

G4E The Big Three Breakdown:

Provost Buyer Persona

- 1. Big Three #1: Boost student performance through the improvement of first and second-year drop-fail-withdraw (DFW) rates from core courses to raise overall retention and graduation rates across the entire institution** - At a time in which enrollment and public perception are declining in the higher education sector, the imperative of the Provost to ensure student success once enrolled is greater than ever. Provosts across the board are focused on student retention through 2 and 4-year degree programs and overall graduation rates to ensure strong, marketable outcomes for their universities and stable revenue streams YoY. A leading indicator for retention rate is the drop-fail-withdrawal rate of first and second-year core graduation requirement courses. These courses frequently carry heavy writing requirements or are explicitly focused on writing. As a result, Provosts who want to boost retention rates will care about supporting student writing earlier in their degree attainment.
- 2. Big Three #2: Implement career-relevant curriculum and instruction that impactfully prepares students for post-graduate success** - With students focused on the ROI of their higher education investment, Provosts are laser-focused on ensuring all departments are preparing students for post-graduate success through career-relevant instruction and access.
- 3. Big Three #3: Ensure equitable access to and impactful utilization of the full university tech stack to drive more successful learning outcomes** - With increasing international enrollment and a consistent emphasis on boosting outcomes for diverse learners, the Provost Office is the department that ensures all students have the tools and support they need to thrive. They are also the department that will train and mobilize faculty to use tools and pedagogy that they believe will positively impact student outcomes.

Big Three 1: Boost student performance through the improvement of first and second-year drop-fail-withdraw (DFW) rates from core courses to raise overall retention and graduation rates across the entire institution

Step 1: Research and Preparation

🎯 Research Indicators:

- *Enrollment is declining across the higher education sector as a whole and particularly at below Top 100 colleges and universities. Retaining students and boosting graduation rates are more important than ever to financial sustainability. Look for institutions that have seen enrollment declines or that have historically struggled with retention to position Grammarly for Education as part of the solution.*

🎯 Research Indicators:

- *First-year degree program pre-requisites that have substantial writing components can be problem areas for students and can hold higher-than-desired drop-fail-withdrawal (DFW) rates that add to the risk of drop-out: Look for institutions with heavy first-year writing requirements and writing*

center investments on their websites as a leading indicator of writing importance to the Provost Office.

Step 2: Control the Convo [PAO]

Step 3: Discovery: Start with Insight Openers

According to [National Clearinghouse Data](#), first-year enrollment declined 3.6% across U.S. colleges and universities in the fall of 2023...

According to [National Clearinghouse Data](#) from fall 2023, the national six-year graduation rate has stalled at 62.2% for the third year in a row, with the 8-year graduation rate declining further...

According to the National Assessment of Educational Progress (NAEP), as many as [75% of learners](#) in K-12 struggle with basic writing, and many carry these deficits into their undergraduate experience...

One [research study](#) indicated that students who passed first-year writing courses were **three times more likely to graduate than those who didn't...**

According to the Chronicle of Higher Education [estimates](#), up to 70% of undergraduate courses at most universities have significant writing requirements, and [80% of institutions](#) still have writing requirements to graduate...

...How does this resonate with you?

Discovery Questions

- What initiatives are in place today to maintain and improve graduation rates at your institution?
- How is technological innovation being considered as a tool to support students in their journey to graduation?
- How heavy are the writing requirements for a first and second-year student?
- What kind of writing center investments or support is your institution providing today?
- What changes (if any) is the institution considering to address student writing performance?
- How would you know the adoption of a tool was successful? What would be the top indicators of that success?

IMPACT	SOLUTION
<p>Elevate student writing in first and second-year core courses through high-quality, on-demand writing assistance to raise student grades on written assignments, reduce DFW rates, and boost student retention rates.</p>	<ul style="list-style-type: none"> ● Complete writing assistance - With optional generative AI features, Grammarly supports all phases of writing, from initial brainstorming, to real-time feedback, to best-in-class revision, helping writers of all ability levels create the highest quality writing that is reflective of their own learning and point-of-view. ● Technology that teaches how to write - Grammarly gives students contextually relevant writing recommendations as they write - complete with quick tips and optional in-product explainers that help students improve their writing ability over time. ● Academic Relevance - In addition to teaching students how to write more effectively, Grammarly makes it easy for students to cite their work properly and check for unintentional plagiarism before submission, helping them earn higher grades that are reflective of their own work and ideas. ● Advanced and experienced AI to support student writing growth - Grammarly has 14 years of expertise in developing and delivering high-quality writing assistance powered by advanced AI and dozens of linguists.

Big Three²: Implement career-relevant curriculum and instruction that impactfully prepares students for post-graduate success

Step¹: Research and Preparation

🎯 Research Indicators:

- *Market forces are pushing colleges and universities to make more proactive investments in career centers and career prep initiatives for students throughout their degree-earning experience: look for institutions that are proactively investing in their [career prep initiatives](#) to differentiate*

Step²: 🧠 Control the Convo [PAO]

Step³: 🌐 Discovery: Start with Insight Openers

According to the [ECMC group](#), consideration of four-year college amongst high schools has decreased nearly 20 percentage points since the early days of the pandemic...

