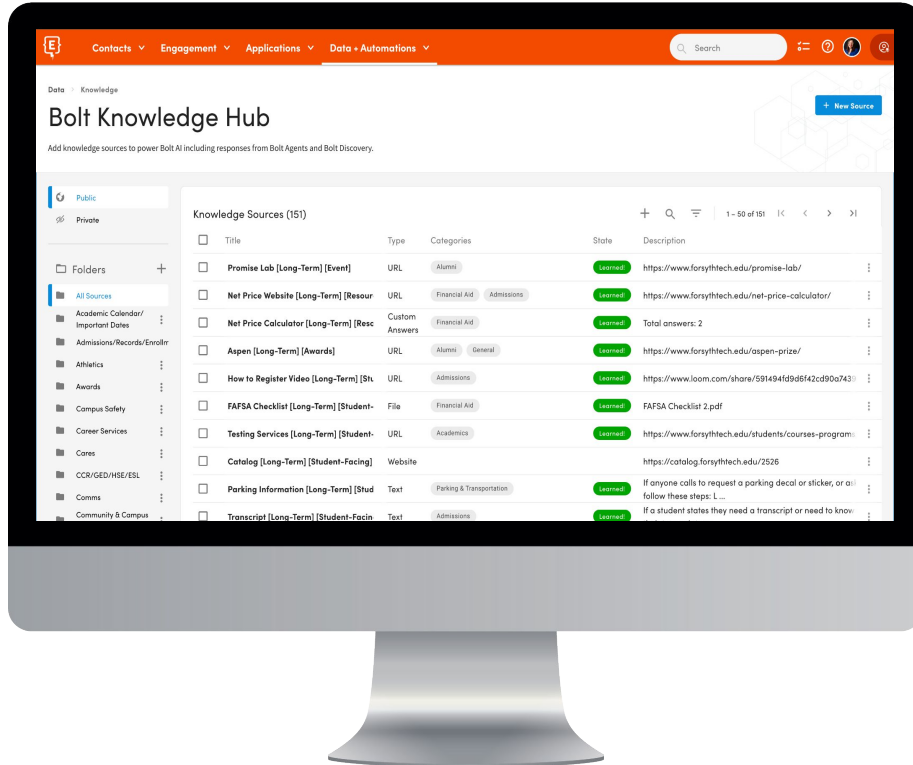
PERSONA-BASED DELIVERY

- Adjust tone by student audience
- Deliver context-aware guidance

CONTINUOUS OPTIMIZATION

- Refine systems using behavior data
- Improve workflows over time

FORSYTH TECH KNOWLEDGE HUB

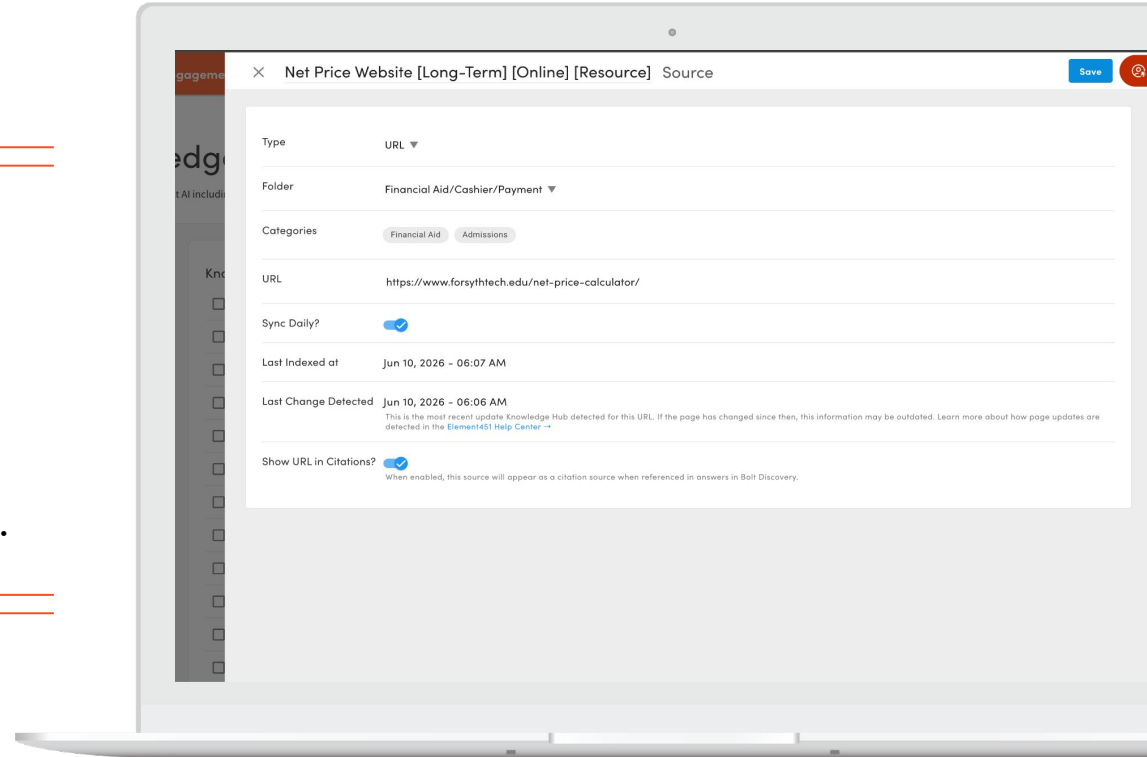


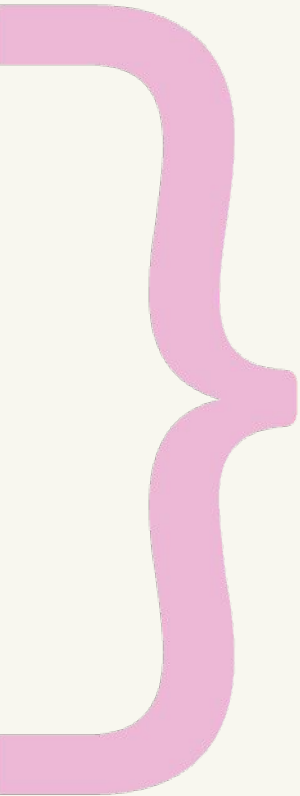
Connected Knowledge

