

# Real data, real answers for a holistic student experience

How New Jersey Institute of Technology partnered  
with CollegeVine to answer students faster and build  
one view of the student record



## ABOUT NJIT

# A STEM campus in downtown Newark

New Jersey Institute of Technology is a public STEM research university in downtown Newark. A large share of its students are the first in their family to navigate a university, close to a quarter arrive from another country, and many are carrying a full course load and a job at the same time — which means the hours they have for the university's processes are whatever is left at the end of the night.

Student affairs there measures itself on the experience outside the classroom: engagement, belonging, performance, and whether a student comes back next semester. It has taken that on with CollegeVine across three phases, each one wider than the last.

## THE PARTNERSHIP WITH COLLEGEVINE

- 
- 01** Sir Highlander, AI Recruiter  
Answer prospective students the same day they ask

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  - 02** Charlie, AI One Stop  
Be there at midnight, in the student's own language

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  - 03** The ontology layer  
Assemble one student story out of every system

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*“Every student, whether we like it or not, has one story. But the way institutions have operated for years is holding that story as fragmented data all over the place — and then we ask the student to carry it from office to office for us.”*



**Marybeth Boger**

SVP of Student Affairs and Dean of Students, NJIT



## PHASE 01 · AI RECRUITER

# A student calls, and Sir Highlander writes back

Steve called admissions to ask whether NJIT was a serious place to study artificial intelligence. Normally that is where it ends: a good conversation, a note in a system, and nothing in his inbox for a week.

With CollegeVine, NJIT launched Sir Highlander, an AI recruiter trained on their programs and their voice. It wrote back the same day, naming the degree Steve had asked about and the supercomputing cluster he could use as an undergraduate. Signed by the mascot, disclosed as AI-written. Steve ended up enrolling.

These results are what opened the CollegeVine partnership up to the rest of campus.

## THE LETTER STEVE RECEIVED

Hi Steve,

Thanks for our recent chat! I'm thrilled to hear about your interest in NJIT, especially in the field of artificial intelligence. I wanted to follow up with some more details on the exciting opportunities here.

NJIT offers a Bachelor of Science in Business with Artificial Intelligence, designed to give you hands-on experience and connect you with industry leaders, preparing you for roles at companies like Amazon and Google. Our graduates have strong job outcomes, with many securing competitive positions and salaries.

In terms of research, NJIT boasts over 175 research centers and specialized labs where you can dive into AI projects. You'll have access to high-performance computing resources, such as the "Wulver" supercomputing cluster, to support your research endeavors. Plus, the vibrant Newark location offers ample internship and networking opportunities.

Here are some helpful links to explore further:

- [Bachelor of Science in Business with AI](#)
- [Schedule a Visit](#)
- [Apply Today](#)
- [Research Opportunities](#)

If you have questions about our programs or want personalized advice, feel free to reach out. I'm here to assist you on your journey to becoming a Highlander!

Best, Sir Highlander



**Sir Highlander**

AI recruiter at New Jersey Institute of Technology

This message was generated by New Jersey Institute of Technology with the help of AI. Sometimes, our AI will provide inaccurate content and should not be used as the sole basis for decision-making. Always validate its responses with further research on our website and discussion with our team.

[Unsubscribe](#)

BB Brandon B.

Hope You Had a Great Spring Break!

NJIT  
New Jersey Institute of Technology



### Checking In After Spring Break

Hello Brandon,

We hope you had a wonderful spring break! As we move into the second half of the semester, we want to check in and see if there's anything you need support with. Whether it's academic resources or getting involved in campus life, we're here to help you thrive.

Feel free to reach out if you have any questions or need assistance!

[Reach out for support here!](#)

Sincerely,  
New Jersey Institute of Technology | NJIT

Example  
outbound email  
that is sent to  
students

#### RESULTS FOR THE 2025-2026 AY

**33,990**

Task Emails Sent

**4.95%**

click through rate

**32.7%**

open rate

## PHASE 02 · AI ONE STOP

# The question asked at midnight on a Friday

NJIT and CollegeVine first scoped Charlie as an AI advisor, but soon realized students were actually asking about housing, billing, registration, and FAFSA. The team then rebuilt it together as an AI One Stop.

