

How Barry University improved student engagement while freeing up staff time

Key benefits of using AI in student affairs

24/7/365, personalized, multilingual support for students, parents, and alumni.

Increased student engagement when they feel more comfortable asking AI for help

Automated admin tasks can handle inquiries and requests via email, text, web chat, and phone

Integrated data analytics surface trends in student behavior, helping staff prioritize high-impact work

Cross-departmental integration can file requests across campus, enabling streamlined service

The situation

Barry University is a private Catholic university in Miami Shores, Florida, and enrolls around 7,000 students across undergraduate, graduate, and professional programs. Barry was looking to improve retention and graduation rates, and with faculty + staff stretched thin, they needed a solution that could provide the answers and experience that students expect.

The CollegeVine solution

Meet Adrian, a custom One Stop agent for all Barry students.

The results

380

emails responded to by Adrian

650

proactive outreach emails sent

77%

emails resolved with no escalation

23%

emails escalated to faculty

“ **We now have 24/7/365 student support.** We simply couldn't staff for this level of support. Moreover, students don't need to go looking for information all related to their connected experience. They can ask about Financial Aid, housing, parking, and changing their password, **all in the same place.** No need to figure out who to go to, to ask for help.”

“ **Adrian has the sum total of the entire institution's knowledge.** Without it, every staff member would need to be cross-trained and, of course, made available at any time of day. We can now engage interactively with a broad audience, using consistent tone and language, and point students to the right resources if they express a need.”



Wesley Ng-A-Fook
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