



Staying ahead of the Robots: Artificial Intelligence and Law Career Services

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- Jennifer Lau, Director of Career Services, Allard School of Law
- John Nykolaiszyn, Director of Career Management Services, College of Business at Florida International University
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Session Overview

- Introductions
- What is Artificial Intelligence?
- AI in Post-Secondary Education
- AI in Career Services
- Case Study: AI at FIU
- Career Transitions: Working with the Robots
- Q&A

Who are we?

- **Jennifer Lau**
 - Director of Career Services, Allard School of Law
- **Kirk Daulerio**
 - Co-Founder and Chief Evangelist, AdmitHub
- **Gene Rhee**
 - Director of Business Development, VMock
- **John Nykolaiszyn**
 - Director of Career Management Services, College of Business at Florida International University

Redefining Post-Secondary Education in the Age of AI

What is AI?

What is AI?



Terms



AI

when a machine mimics
“cognitive” functions



AI ASSISTANT

a bot that performs tasks or
services for an individual



MACHINE LEARNING

ability to “learn” without
explicit programming



NLP/NLU/NLG

interaction between
computers and humans using
natural languages

Students today expect **On-demand, personalized service**



Personalization



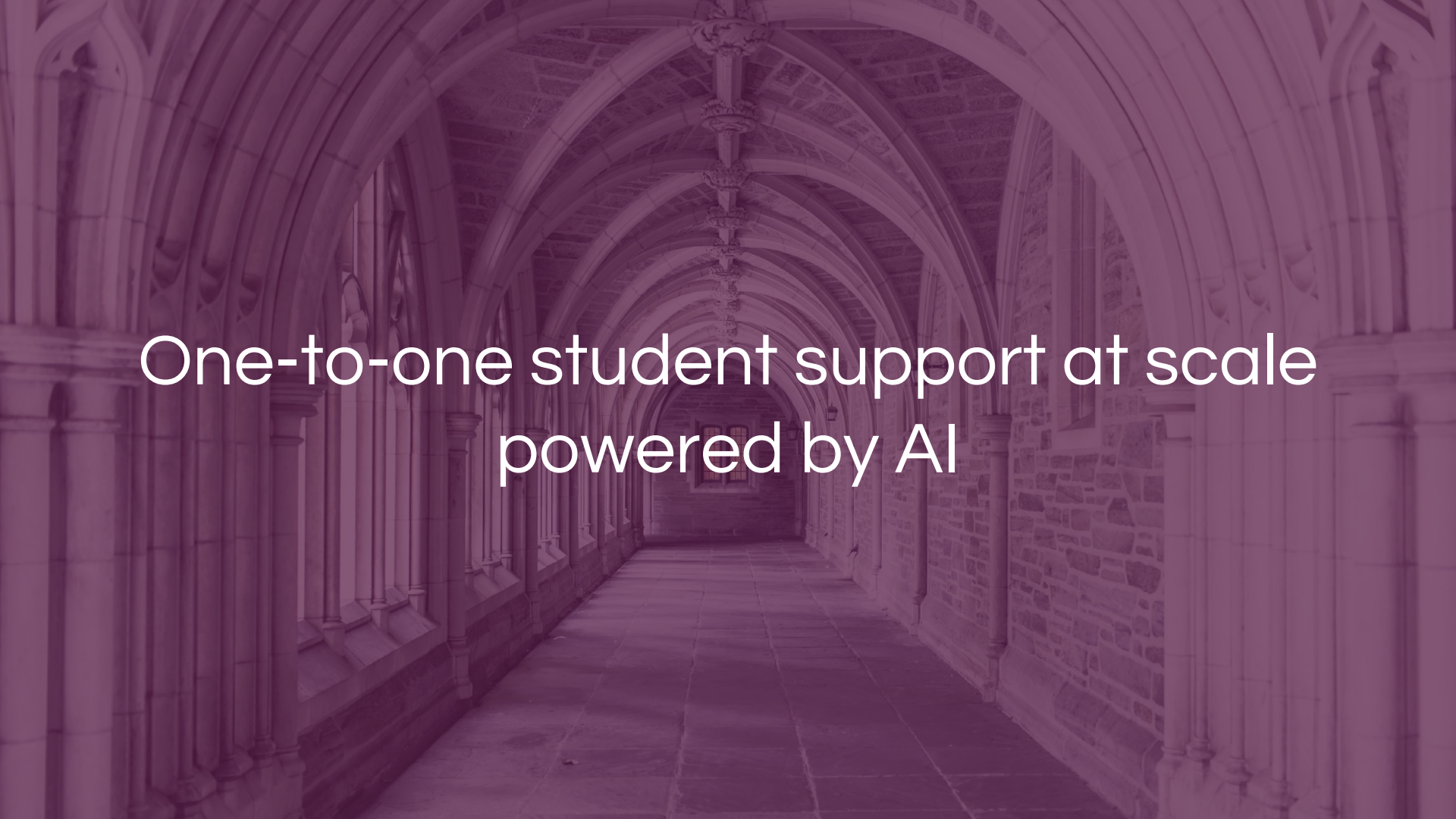
Relationship
Building



Instant
Fulfillment



Anytime,
Anywhere

A long, arched stone corridor with a vaulted ceiling, overlaid with a purple tint. The corridor features a series of repeating stone arches and pillars, creating a sense of depth and perspective. The floor is made of large, rectangular stone tiles. The text "One-to-one student support at scale powered by AI" is centered in the middle of the image in a white, sans-serif font.

