

PROJECT BENJAMIN

WHAT IS BENJI?

Project Benjamin utilizes AI Technology with its open bot platform to help students get answers to their FAFSA questions instantly, just “Ask Benji”. Benji the chatbot has been programmed with more than 600 different types of responses to the questions students and parents may have while they are working through their FAFSA. As more Arizona students use this service, Benji will learn and be able to respond to more questions and unique circumstances.

HOW IT WORKS

This is not an app. There is no download required. To use, a student or parent simply starts a texting conversation with their cell phone. Users can text **Benji at 602.786.8171** on any texting platform. Once a user has texted Benji, he will respond to the dialogue with answers to questions or links to resources. Benji is not fluent in Spanish yet, but will be able to direct users to some Spanish language resources on FAFSA and financial aid. Benji will be ready for questions on October 1st!

In order to send targeted campaigns to students about events in their school or district, Benji will also capture data such as name, high school, and graduation year in order to group users and send timely, relevant nudges.

BENEFITS OF BENJI

- Immediate, expert assistance for students and parents
- It is conversational, meaning it feels like you are talking to a friend
- Benji will send nudges for upcoming FAFSA events, priority deadlines, etc.

OUR GOAL FOR STUDENTS

- That students will feel empowered to complete their FAFSA
- To reduce the anxiety around completing the FAFSA
- To help students see the potential of a post secondary education

