

Supporting Student Success: How Clyde Helped CofC Re-Enroll 111 Students



**4 Year,
Public**
Type of Institution

**10,880
Students**
Population

**Charleston,
South Carolina**
Location

The College of Charleston (CofC) recognized a critical need to transform its approach to student support and retention. Traditional methods, while valuable in addressing escalated cases, often failed to capture the voices of students navigating challenges like financial distress, housing insecurity, and a sense of belonging. To proactively identify and address these barriers, CofC partnered with EdSights to launch Clyde, an AI-powered chatbot designed to connect students with timely resources and enable data-driven interventions. Through Clyde, CofC has shifted from reactive to proactive student support, improving persistence rates and fostering a stronger sense of community on campus.

Challenges Before Clyde

Limited Identification of At-Risk Students

CofC primarily **relied on faculty-driven alerts and GPA thresholds to identify at-risk students**. This reactive approach left gaps in addressing less visible challenges like food insecurity and financial struggles.

Inefficient Resource Allocation

Manual processes such as faculty observations limited CofC's ability to allocate resources efficiently. Lacking scalable tools, **it was difficult to address the diverse needs of the student body effectively**.

Fragmented Support Systems

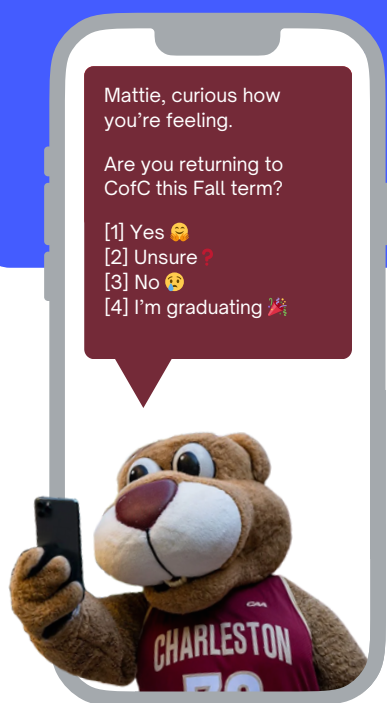
Without a coordinated strategy for outreach, various offices operated in silos, leading to **delays in interventions and unaddressed critical barriers**.



Persistence Check-In: Going Beyond the Data to Drive Retention

In March 2024, Clyde conducted a targeted persistence check-in, one of several proactive check-ins within EdSights' retention framework sent throughout the term. This check-in assessed students' plans to return to CofC in the fall and identified 241 students who expressed uncertainty about re-enrolling, uncovering key barriers such as financial constraints, housing challenges, and academic concerns.

Clyde's Immediate Impact



111

STUDENTS
RE-ENROLLED

\$661,300+

ROI IMPACT OF RETAINING
111 AT-RISK STUDENTS USING
IN-STATE NET TUITION ¹

Students shared various challenges with Clyde, including concerns about the high cost of attendance, balancing work and school, and insufficient support for academic progress. Despite these barriers, 46% of the students flagged as hesitant to return during the campaign successfully re-enrolled for Fall 2024, a testament to the impact of personalized follow-ups and targeted resource connections.

With this data, CofC's team was able to intervene, provide timely support, and **re-enroll 111** of these students.

Why Students Enjoy Texting Clyde

1

"It makes me feel like I have friends who **actually care about me**"

2

"The check-ins are helpful and make me feel like the school admin are looking out for me—and **everyone loves Clyde!**"

3

"I like how **your checkups come right in time**. It's always when I'm going through a lot."

¹Based on the average in-state net tuition rate, after deducting institutional grants/scholarships. Calculation derived from enrollment and financial data for the 2024-2025 academic year on [College Navigator](https://collegenavigator.org/).

Moving Forward with Clyde

Moving forward, CofC plans to leverage Clyde's insights to close persistence gaps across all years, with a focus on targeted registration campaigns and proactive advising to keep students on track. Clyde will also play a key role in identifying students at risk of losing state scholarships, enabling earlier interventions to help them retain funding.

Additionally, CofC aims to expand financial wellness initiatives, support basic needs like housing and food insecurity, and strengthen outreach for specific groups, including first-generation students. These efforts position CofC to drive retention, enhance student success, and ensure every student has the support they need to persist.



Clyde has allowed us to transform how we support students at CofC. By proactively addressing barriers like financial distress and housing insecurity, **we're not just improving retention rates—we're building a more connected and supportive campus community.** The insights we gain from Clyde are unparalleled, giving us a real-time understanding of our students' needs and enabling us to act quickly and effectively where it matters most.



Chris Korey
Associate Provost for Student Success



EDSIGHTS AT A GLANCE

**96%**

Client Retention

**97%**

Student Opt-in

**62%**

Active Engagement

If you're interested in learning how EdSights can help your institution leverage AI to enhance student success, email learn@edsights.io or visit www.edsights.io.

WWW.EDSIGHTS.IO