One-to-one student support at scale
powered by AI

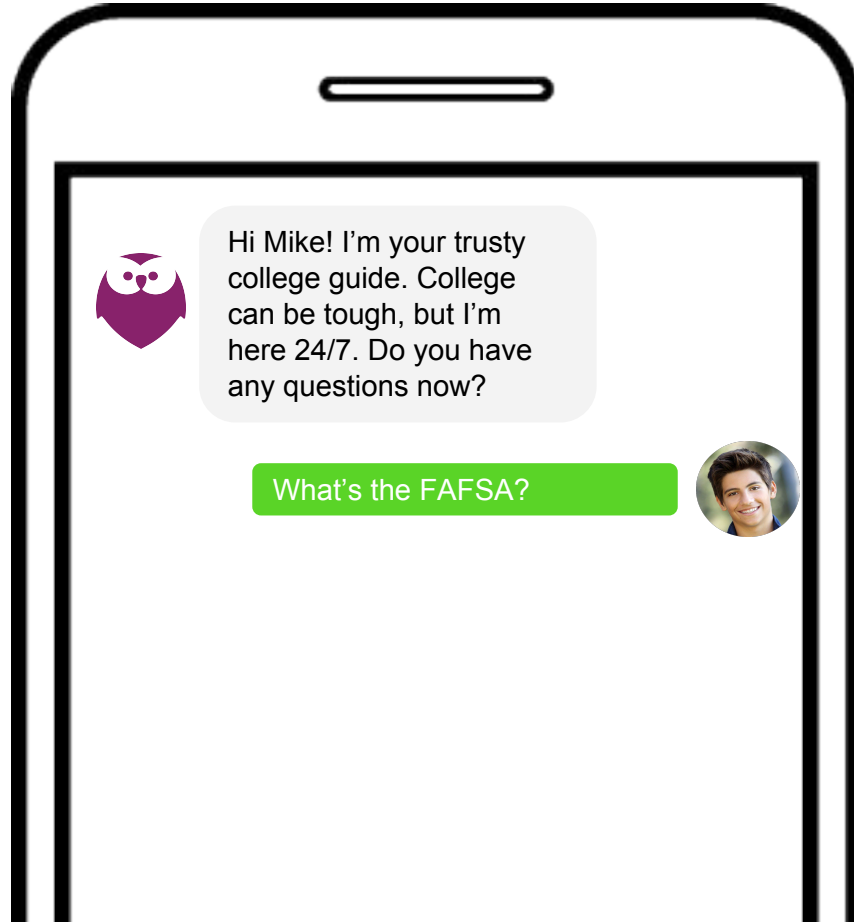
Augmented Conversation

Chatbots enhance conversation with people using artificial intelligence



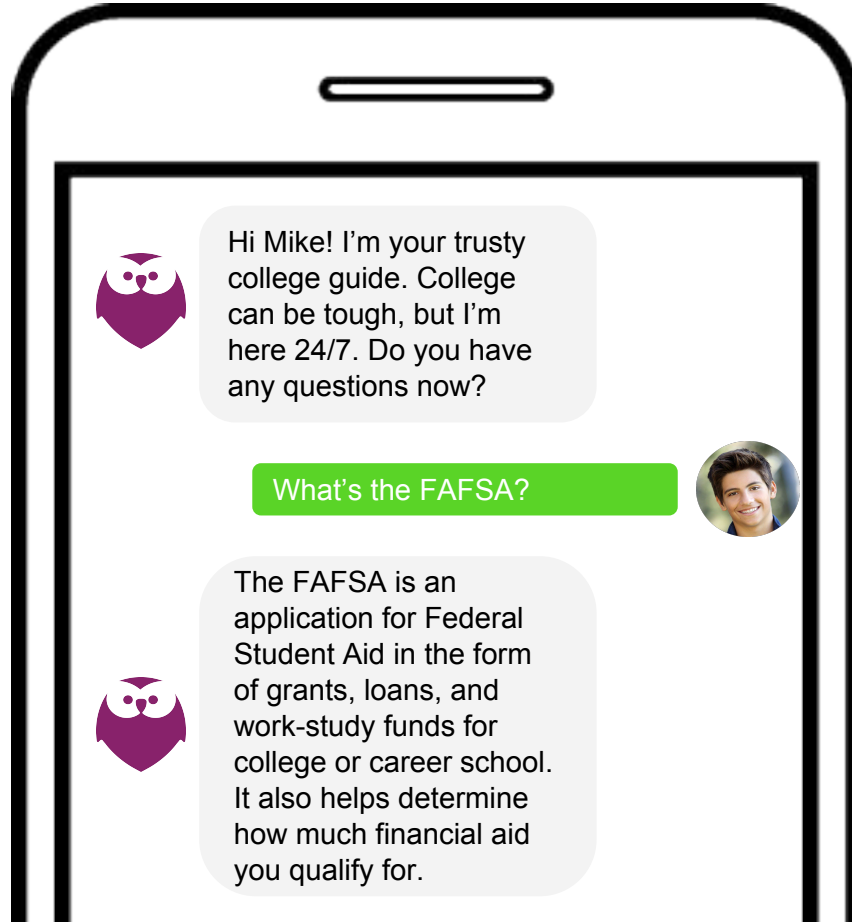
Augmented Conversation

Chatbots enhance conversation with people using artificial intelligence