Strategic tagging transformed isolated content into a connected knowledge ecosystem.

Faster Content Audits

Tags make it easier to identify ownership, locate related content, and maintain information at scale.





Living systems continuously
learn from the **students** they
serve.

“

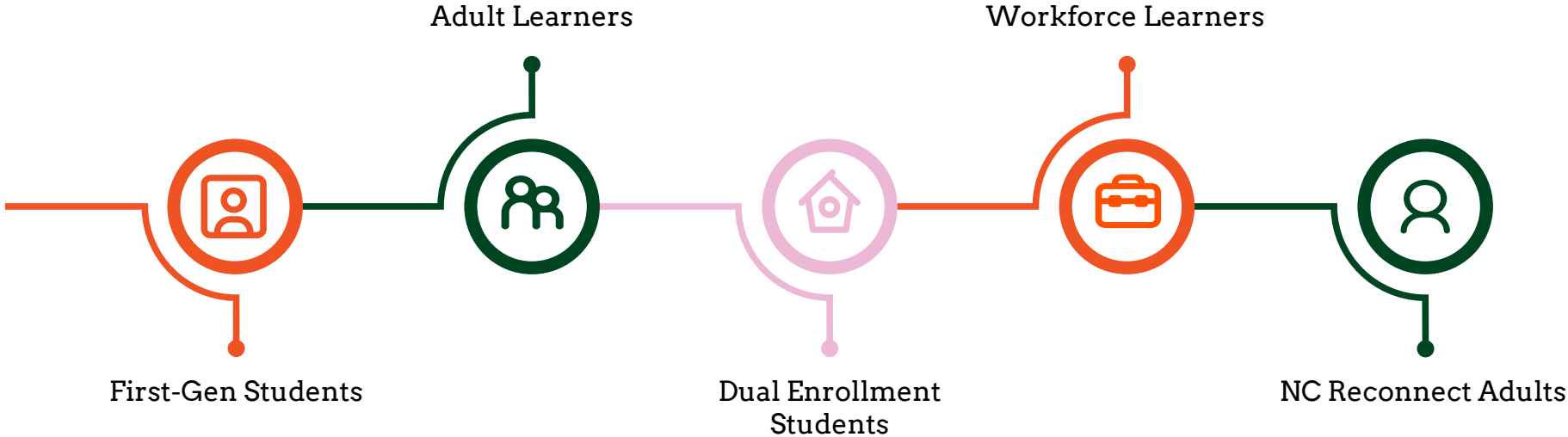
When students stop trusting
answers, they stop engaging.

