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AEO SPEED DATING:

Does AI Swipe Right on Your Institution?

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Marketing Director

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Overview



Hi 👋
I'm Erin Fields

Marketing Director at ologie®

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FOR THE NEXT 12-ISH MINUTES:

What makes AI choose one institution over another?

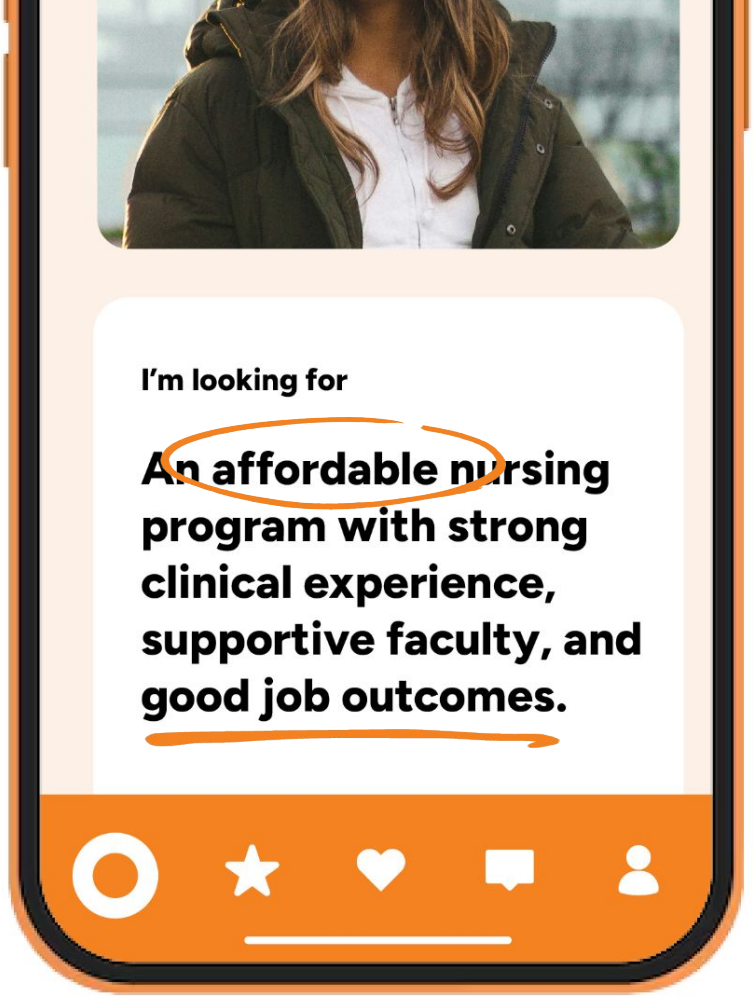
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AI is entering its matchmaker era.

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AI, the Matchmaker

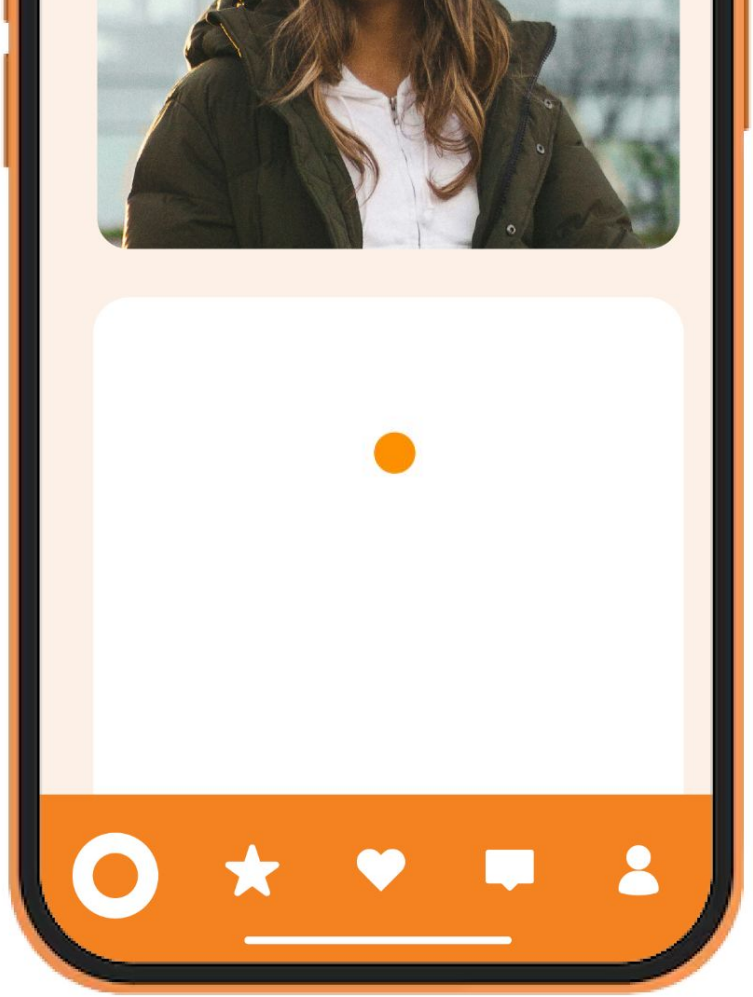
A student tells AI what they want.



