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SJSU DAVIDSON COLLEGE OF ENGINEERING *powering* SILICON VALLEY

Case Study

Client Profile

San José State University's Charles W. Davidson College of Engineering Biomedical Engineering Department offers students in the undergraduate program and the growing graduate program opportunities to learn and research in the world's center of innovation and technology.

Challenge

Need to reduce student dropout rate and improve student engagement.

Solution

The KonnectIN mobile app based on dotin's PerFit-HR artificial intelligence platform, which scientifically identifies subconscious motivators providing vital personality insights to improve students' sense of belonging, thus reducing the drop-out rate and improving student engagement. This is expected to improve the students' grades as well.

Results

- 9.67 minutes per day on the app
- 10% engagement increase in less than 3 months

San José State University's College of Engineering Biomedical Engineering Department Uses dotin's AI Technology to Enhance the Student Experience

San José State University's Charles W. Davidson College of Engineering (College of Engineering) provides more entry-level engineers to Silicon Valley companies than any other university. It offers students in the undergraduate program and the growing graduate program opportunities to learn and research in the world's center of innovation and technology.

> "Universities need a solution for the high dropout rate. The standard assumption is that mentoring works. I've always felt that the traditional approach to mentoring isn't enough."
>
> *Dr. Guna Selvaduray,*
> *Chair of the Biomedical Engineering Department*

The Problem

The College of Engineering Biomedical Engineering Department dealing with the overarching issue of student engagement and retention. According to educationdata.org, approximately 23% of college students drop out by their fourth year. "Poor social fit" ranks as the third reason for dropping out, just behind financial pressure and academic disqualification.

"Universities need a solution for the high dropout rate," claims Dr. Guna Selvaduray, Chair of the Biomedical Engineering Department. "The standard assumption is that the traditional mentoring model works. I've always felt that traditional mentoring (upper classmen paired with lower classmen) isn't enough. For instance, having problems understanding course material is a different issue from getting along with classmates, or social fit. The assumption is that one person can advise a student on all or most aspects of the problems faced."

The New York Times wrote that some students slowly disengage because they never really feel part of a university community. Social isolation and depression can affect academic progress, especially for students living away from home for the first time. Studies have found that students who don't become involved in campus life, whether through friendship networks, clubs, or sports are more likely to drop out.

The Solution

Dr. Selvaduray connected with dotin founder Ganesh Iyer over lunch and discussed the work that Ganesh was doing with AI. "I became very intrigued by the idea that we could leverage a student's psychological profile to help them become a better, and more engaged, student," recalls Dr. Selvaduray. "After that initial meeting, we spent about a year developing KonnectIN, an AI tool designed to help students connect, communicate, and thrive."

The KonnectIN mobile app is based on dotin's PerFit-HR platform, and is unlike any other assessment tool. It is designed to use AI to create a holistic view of a student by combining skills with cultural values and uncovering their core motivations and personality. The goal of KonnectIN is to give university staff a better idea of who a student is and how to connect that student to the school so that they become a better fit.

The AI engine that drives KonnectIN can analyze the subconscious influences that determine the core motivations and personality of anyone. Because no questions are asked, the process is entirely unbiased in terms of facial expressions, age, gender, culture, and ethnicity. It is also easy to execute as it escapes the language challenge and requires no specific software at either applicant or company end. As a result, the assessment enables universities to capture the true digital personality fingerprint of every student.

The KonnectIN platform combines psychology, structured and unstructured social and enterprise data, and machine learning to identify subconscious motivators and leverage the vital personality insights to improve educational outcomes.

For instance, universities can use the data generated by KonnectIN to make better roommate assignments based on actual personality traits instead of other forms of selection. Additionally, the KonnectIN app provides a means for students to connect with each other and with alumni. "There is an opportunity for students to be able to reach out to a variety of people based on their expertise," says Dr. Selvaduray. "Students can seek the assistance of other students who have already taken the class they are enrolled in. Or, students can connect with alumni when it's time to start their job search."

> "I'd like to see dotin ramp up their efforts surrounding getting this technology into the academic world!"
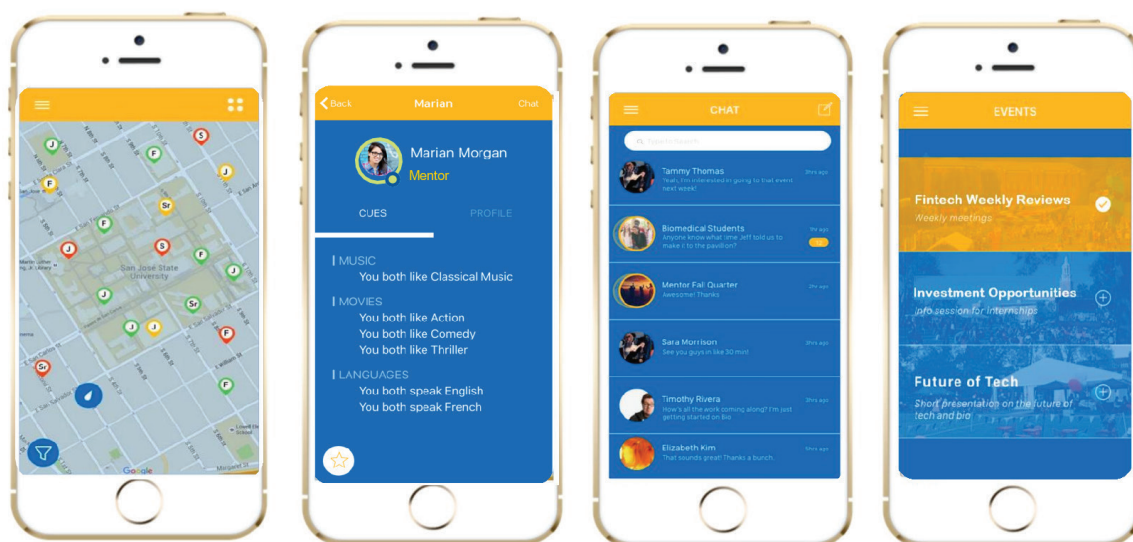>
> *Dr. Guna Selvaduray, Chair of the Biomedical Engineering Department*

The Outcomes

With KonnectIN, the Biomedical Engineering Department built a cohesive ecosystem among current students, and alumni. It created a seamless connection for a positive networking and collaboration experience while also connecting students with mentors, alumni, and jobs.

Anecdotally, SJSU students enjoyed using KonnectIN. They spent 9.67 minutes per day on KonnectIN versus 9.3 minutes per day on LinkedIn. And user engagement with the app improved by 10% in less than 3 months.

IMPROVED ENGAGEMENT BY 10% IN LESS THAN 3 MONTHS

The Bottom Line

Based on actual usage, KonnectIN was a huge success. "I'd like to see dotin ramp up their efforts to get this technology into the academic world," says Dr. Selvaduray. "It's not like a dating app where you check some boxes and you are paired with someone who checked the same boxes. The main feature that I really like is that you get a deep sense of who the student is, and the student is able to self-direct their engagement."

To learn more about how dotin's AI technology can help your students engage with your college or university, visit dotin.us to book a demo or write to info@dotin.us.