ACCURATE, ADAPTIVE KNOWLEDGE SYSTEMS
ARE FOUNDATIONAL TO EQUITABLE STUDENT
EXPERIENCES.



DESIGNING STUDENT-CENTERED PERSONAS AND JOURNEYS

ONE SIZE DOESN'T FIT ALL



DESIGNING PERSONAS INTENTIONALLY



TONE

- Match student confidence levels
- Keep communication supportive



TIMING

- Deliver info at the right moment
- Reduce communication overload



CHANNEL

- Meet students where they engage
- Use multi-channel outreach



SUPPORT STYLE

- Personalize guidance by audience
- Balance AI with human support

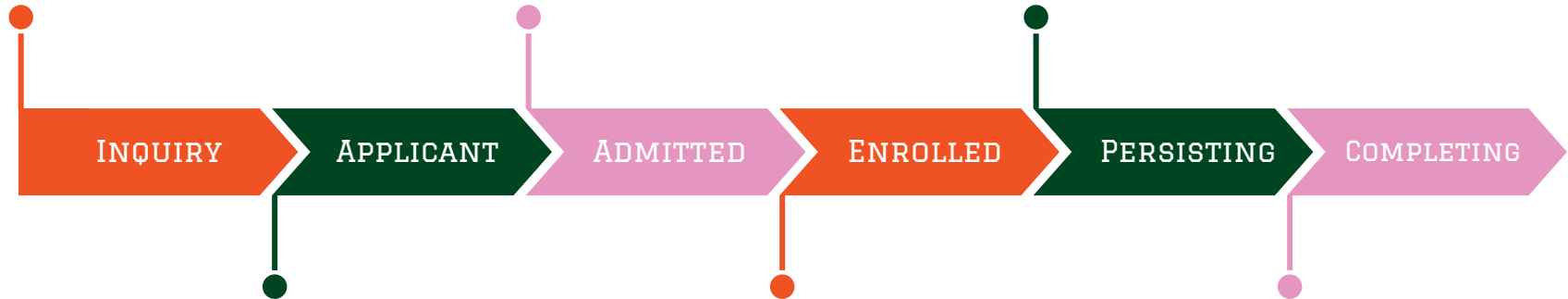
LIFECYCLE ENGAGEMENT



Building awareness through timely and personalized outreach.

Creating confidence through onboarding and clear communication.

Maintaining engagement through ongoing support and milestone check-ins.



Guiding students through next steps with proactive support.

Connecting students to resources, tasks, and early success tools.

Helping students transition confidently into careers, transfer, or continued learning.



1,021,302

Human minutes returned to staff

17,049 Hours | 710 Days | Nearly 2 Years

Powered by 1,022,942 minutes of Bolt Agent support

HUMAN CHECKPOINTS STILL MATTER



ONBOARDING OUTREACH

- Added a human-centered onboarding checkpoint immediately after application submission.
- Next-step guidance
- Early relationship building
- Reducing uncertainty



ADVISING TOUCHPOINT

- Introduced additional advising touchpoints during key moments of the student journey.
- Proactive check-ins
- Persistence conversations
- Escalation support

RISK-BASED OUTREACH IN ACTION



BEHAVIORAL SIGNALS

Activity, GPA and milestone data contribute to dynamic risk scoring.

AGENT OUTREACH

When students shift into high risk, agents begin supportive outreach.