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AI, the Matchmaker

AI interprets those priorities, searches the available information, and recommends potential matches.



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AI, the Matchmaker

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In AEO, the AI platform often makes the introduction before the institution does.

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Okay, your turn.

Would you swipe right on your institution's profile?

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Your Profile

AI builds your institutional profile from:

What you publish:

Websites, program pages, outcomes, research

+

What others publish:

News coverage, rankings, accreditation, reviews

+

What people experience:

Student conversations, forums, social content

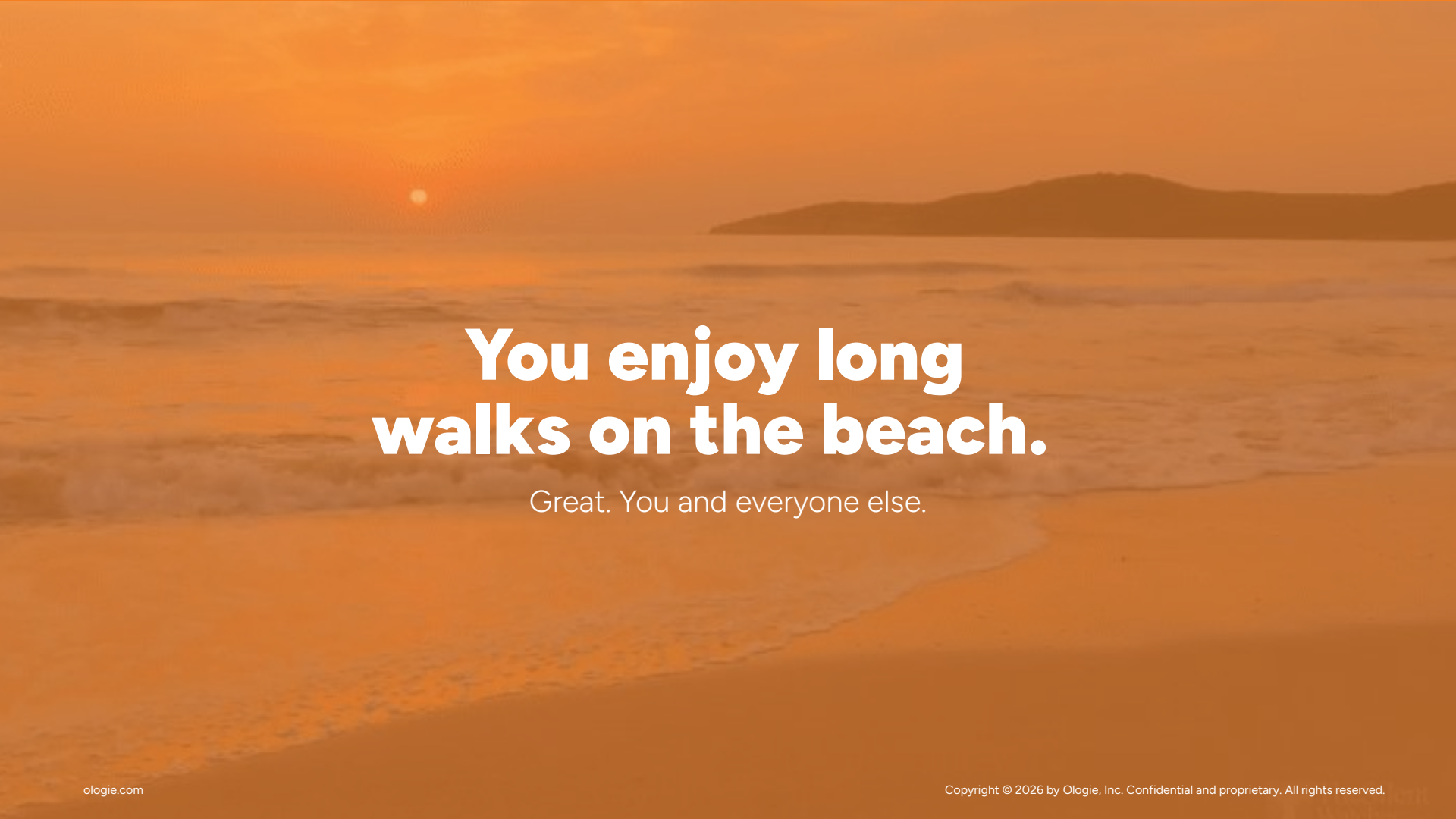
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Institutions influence their profiles, but they don’t write the entire thing.