According to the [National Alumni Career Mobility Annual Report](#), "career success" is the biggest motivator for students to get a college degree...

According to [LinkedIn](#), communication is the second-most in-demand skill that employers of all industries look for...

Furthermore, our research with [Forrester Consulting](#) shows that generative AI is the new workplace necessity for a wide variety of sectors. 89% of respondents said gen AI was a “critical priority” for their department, and 97% of respondents said their company will have implemented gen AI by 2025...

However, we also know that higher education is understandably more reluctant to embrace generative AI, with our own survey data indicating that only 1/3rd of institutions have developed gen AI policies that guide effective use...

Furthermore, only 22% of overall faculty use generative AI in their own work, according to [Tyton Partners](#), well behind the 72% of students in a recent Grammarly survey that indicated they were at least “somewhat comfortable” using generative AI for their own learning...

...How does this resonate with you?

Discovery Questions

- How is your institution preparing students for entering today’s workforce?
- Is AI a consideration in that preparation?
- How do you define the post-graduate success of a student?
- How does your institution view generative AI in the context of preparing students for the future of work?
- What programs exist to bring graduates back to campus for ongoing coursework and/or professional development?

IMPACT	SOLUTION
<p>Equip all students with AI writing assistance that helps them succeed academically while preparing them for the AI connected workforce</p>	<ul style="list-style-type: none"> ● Ubiquity - Grammarly just works in over 500,000 apps and websites - including the most popular enterprise applications used in the workplace - more than any other AI writing partner. ● Contextually relevant suggestions - Grammarly delivers differentiated writing recommendations tailored to academic and professional use cases, from email correspondence, to peer-to-peer messaging, to long-form content creation. ● Responsible AI - Grammarly for Education’s optional generative AI features help students learn how to leverage generative AI as a tool to enhance thinking and learning, as opposed to something that will replace it. With AI guideline reminders and transparent use prompts, Grammarly helps prepare students to leverage generative AI impactfully when they enter the workplace. ● Consistency - Grammarly’s product experience stays with the writer

through every writing task. By giving students access to Grammarly, you prepare them for a seamless transition to the workforce with professional writing assistance tailored to the task at hand. That's why over 1/3rd of the Fortune 500 uses Grammarly Business, and 95% of former student users report that Grammarly is helping them perform better at their first job.

Big Three **3**: Ensure equitable access to and impactful utilization of the full university tech stack to drive more successful learning outcomes

Step **1**: Research and Preparation

Research Indicators:

- *With international enrollment rising, institutions that are admitting proportionally larger numbers of non-native speaking students are more likely to need scalable English writing support: look at international enrollment numbers at target institutions as a leading indicator that they have a greater need to support non-native English speaking populations...*

Research Indicators:

- *As of 2024, the U.S. News and World Report will consider Pell Grant recipient graduation rates more heavily in their overall best colleges ranking system. This puts a greater spotlight on boosting first-generation and low-income student graduation rates. Look for institutions that admit a great number of Pell Grant recipients as a leading indicator of the need to support their writing throughout their degree-earning experience...*

Step **2**: Control the Convo [PAO]

Step **3**: Discovery: Start with Insight Openers

While first-year enrollment fell 3.6% overall at U.S. colleges this fall according to [National Clearinghouse data](#), international enrollment [rose 12%](#), representing the fastest rate of growth in 40 years...

...How does this resonate with you?

Discovery Questions

- What trends are you seeing amongst first-generation and international student enrollment?
- How does your institution support international students, first-generation college students, and those with English as a second language?

- How do you evaluate the effectiveness and success of academic support tools at your institution?

IMPACT	SOLUTION
<p>Efficiently manage and scale writing support to all students while ensuring struggling writers learn how to improve their written communication over time.</p>	<ul style="list-style-type: none"> • Equitable writing support at scale - Grammarly was created in 2009 by non-native English speakers with the purpose of helping struggling writers improve their communication skills. That legacy persists today with a one-click installation that brings writing assistance and in-app writing tutorials to all students 24/7. • Built for the Institution - Institutions can start using Grammarly immediately with 1-day implementation and without training, thanks to an intuitive experience that brings AI and supporting analytics to students, faculty, and admin across every application. • Managed support for the app already loved by millions of students - Grammarly is widely known and loved by millions of students globally. By providing access to your students through Grammarly for Education, you make it easier for all students to access paid features that are crucial to academic success while gaining support from the Grammarly team to seamlessly onboard all students and maximize usage.

Payoff Questions ?

- What % boost to retention would more scalable, always-on writing support to first-year students provide to your institution?
- If you had a trusted generative AI provider that gave you more granular control over implementation, how much more likely would you be to roll out generative AI across departments?
- How much time would your teaching faculty, particularly those who oversee first-year writing-intensive courses, gain if students had a tool that helps improve the quality of their submissions at scale?