

# An Evolving AI Strategy for USI Web

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# AI Progress on USI.edu (2023-Present)

- Since 2023, USI has taken a measured, responsible approach to AI on our public website
- Focused on student experience, operational efficiency and accessibility
- Combined technology, governance and staff education, not just tools
- Positioned USI to remain competitive, credible and student-centered as AI reshapes college search

# Web Team-Led AI Achievements at USI

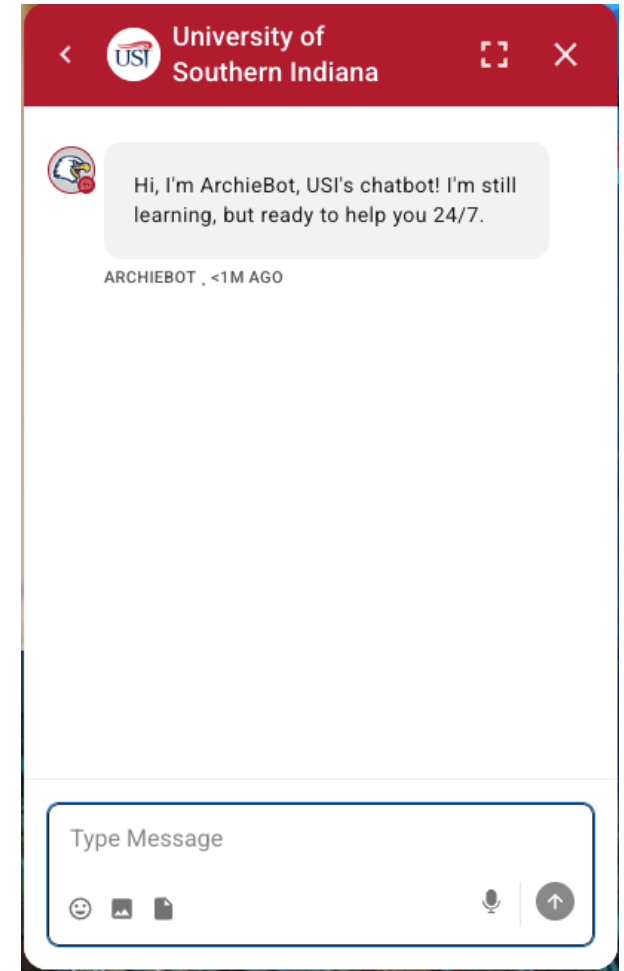
- AI-powered Academic Program Discovery and Search
- Career-to-degree matching using national workforce data
- 24/7 Student Support with "ArchieBot" AI Chatbot

## Leadership Across Campus

- AI Advisory Committee
- Professional Development Trainings
- Accessibility and AI Workshop Week