AI combines:

what you say about yourself + **what others say about you**

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INPUT:
Why should I consider University of Colleges?

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Long Walks on the Beach

INPUT: Why should I consider University of Colleges?

OUTPUT 1:
University of Colleges offers **strong academics** with the resources of a major public university and the personal support students need to succeed. Students can learn from **dedicated faculty**, pursue **hands-on research and internship opportunities**, and build skills that **prepare them for their careers**. A **lively campus** community also provides plenty of ways to get involved and make meaningful connections.

OUTPUT 2:
University of Colleges combines **rigorous academic programs** with opportunities to apply learning beyond the classroom. Students benefit from **experienced faculty**, undergraduate research, **experiential learning**, and **career preparation**. With hundreds of academic options and a **welcoming campus** community, students have the flexibility and support to find their own path.

OUTPUT 3:
University of Colleges gives students access to **respected academic programs**, hands-on learning, and a broad range of professional opportunities. **Faculty and advisers support students** as they explore their interests, **gain practical experience**, and **prepare for life after graduation**. A **vibrant campus** culture offers countless ways to participate, lead, and connect with others.

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Long Walks on the Beach

Three AI-generated descriptions of different institutions:

- Rigorous academics
- Supportive faculty
- Hands-on learning
- A vibrant community
- Strong career outcomes
- Endless ways to get involved

These descriptions may be accurate, but they could belong to almost any institution.

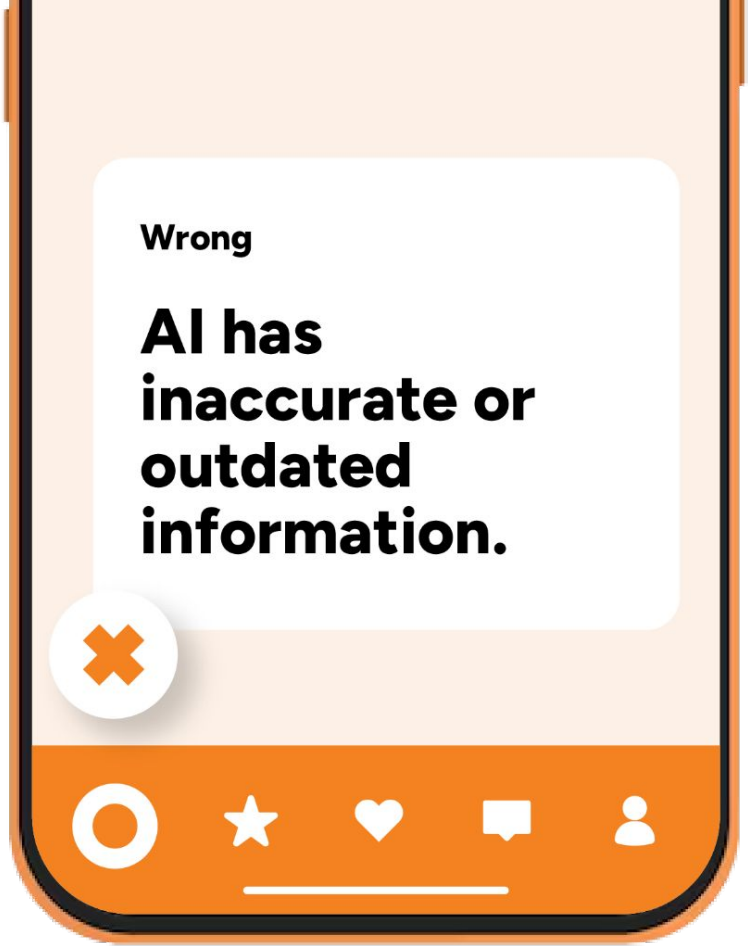
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You thought you had a shot.

