collegevine

# Reimagining academic advising with intelligent scheduling

How the University of Mount Saint Vincent partnered with CollegeVine to optimize student scheduling and give advisors more time for the conversations that matter

UNIVERSITY OF MOUNT SAINT VINCENT

# Started with Betty, UMSV's AI Recruiter

UMSV's work with CollegeVine began with Betty, an AI recruiter that engages prospective students through an AI chatbot, email, and a prospective student helpdesk.

The two teams have since agreed to work together on a variety of student-facing and operational challenges.

**17K**

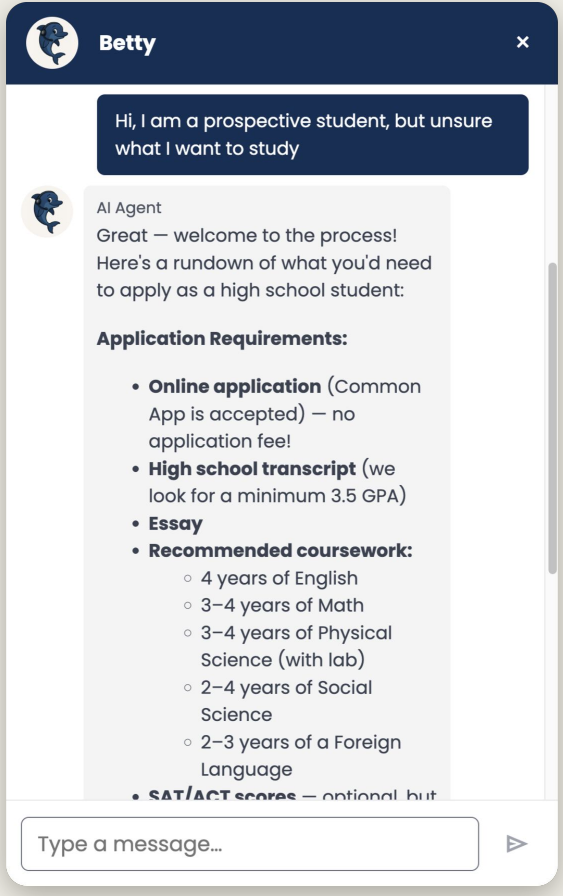
potential students reached since September 2025

**78%**

of outreach occurred outside of the weekday

**40%**

open rate on emails sent



THE PROBLEM

# Building schedules that worked for students left limited time for engagement

When schedules are built by hand, advisors spend their time assembling options instead of talking with students about their goals.



*"Our advisors should be spending their time coaching students, not searching for a schedule that works. Intelligent scheduling is one way we can change that."*

Lynne Bongiovanni, PhD, Provost and Dean of Faculty, University of Mount Saint Vincent

01

## Schedules built manually, one student at a time

Each student's schedule had to be put together individually.

02

## Advisor capacity focused on searching

Time went to finding combinations that fit instead of coaching students.

03

## Students waiting on advisors for a schedule that works

Students could not move forward until an advisor had found options that worked.

# Schedule building involves multiple inputs that are difficult to optimize

A schedule that works has to balance what the student wants, what they still need to graduate, and everything else in their week.

The Course Planning Assistant reads a student's calendar, grade history, and degree audit, then builds recommended schedules around them.