Augmented Conversation

Chatbots enhance conversation with people using artificial intelligence



Case Study: Georgia State University



Enrollment trending in the wrong direction

Desire to text message students



Unsure of how to manage the conversations

Meet Pounce™



Proactive Outreach



On-Demand Assistance



Targeted Human Support



Personalized Engagement

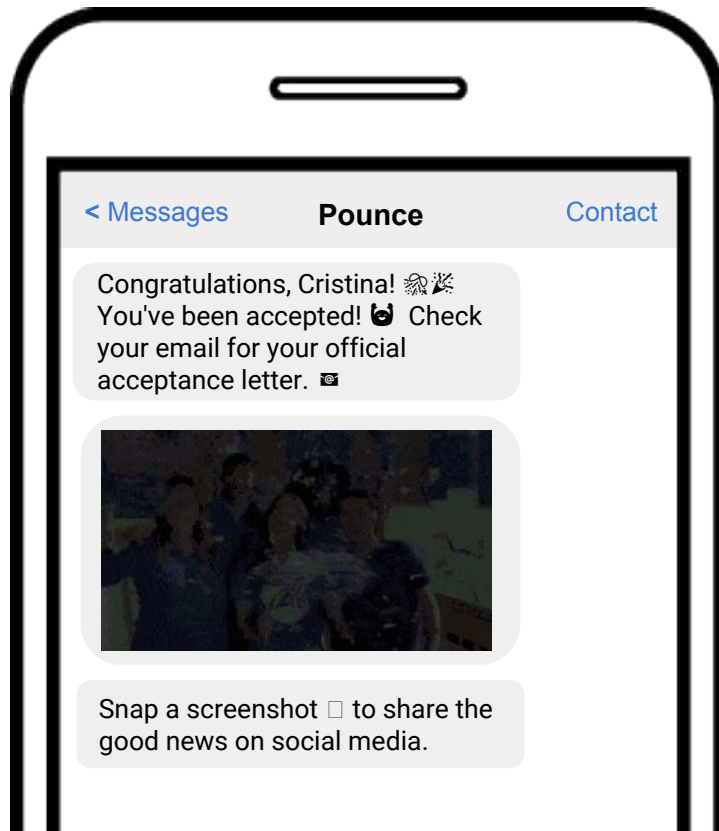
Turning Enrollment Tasks into Conversations



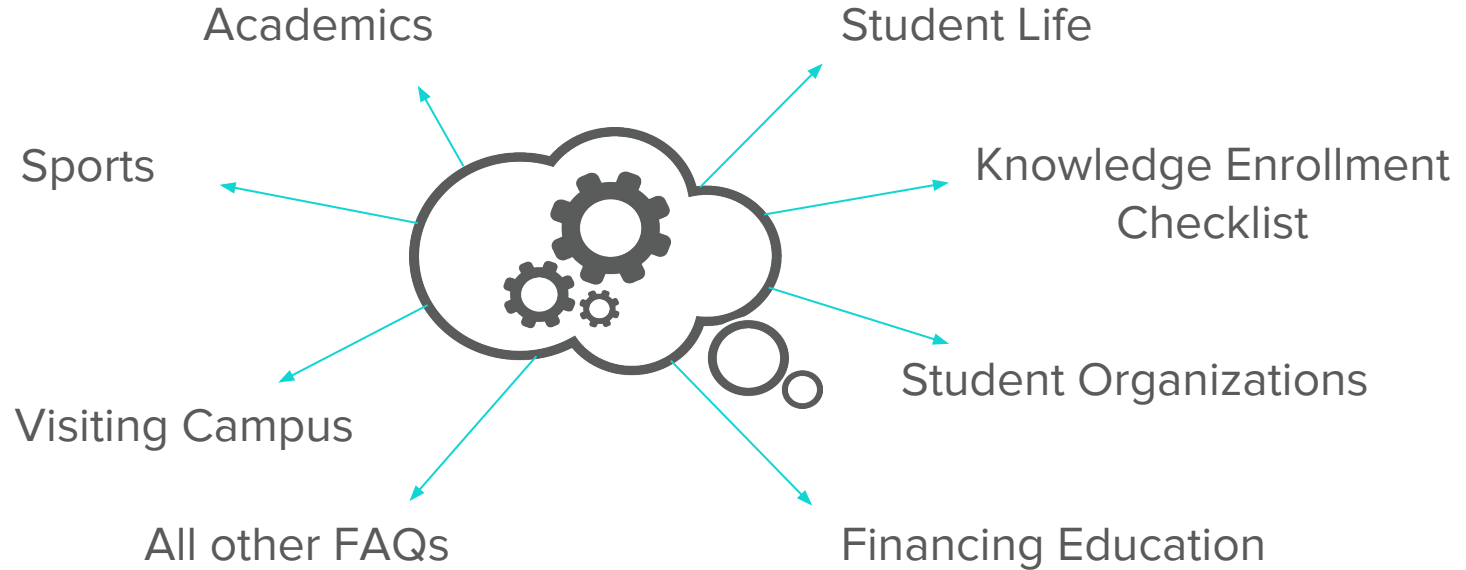
First Steps

Below are the first steps you need to complete.

