OCEAN COUNTY COLLEGE GETS INTERACTIVE:

How surveys lead to increased student engagement and actionable results.

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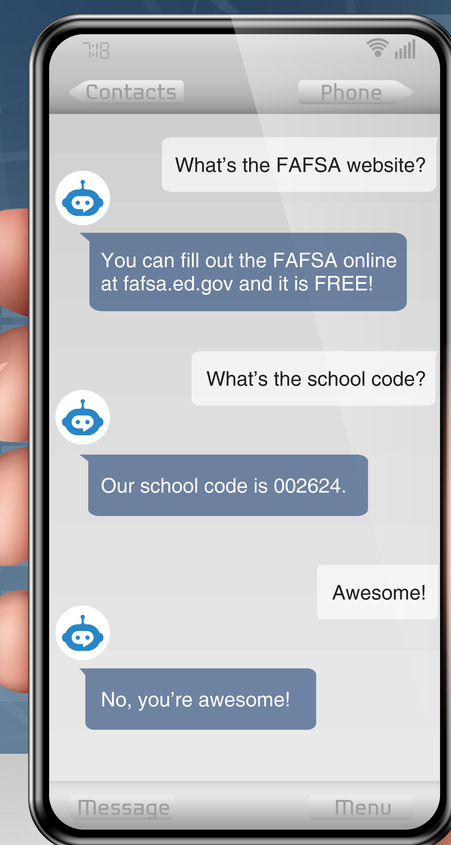
Ocean County College's AI chatbot, Reggie, sends text message surveys to gain student feedback and allow the college to make actionable, data-driven decisions.

OCEAN COUNTY COLLEGE

	Students contacted	Response rate	Results
Student Well-Being Hunger Grant	6,156	18.0%	Student insight into food insecurity resulted in the award of a $75,000 state grant to bolster OCC's food pantry and fight hunger on campus.
Enrollment Non-return surveys	3,194	33.2%	The college was able to offer assistance to continuing students who had yet to enroll for the upcoming term, providing them with what they needed, when and how they needed it, thereby continuing to increase new student headcount despite the pandemic.
Retention Dropping courses	244	48.4%	The intentional outreach to students who had dropped at least one class after the start of the term provided valuable feedback from students on their decision-making process.



Ocean County College uses interactive surveys sent via text message to empower students to share their feedback and opinions, enabling the institution to provide immediate solutions. Learn how student insight led to a state grant award, increased tutoring appointments by over 400% in a single semester, and saved staff valuable time.

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