**Preferences**
What the student wants their schedule to look like

**Degree progress**
What they still need to graduate on time

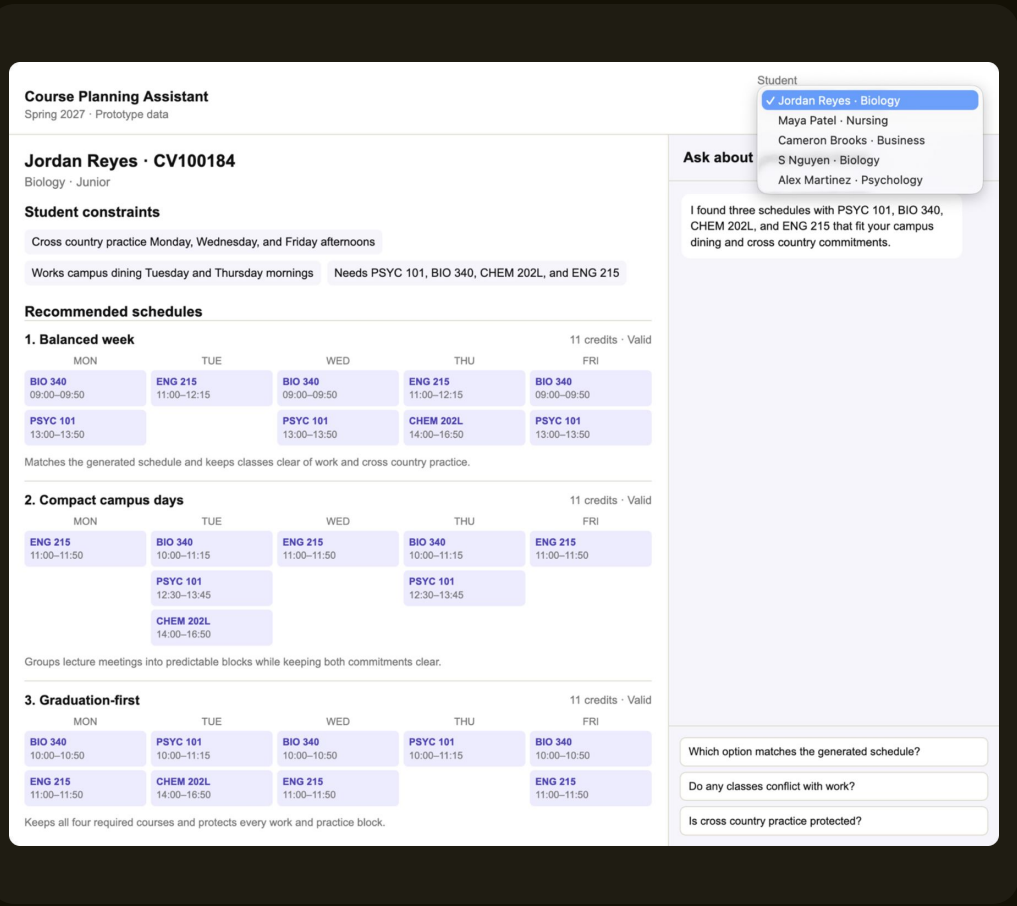
**Constraints**
Everything else that has to fit around it

ADVISOR VIEW

# Advisors can now better manage their student's schedules

The Course Planning Assistant shows each student's constraints and recommends schedules that fit them, such as a balanced week, compact campus days, or a graduation-first plan.

Advisors can ask follow-up questions, like whether a class conflicts with work or whether practice is protected.