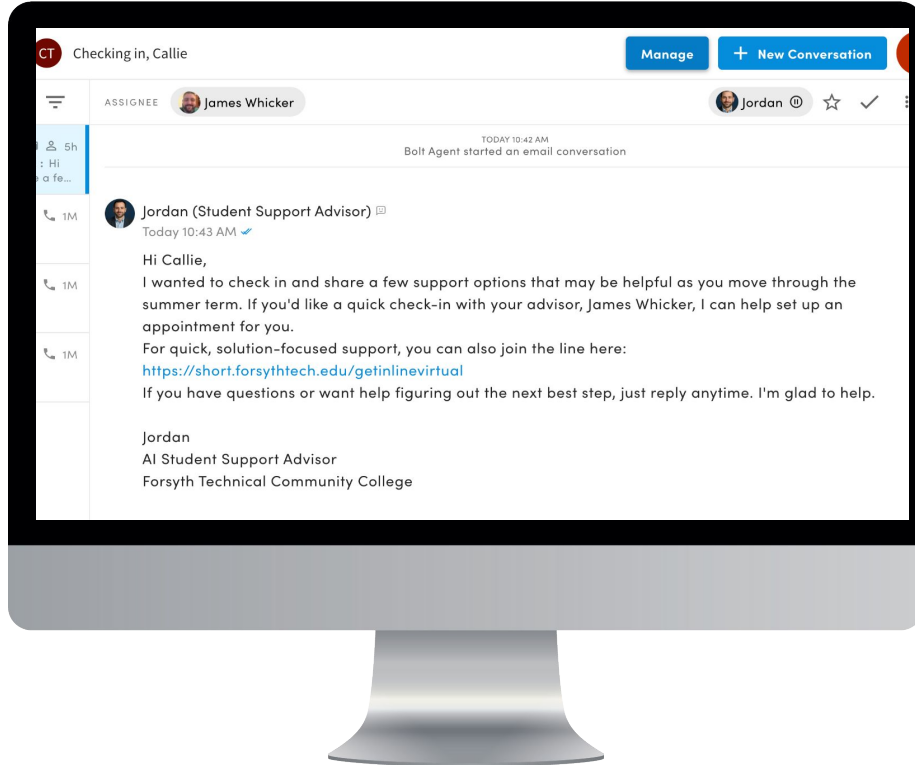
ADVISOR COLLAB

Student response patterns trigger advisor escalation.

PERSONALIZED SUPPORT

Personas adapt communication style and approach based on context.