1. Activate your Campus ID
2. Set up your PantherMail
3. Log into Panther Access to Web Services (PAWS)
4. Apply for housing (if desired)
5. [Fill out Free Application for Federal Student Aid \(FAFSA\)](#)
6. Submit your Intent to Enroll form
7. Verify Lawful Presence
8. Sign Up For New Student Orientation (INCEPT)
9. Register For Math and/or Chemistry Placement Tests



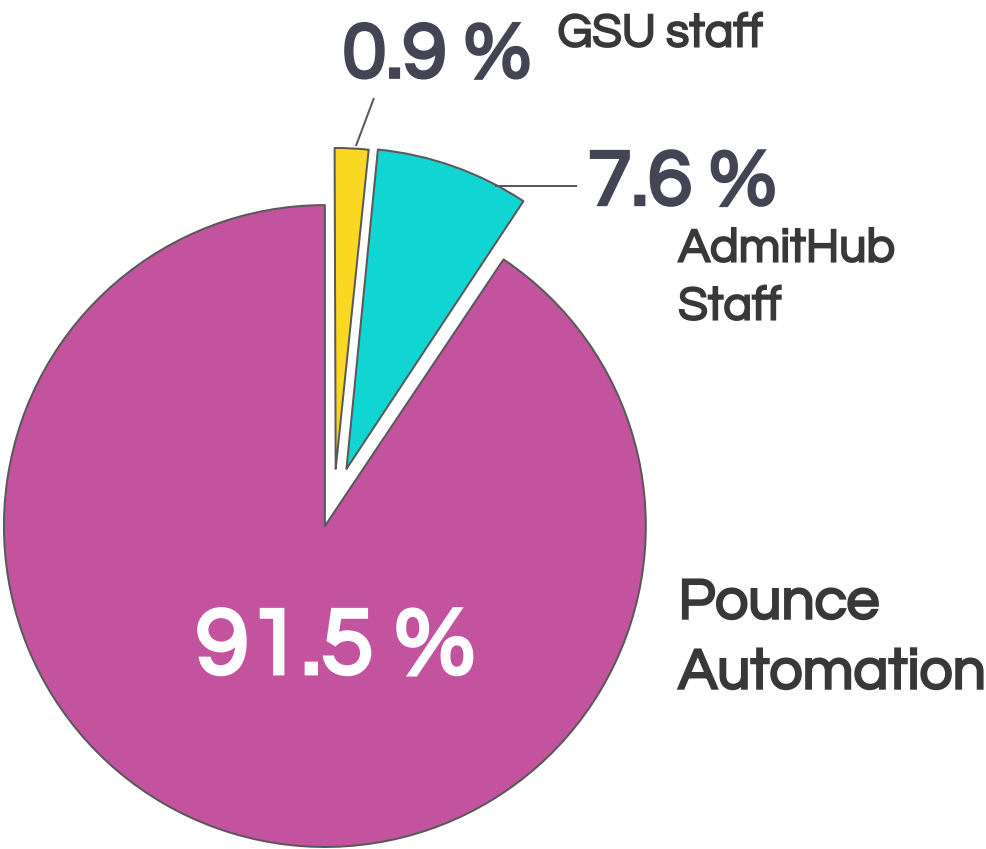
Creating Pounce's Brain



RCT: Pounce Engagement

90% of students engaged

63% of students engaged in 3 or more sessions



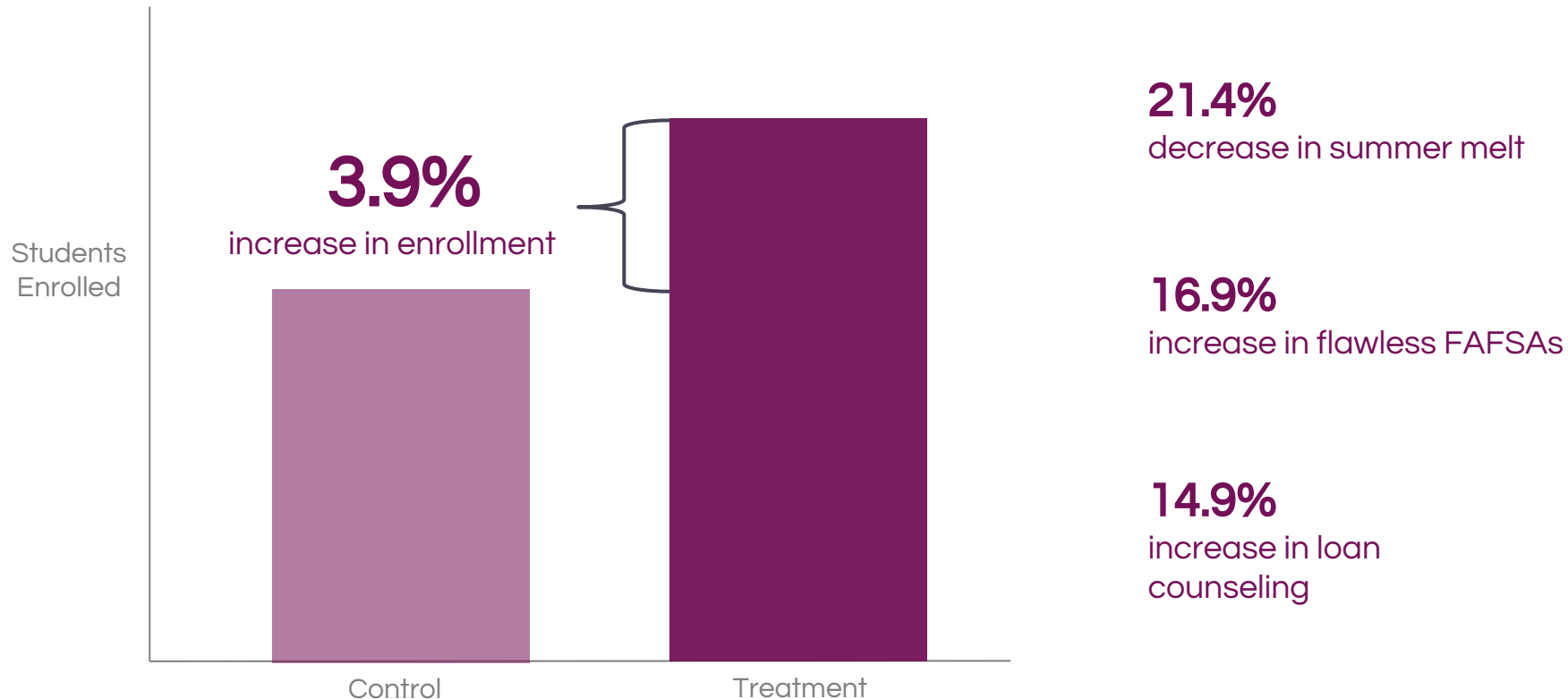
Operational Efficiency



*“We would have had to hire
10 full-time staff members
to do the amount of messaging
that Pounce did”*

—Scott Burke, AVP for Undergraduate Admissions at GSU

GSU Enrollment Results



*Overall, GSU experienced a \$3 million increase in net tuition revenue.

Personalization at Scale



Hi Austin, congrats on getting admitted! 🎉

Thank you, I am so excited!!! 🤖

I'm excited too! 🙌

Hi Nora, you are confirmed for the Open House on Friday. See you soon!!

Campus map

Here's a link to the campus map: bit.ly/campus-map

Hi Jake! I see you haven't submitted a FAFSA yet. Are you interested in applying for financial aid?

Yes

Great! You can submit the FAFSA here: fafsa.ed.gov.

When is the deadline to submit the FAFSA?

The priority deadline for submitting the FAFSA is April 1, but I would recommend getting it out of the way as soon as you can!



"IT'S ALIVE!"

Redefining Career Services in the Age of AI

A Case Study:

The Robots Come to FIU



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Career Transitions

Professional Journeys: From Student Services to Start-Ups

Questions

**What's next for AI
and Law Career Services?**

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