Maybe they're just not that into you...

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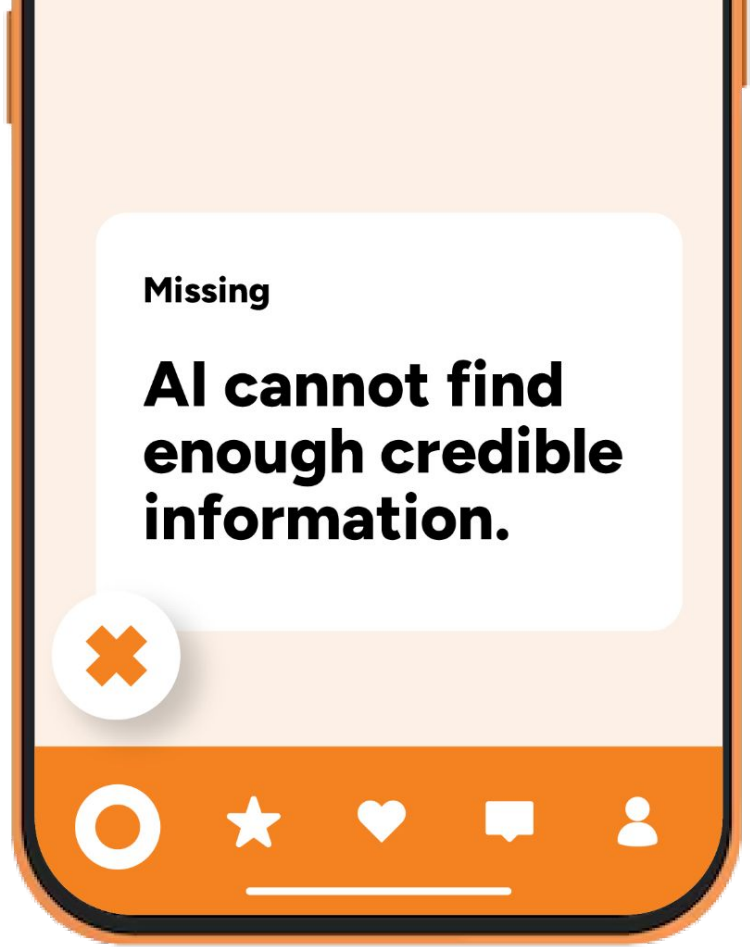
AI interprets those priorities, searches the available information, and recommends potential matches.



