



**GET CASH
FOR COLLEGE!**

Ask Benji

Robot Rising: Leveraging Artificial Intelligence
to Support Students in FAFSA Completion



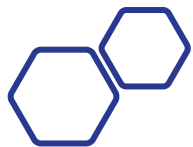
State of FAFSA in Arizona

- 48th in FAFSA completion
- Class of 2020: Only 42% of seniors submitted a FAFSA
- 46% of adults in Arizona have a degree or certificate
- 84% of students who complete a FAFSA enroll in postsecondary education



MARICOPA
COMMUNITY COLLEGES





Why AI?



Look for places where people are overwhelmed

Student-to-Counselor Ratio



Find places where you can reduce the burden of searching

FAFSA Questions & Process



Seek opportunities to transition from reactive to proactive

Regular Text Message Nudges

Why Benji? Why text message based?

88% of teens
have a phone

45% are online on a
constant basis

most messages handled
by virtual assistant



Hi, I'm
Benji!



Power of the FAFSA





I'm Benji, your
digital FAFSA
assistant.

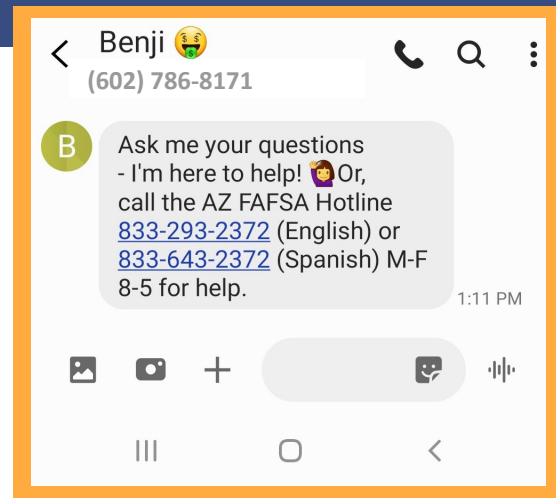
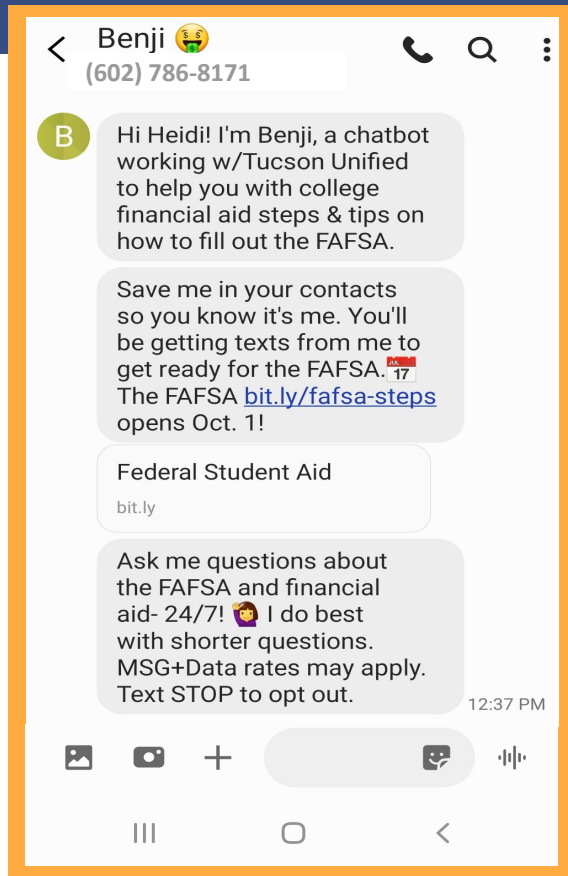
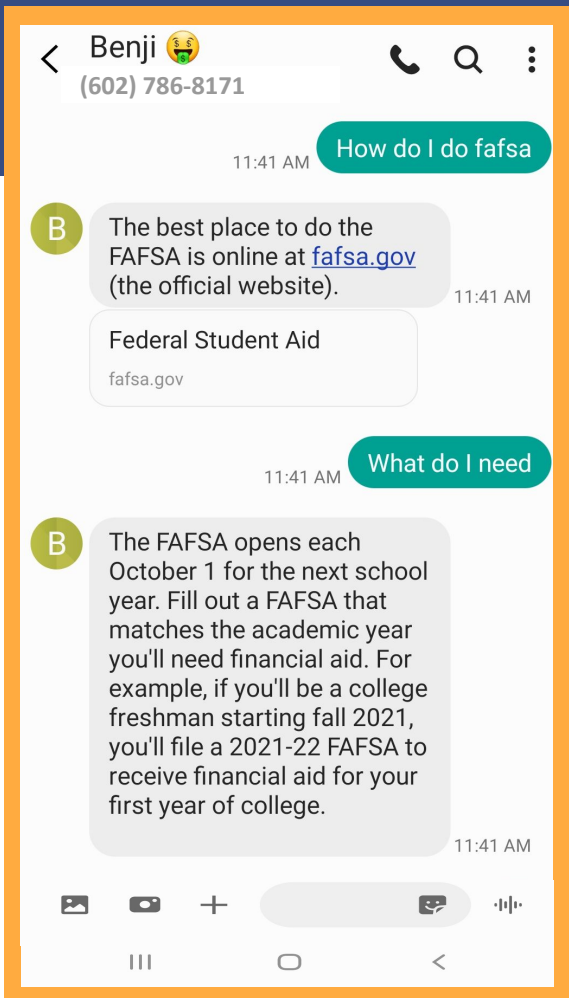
Just text
602.786.8171