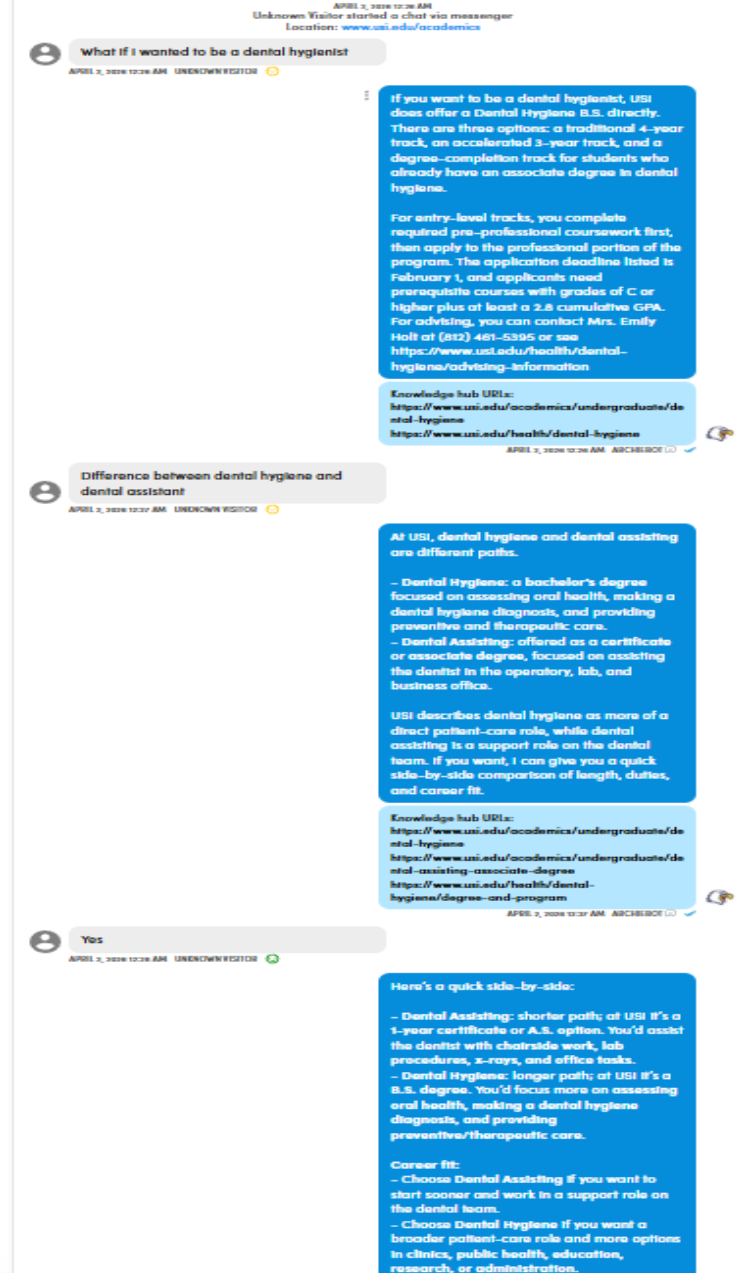
# ArchieBot – Driving Success and Efficiency

- **24/7 Student Help:** It delivers immediate, accurate answers to prospective students at any hour while acting as a first point of contact even late at night when offices are closed.
- **Unburdening Staff:** By expertly handling complex, multi-layered inquiries (like comparing degree tracks, listing prerequisites and outlining admission pathways), it reclaims countless hours for faculty/staff.
- **The Bottom Line:** The platform scales our student support without scaling our headcount. It ensures every visitor gets a premium, personalized experience instantly, directly supporting our recruitment and retention goals.



# ArchieBot

- **The Request:** A prospective student asked for details on becoming a dental hygienist and wanted to understand the difference between that and dental assisting.
- **The Assist:** The chatbot instantly provided specific degree tracks, deadlines and prerequisites. It then guided the user through a proactive, step-by-step comparison of both careers, breaking down daily duties, program lengths and GPA requirements.
- **The Win:** The bot provided on-demand, consultative academic advising. It successfully helped a prospective student navigate a complex career and enrollment decision without requiring human staff time.



# ArchieBot

- **The Request:** A prospective student asked for detailed information on the Nursing (BSN) program, including admission pathways, prerequisites, testing requirements, and transferring credits from Ivy Tech.
- **The Assist:** The chatbot expertly guided the user through a complex, multi-part inquiry. It broke down standard vs. direct admission, provided specific course lists, confirmed the extra exam isn't required and outlined the exact steps for applying and evaluating transfer credits.
- **The Win:** The bot functioned as a highly capable enrollment counselor. It efficiently resolved a dense, multi-layered advising session, keeping the user engaged and providing clear, actionable steps outside of business hours.

The screenshot shows a chatbot interface with a header "Nursing program information" and a timestamp "YESTERDAY 4:00 AM UNKNOWN VISITOR". The chatbot's response is displayed in a blue bubble and includes the following text:

USI offers a Bachelor of Science in Nursing (BSN) and an Online RN to BSN option.

For the BSN, admission is competitive and requires both USI admission and a separate nursing application; there are direct and standard admission paths. The BSN is 120 credits, requires at least a 2.8 GPA in prerequisite courses, and includes clinical experiences in medical, surgical, pediatric, mental health, women's health, and community-based settings. Key prerequisite courses include BIOL 121, BIOL 122, CHEM 141, ENG 101, ENG 201, MATH 114, and PSY 201.

If you want, I can also give you:

1. admission requirements only,
2. a semester-by-semester curriculum summary, or
3. RN to BSN details.