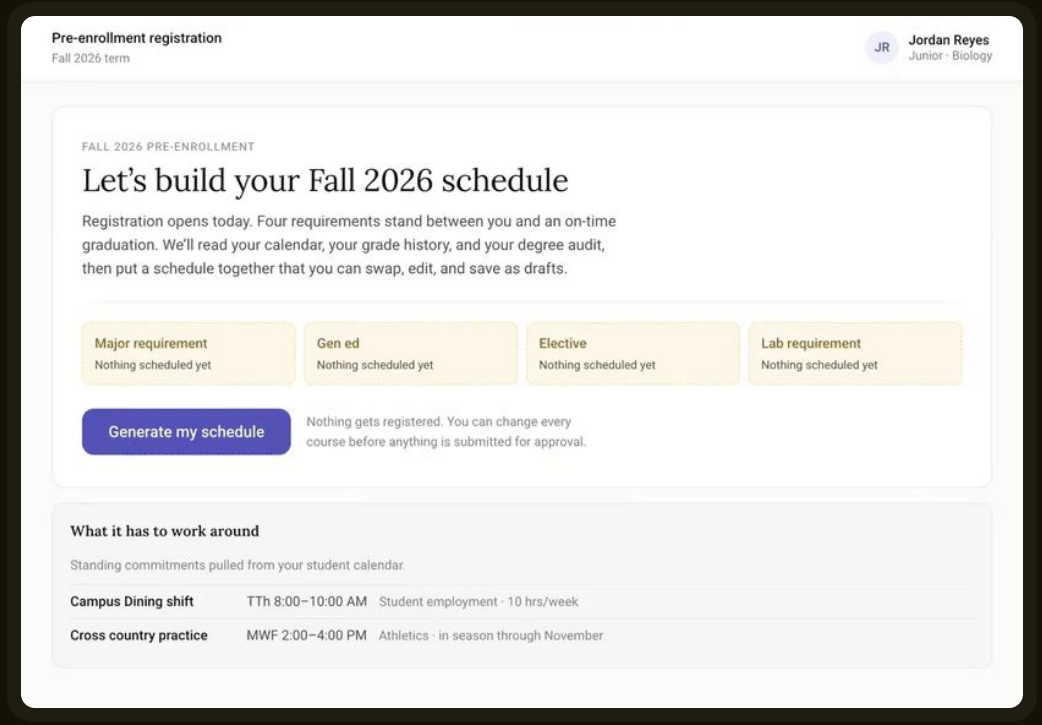


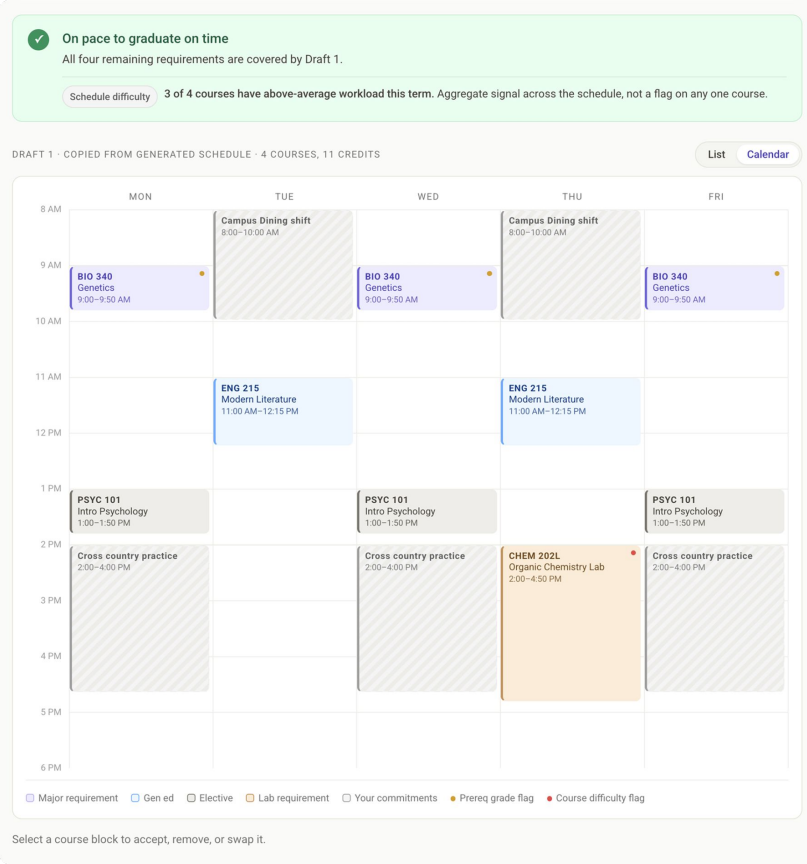
STUDENT VIEW

# A student can build a schedule and bring it to their advisor

A student generates an optimized schedule and brings it to their advisor meeting.

The tool reads their calendar, grade history, and degree audit, and works around standing commitments like a campus job or team practice. Nothing is officially registered until a schedule is submitted for approval.






STUDENT VIEW

# It’s easier to stay focused on key goals like on-time graduation

A calendar view shows whether a draft keeps the student on pace to graduate on time and whether all remaining requirements are covered.

It also shows workload, such as how many courses carry an above-average load, and protects commitments like work shifts and practice.

# Using AI to drive a cohesive student experience

The work started with recruiting and is moving into academic outcomes and the wider student journey.

## Engage prospective students

- **AI chatbot**
- **Email marketing**
- **Prospective student helpdesk**

## Enhance academic outcomes

- **Tailored student schedules**
- **Degree audit**
- **Course schedule optimization**
- **Transfer credit articulation**

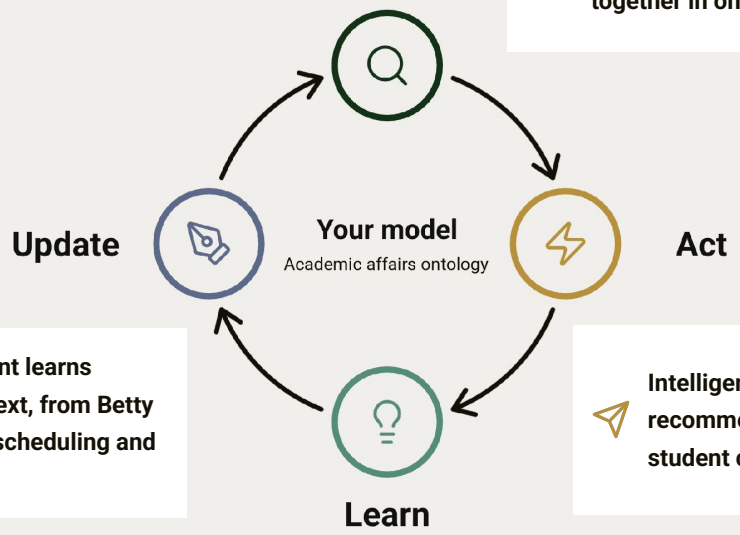
## Support students across the journey

- **Improved events experience**
- **Financial aid support**
- **Always-on current student helpdesk**
- **Career services support**

THE PLATFORM BEHIND INTELLIGENT SCHEDULING

# One connected view of your academic affairs operations

Intelligent scheduling is one capability in the academic affairs domain, alongside Betty in enrollment. Each agent adds to one shared model, so the platform knows more about every student over time.




**A student's preferences, degree progress, and constraints come together in one view**

**Intelligent scheduling builds recommended schedules a student can bring to their advisor**

**Pace and difficulty signals show whether a schedule keeps a student on track to graduate on time**

**What one agent learns informs the next, from Betty to intelligent scheduling and beyond**