



2025 ANNUAL CONFERENCE

Building Bridges:
Leading Internationalization
in a Changing World

Bridging AI and Human Interaction:

Innovations in International Student Engagement

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Leveraging AI for International Student Engagement

Overview of NYU Office of Global Services (OGS)

- Supports international students and scholars across NYU.
- Provides immigration advising, programming, and community-building initiatives.
- Collaborates with university partners to enhance global student experience.

Why AI? The Rationale for Innovation

- Increasing demand for timely and accessible student support.
- AI as a tool to streamline routine inquiries while preserving human interaction.
- Ensuring students receive accurate, consistent, and immediate guidance.

Session Objectives

1. Understand the development and implementation of NYU's AI-powered chatbot, Violet.
1. Explore the ethical and practical challenges of integrating AI in student support.
1. Learn how AI can enhance internationalization while maintaining a human-centered approach.

Context and Goals

Challenges

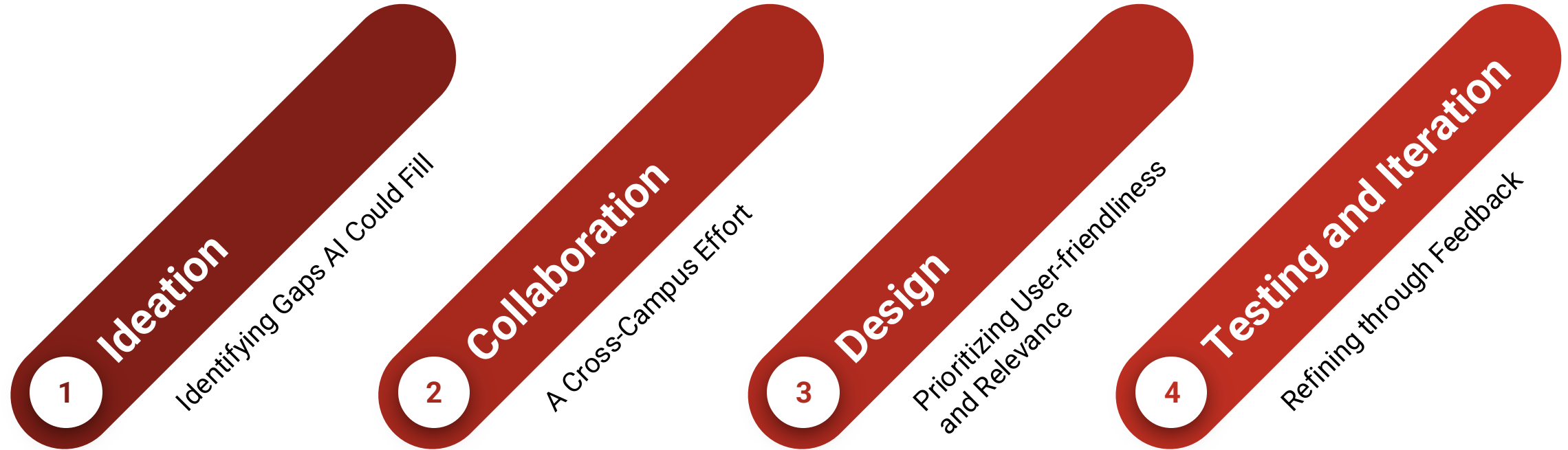
High demand for support on short timelines, limited 1-1 advising time, diverse student needs

Goals

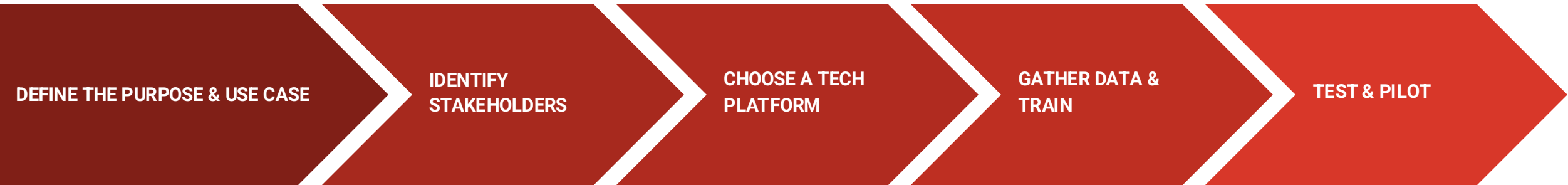
Responsiveness, access, enhanced human interaction

“The most important benefit that’s coming our way is our ability to personalize at scale” - Dr. Anna Tavis, clinical professor and academic director of the Human Capital Management department at NYU, *The Human Truth Podcast (S2, Ep.1)*

Development Process: Bringing AI to International Student Support



Development Process (ISC)



Admissions &

Enrollment: Answer questions, track status.

Student Support: Class schedules, financial aid

IT Helpdesk: Troubleshoot technical issues, reset passwords.

IT & AI Teams: Tech Leadership and dev's

Admissions & SS: Define FAQs and workflows.

Marketing & Comms: Ensure brand consistency

Compliance & Legal: Address **FERPA**, **GDPR**

CHOOSE A TECH PLATFORM

If using **Slate CRM**, check if it supports AI or chatbot add-ons.

If using **Salesforce**, consider **EDMO** (your AI solution!).

For **Canvas** or **Blackboard**, check if APIs allow AI integration.

GATHER DATA & TRAIN

Extract **FAQs** from university websites, admissions portals, etc

Train the bot on real **student queries**

Implement **Natural Language Processing (NLP)** to improve understanding.

TEST & PILOT

Start with a **limited pilot** (e.g., Admissions office).

Monitor conversations, identify gaps, and fine-tune responses.

Use **human fallback support** for complex queries.

Key Features of the Chatbot



24/7 Availability—Supports students in different time zones.



more

Conversational and Contextual—Adapts to user inquiries for

natural interaction.



review and

follow-up.

Advisor Integration—Chat transcripts saved for advisor



Data-Driven Insights—Analytics to track trends, improve

responses,

and enhance student engagement.

Successes and Challenges: Lessons from AI Implementation

Successes: Enhancing Student Engagement and Support



Faster response time and higher engagement



Streamlined processes and better use of website resources



Data-driven insights for continuous improvement

Challenges: Balancing AI and Human Interaction



Technical: Building a system that adapts to evolving student needs.



Personalization and accuracy: Structuring responses to address diverse student populations.



Human element: ensuring students feel heard and supported, not just given automated responses.

Ethical Considerations

- Privacy and Data Security: How data is handled responsibly
- Equity and Inclusion: Ensuring accessibility for all students
- Balancing AI and Human Interaction: Keeping a human touch in a digital approach

Q&A and Discussion

How can institutions ensure that AI-drive tools enhance, rather than diminish, the human element in international student support?

What ethical and practical considerations should universities prioritize when integrating AI into student engagement strategies?

In what ways can AI-powered tools be adapted to better serve diverse international student populations with varying needs and expectations?

Thank you for joining the conversation.

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