DATA, AI AGENT & HUMAN SYNERGY



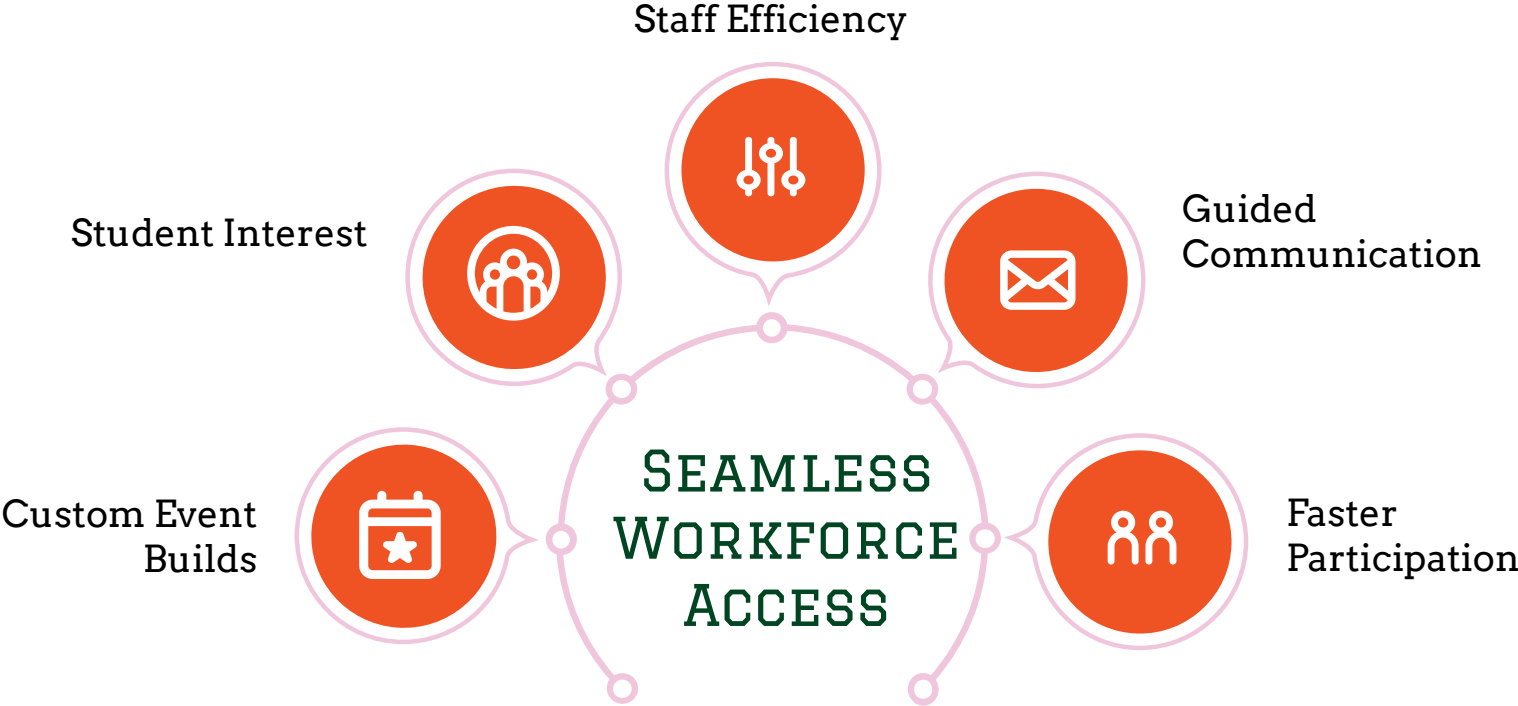
Support at the Right Moment

Agents aren't designed to replace advisors. They're designed to ensure no student falls through the cracks before a conversation can begin.

REIMAGINING EVENTS BEYOND RSVP'S

Creating pathways, not just
registrations.

EVENTS AS ENROLLMENT INFRASTRUCTURE



BASECAMP = CONNECTED SUPPORT



DIGITAL CANVAS EXPERIENCE
provides students with a side-by-side digital orientation experience through structured content, resources, and next steps.



IN-PERSON SUPPORT
participate in hands-on orientation experiences designed to build confidence, connection, and belonging.



CONNECTED EXPERIENCE
Combining digital flexibility with human interaction creates a more supportive and accessible onboarding process.



SCALING ADAPTIVE STUDENT EXPERIENCES ACROSS THE LIFECYCLE

WHAT CHANGED FOR STUDENTS



Personalized

ADAPTIVE SUPPORT

Support adjusts to student needs, behaviors, and goals.



Proactive

TIMELY GUIDANCE

The right information before challenges become barriers.



Connected

CONNECTED CARE

Seamless support across systems, services, and staff.

WHAT CHANGED FOR STAFF



BEFORE

- fragmented workflows
- repetitive questions
- reactive support
- disconnected systems

AFTER

- centralized knowledge
- scalable engagement
- proactive outreach
- improved visibility

PRACTICAL STARTING POINTS



Audit Knowledge



Map Journeys



Identify Friction



Start Small



Build Governance



Optimize Continuously

HOW COMMUNITY COLLEGES ARE SHAPING THE FUTURE OF STUDENT EXPERIENCE

Building adaptive, human-centered
systems at scale

WHY THIS WORK FITS



ACCESSIBILITY

Designed to meet students where they are.



AGILITY

Systems ready to evolve quickly to support changing student and workforce needs.



HUMAN-CENTERED INNOVATION

Student support is rooted in relationships, access, and adaptability.

SHAPING WHAT'S NEXT



STUDENT-CENTERED BY DESIGN

- Designed around real student needs
- Flexibility is part of the experience



BUILT FOR ADAPTABILITY

- Evolving alongside students and communities
- Meeting students where they are



ACCESS MEETS TECHNOLOGY


- Remove barriers through technology
- Strengthen support through connection



OUTCOMES-FOCUSED

- Connecting access to achievement
- Help students unlock new opportunities





Living systems don't just
automate support.
They **learn**, adapt, and
respond to the **students** they
serve.

Q & A

**Scan for access to
knowledge base
tools & more!**

short.forsythtech.edu/thehannahhub



THANK YOU