Knowledge hub URLs:  
<https://www.usi.edu/health/nursing/degrees-and-programs/bachelor-of-science-in-nursing-bsn>  
<https://www.usi.edu/academics/undergraduate/nursing-bsn>  
<https://www.usi.edu/health/nursing/handbooks/rn-to-bsn-handbook>

YESTERDAY 4:02 AM ARCHIEBOT

The user's response is shown in a grey bubble with the number "1" and the timestamp "YESTERDAY 4:00 AM UNKNOWN VISITOR". The chatbot's second response is in a blue bubble and includes the following text:

For USI's BSN program, admission has direct and standard pathways:

- Direct admission: for first-time degree-seeking students applying within 1 calendar year of high school graduation. Requires 3.4 high school GPA and either SAT 1210 minimum (560 reading, 560 math) or ACT 25. To keep direct admission, students must earn a 3.0 college GPA and C or better in required prerequisite courses.
- Standard admission: available after 31 hours of required university courses. Admission is based on first-year course GPA (70%) and personal interview (30%), if needed. For Fall 2026 and after, students must have at least a 2.8 cumulative GPA in required admission prerequisite courses.

A few important notes:

- Students meeting all direct or standard criteria get priority for available seats.
- Prerequisite exception requests must be submitted with the online application by the deadline.
- A 5-year Science Requirement exemption, if needed, must be completed during advising and 7 days before the application deadline.

If you want, I can next give you the required prerequisite courses or the application deadlines.

Knowledge hub URL:  
<https://www.usi.edu/health/nursing/bsn-program-requirements>

YESTERDAY 4:03 AM ARCHIEBOT

# Strategic AI Projects in Development

- AI Website Search
- Campus Tour
- Campus Map
- SEO – AIO Content Strategy (Artificial Intelligence Optimization)

A photograph of a university campus. In the foreground, there is a brick wall with the word "University" partially visible. To the left, a fountain with two tall water jets is visible. The background shows a large, modern university building with many windows, surrounded by green trees and a clear blue sky with some clouds. A dark blue semi-transparent rectangle is overlaid on the center of the image, containing white text.

# SEO-AIO Content Strategy

## The New College Search

# AI-Driven College Search 2026 Survey

- National Survey
- 327 prospective and current undergraduate students (ages 16-22)
- Targeted geographic, gender and ethnic diversity to reflect demographics of the higher education market.

Survey by OHO Consulting, February 2026

# New College Search

## Traditional Research Flow

1. Search Engine
2. College Website
3. Social Media and Forums
4. Student College Comparisons
5. Decision

## Emerging Research Flow

1. AI Query
2. AI Comparisons, Summaries, Recommendations
3. Website Validation
4. Social Media Student Life (peers)
5. Decision

AI-Driven College Search 2026 Survey, OHO Consulting.

# What Students Are Asking AI

- What colleges are best for my major
- What are my chances of getting in (*you can't do that with a regular Google search*)
- How much does this college cost (*we're seeing this in ArchieBot*)
- Compare these two schools (*we're seeing this in ArchieBot*)
- What careers can I get with this degree (*we're seeing this in ArchieBot*)

# Trust is Rising

- 64.7% of students perceive AI as accurate or extremely accurate.

*Especially when responses include visible citations or links to source material.*

- But they also acknowledge they rarely click through to review the sources themselves.

# STRATEGY QUESTION:

## Is our website present in these citations?

- Content must be AI ready
  - Academic Programs
  - Admission Requirements
  - Tuition and Financial Aid
  - Career Outcomes
  - Student Life
- Website Hygiene is key – Update information, remove out of date content, format content for AI bots.

# Additional Strategies

- Increasing reliance on other ‘user generated content’ platforms like Reddit, Wikipedia
- Reputation – comparisons between us and other universities
- Better clarity on our processes
  - How to Apply for Admission
  - Apply for Housing
  - Apply for aid, scholarships
  - How to Register for classes
- Adjusting metrics – what we measured in the past does not equal success now

A photograph of the University of Southern Indiana campus. In the foreground, a brick wall features the word "University" in large, silver, three-dimensional letters. To the left, a fountain with two tall, thin water jets is visible against a blue sky with wispy clouds. In the background, a modern university building with large windows and a tree are visible. A dark blue semi-transparent rectangle is overlaid on the center of the image, containing the text "What is coming?".

**What is coming?**

Uni

versity of Southern Indiana

# Questions