Charlie answers in roughly 50 languages, including the ones no office on campus could staff for, and it does not wait for the weekend to end.

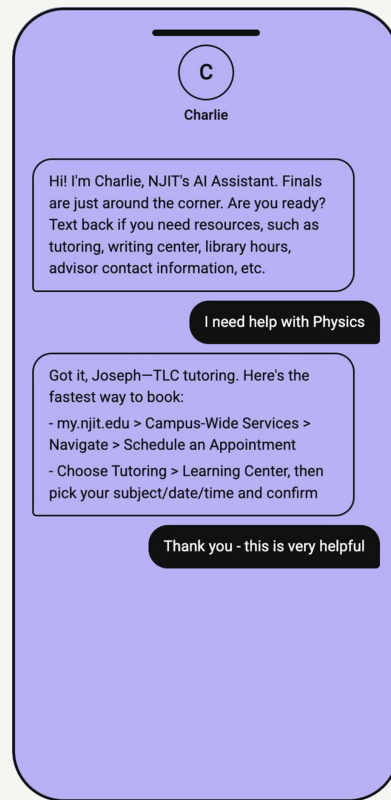
**50**

languages supported

**24/7**

no queue, no office hours

## FINALS WEEK, OVER TEXT



Joseph needs help with physics, and gets the booking path instead of an office to visit.

## THE RESULTS · CHARLIE

# The students in the middle started asking

1,789

first-year students  
engaged

49.5%

response rate

5

outreach pushes,  
plus reminders

Honors students, EOP students and athletes have advisors who know them by name. The students in between belong to no cohort, and many find it easier to ask an AI agent before they ask a person. The ones who start with Charlie end up in a room with a human more often.

*“There is a whole group in the middle who belong to no cohort. They have the question sitting right here, and it never comes out of their mouth.”*



Marybeth Boger, SVP of Student Affairs and Dean of Students, NJIT

## THE WIDER PROBLEM

# The Highlander Hop

A student walks into student affairs and says he has no housing and needs a meal plan. While that office can solve exactly that, it cannot see the rest of the story.

## ONE REQUEST, FIVE LIMITED VIEWS

|    |                                                      |                 |
|----|------------------------------------------------------|-----------------|
| 01 | He asks student affairs for housing and a meal plan  | Student affairs |
| 02 | Which means there could be an aid problem underneath | Financial aid   |
| 03 | Which means there is no money for books              | Bursar          |
| 04 | So he takes a night job to cover the bill            | Nobody          |
| 05 | And stops turning up to his morning classes          | Advising        |



PHASE 03 · WHAT'S NEXT

# Put the student in the middle

Working with CollegeVine, NJIT is ingesting its data lake into one consolidated view of the student record, and giving Charlie the ability to act on it. Routine cases get handled as they arrive; advisors keep the judgment calls and walk in already knowing the story.

UP NEXT, WITH COLLEGEVINE

|                       |                                                      |
|-----------------------|------------------------------------------------------|
| Advancement           | Alumni who stay known to the university              |
| Professional judgment | Aid appeals read with the whole picture              |
| Course scheduling     | Sections built around what students need to graduate |

WHAT THE ADVISOR COULD SEE

ACADEMIC RECORD

JS

Jordan Silva

Junior · Psychology · Student ID 10042817

GPA

3.4

CREDITS

74

STANDING

Good

CURRENT ENROLLMENT

PSYC 301

Abnormal Psychology

Drop pending

SOCI 210

Research Methods

B+

ENGL 305

Writing in the Disciplines

A-

ADVISOR & OUTREACH CONTEXT

Last advisor contact

Unknown

Open issues discussed

Unknown

SMS / email outreach

Unknown

Student has been contacted about drop

Unknown

Communications history lives in a separate system — not visible here