AskBenji

Digital Solutions More Important Than Ever

- **Completely virtual** FAFSA assistance, confidential and secure
- **Robust “knowledge base”** of FAFSA and Financial Aid topics, Arizona-specific content, sensitive mental health responses & resources
- Team of experts managing the bot, **Benji’s brain is constantly updated** with new understandings
- Relationship based with timely and personalized **nudge messaging**

Leveraging Nudging Technology



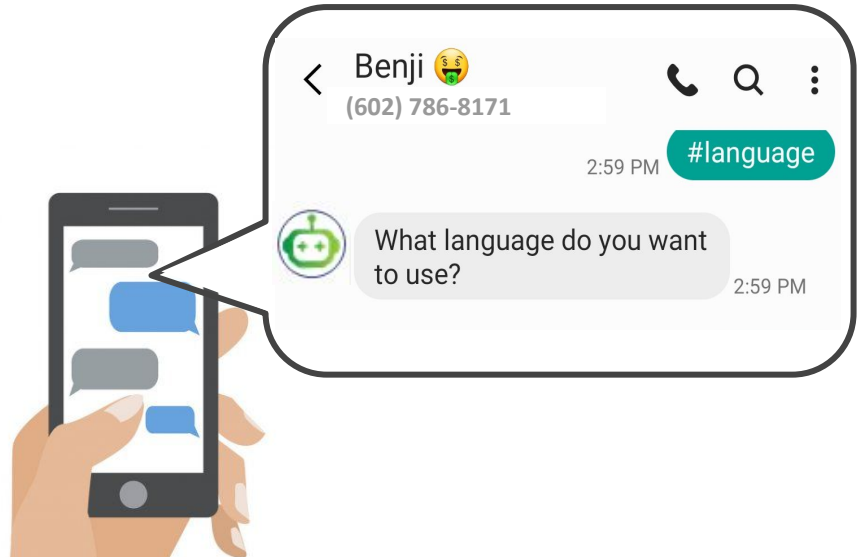
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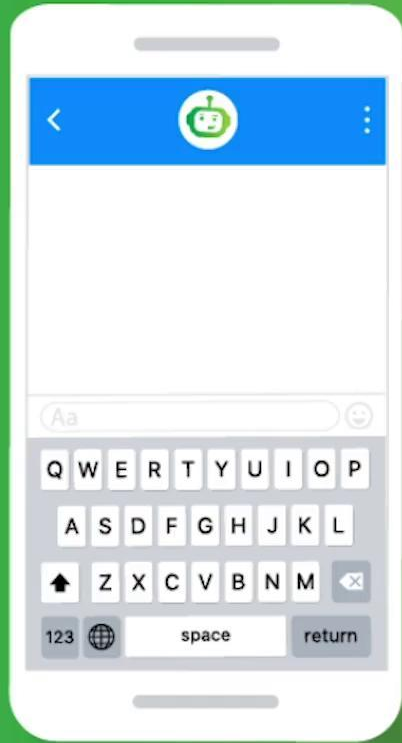
iHola!

@BENJIFAFSA

Multilingual capability

- Must be “enrolled” in Benji first
- Text #language to access
- All A.I. capability, nudges, user questions & responses translated





It's **FREE** and **EASY**.

To get started, just
text **“Hi Benji”** to
602.786.8171.

FAST FACTS



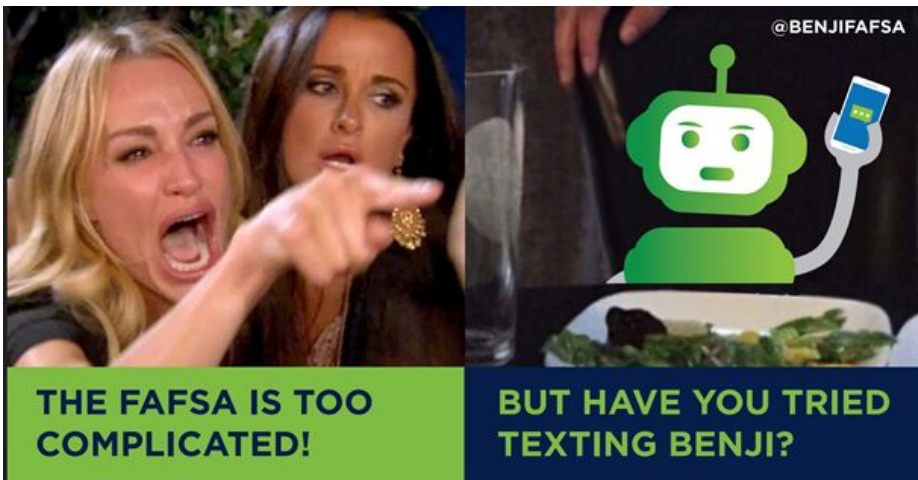
Chatbot Growth & Expansion

- October 2019: Mesa Public Schools pilot
- **March 2021: 34 signed agreements**
 - 135 High Schools
 - Representing half of Arizona seniors
- Ten of 15 counties in Arizona
- 36,000+ Benji users
 - Students, Parents, Educators
- 1.5 million+ messages sent/received
- 678 topics in Knowledge Base
- Less than 10% opt out rate
- www.AskBenji.org and [@BenjiFAFSA](https://twitter.com/BenjiFAFSA)

Award-winning social media campaign



@BenjiFAFSA



College & FAFSA Advising Hotline

- Staffed by higher ed & college access experts from across Arizona
- Available Monday - Friday, 8am-5pm
- **English & Spanish**
- For students and parents to receive supports on FAFSA or college enrollment
- Follow-up 1:1 appointments with college or university rep, or other expert



English: 1-833-293-2372 • Spanish: 1-833-643-2372



Ask Benji

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Text Benji: 602-786-8171
Facebook, Twitter, Instagram: @BenjiFAFSA