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Not That Into You

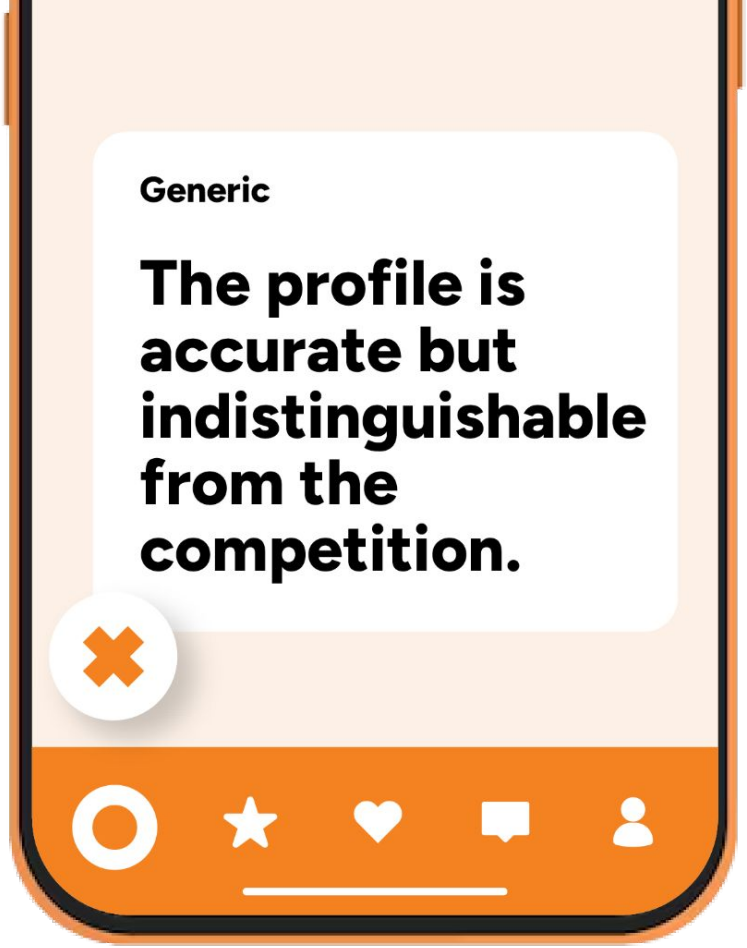
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Not That Into You

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Each problem needs a different response.

Fixing incorrect information, supplying missing information, and creating differentiation are three different jobs.

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We can say a lot, but remember...

Nobody wants to get catfished.

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Don’t Be a Catfish

“Is this nursing program good?”

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Don’t Be a Catfish

~~“Is this nursing program good?”~~

What will I actually pay?

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Don’t Be a Catfish

~~“Is this nursing program good?”~~

When do clinical experiences begin?

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Don’t Be a Catfish

~~“Is this nursing program good?”~~

Where do graduates work?

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Don’t Be a Catfish

~~“Is this nursing program good?”~~

What support do I have access to?

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Don’t Be a Catfish

~~“Is this nursing program good?”~~

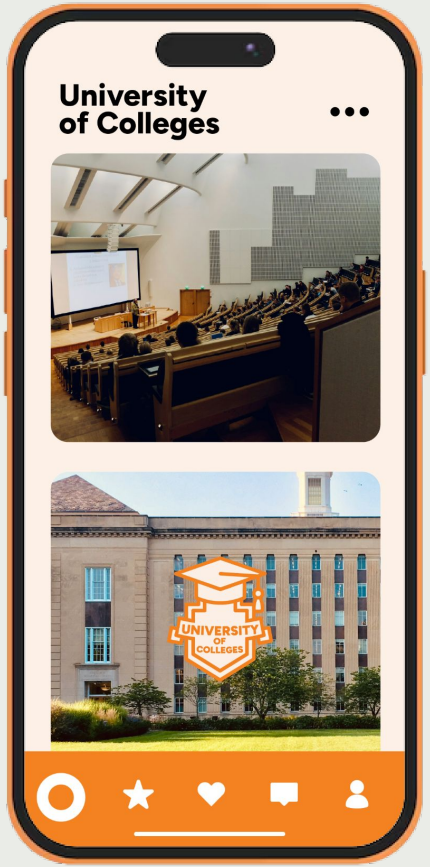


Can I see someone like me succeeding there?

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Don’t Be a Catfish

Students want to know:
Can the institution deliver on what its profile promises?



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They liked what they saw. Now what?

Good chemistry needs receipts.

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Show the Receipts

THE INSTITUTIONAL CLAIM:	THE SUPPORTING EVIDENCE:
Hands-on learning	Clinical experience begins during the second year
Supportive faculty	First-year advising caseloads average 18 students
Strong outcomes	91% employed within six months
Industry connections	43 active clinical partners within 50 miles

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Show the Receipts

Evidence can come from the institution and from credible outside sources.

- **Claims make the introduction.**
- **Specific, verifiable evidence makes the institution credible and memorable.**

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Don’t fumble the first date.

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Start with a manageable audit.

- Pick five common student questions.
- Identify the sources shaping those answers.
- Diagnose info as right, wrong, missing, or generic.
- Update one priority page and its evidence.
- Test again over time.

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AI may be the matchmaker, but it can only work with the profile and the proof it can find.

Give it something accurate, specific, and worth introducing.

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Connect on LinkedIn
Erin Fields
Marketing Director

Thank you!

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