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How Artificial Intelligence Can Help You Get Into College



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The College Process is Similar to Starting a Business

Much like starting a business, getting into the school of your choice requires a plan which extends beyond good grades. A successful college strategy includes how well you utilize resources. Resources include people, tools, information, Technology, and much more.

Entrepreneurs know that it can be a struggle to compete with larger companies with more resources. This situation requires that the entrepreneur think and operate creatively, which is beneficial. The

ability to leverage existing resources more effectively (and in new and imaginative ways) can provide an advantage.

Technology: the Resource that you need to be using

What is an accessible resource that students can be leveraging Right Now? If you guessed Technology, then you are correct.

Students can proactively use Artificial Intelligence (AI). As described by [Techopedia](#), “Artificial intelligence (AI) is an area of computer science that emphasizes the creation of intelligent machines that work and react like humans.^[i]”

AI enables machine learning; machines are taught from experience and can adapt to new information and complete jobs. The Statistical Analysis System ([SAS](#)) Institute points out that “[m]ost AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.^[ii]”

How can AI be leveraged during the college admission process?

Well, the ability to process large amounts of data and recognize patterns means that computers can do much more than predict a chess move or drive a car. AI can make valuable predictions and suggestions relating to the college admission process.

For instance, Technology has introduced virtual platforms and mobile applications that play the role of a personalized guidance counselor. A personal college counselor is of particular interest for the majority of high school students who do not have readily available access to college advisors. College advisors are a crucial part of the college admissions process, providing students with the insight and information needed to make critical decisions.

Common questions include:

- “How do I choose a college?”
- “What are my chances of getting into my dream school?”
- “What can I do to increase my chances of getting into college?”
- “Once I get in, how will I be able to afford college tuition?”

Tools that combine AI and data science can answer these essential student questions, and the best part is that AI-based college counseling platforms and websites provide personalized consulting at any time. The suggestions provided by these tools are based on extensive data sets, including personalized information provided by the users. Platforms combine the experience of multiple guidance counselors into a cohesive individualized plan.

5 Examples of How You can use a Virtual Counselor Right Now

AI-based virtual counseling platforms can instantaneously help you to:

1. Find colleges that are a strong fit for you and meet your needs.
2. Develop a list of safety schools.
3. Receive guidance on how to get into the schools of your choice.
4. Learn about available college financing solutions and how to use them.
5. Plan and execute the activities necessary to complete the college application process.

What's Next?

Whether you're a parent or a student, it's a smart strategy to learn more about AI-based virtual counseling platforms and similar solutions. These can be a helpful supplemental resource to assist with making more informed decisions and start students on a path to success!

[i] "*What is Artificial Intelligence.*" N.p., n.d. Web. 05 Jul. 2019
<https://www.techopedia.com/definition/190/artificial-intelligence-ai>

[ii] "*Artificial Intelligence – What It Is And Why It Matters | Sas.*" N.p., n.d. Web. 05 Jul. 2019
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