Complete College America is exploring the new possibilities offered by AI to increase educational attainment and to include historically excluded voices in the development of new technology and the scaling of student success practices.

The evolving artificial intelligence (AI) landscape creates new resources to support college completion, but practitioners and policymakers must carefully consider how these resources can be approached with equity, economic opportunity, and students in mind at every step.

AI has the potential to enhance work already happening across states, systems, and campuses to propel CCA’s mission forward. Generative AI can be an effective tool in the college attainment toolbox.

Institutions and organizations that embrace AI can not only harness new transformative tools but also equip students with the necessary skills and competencies to succeed in AI-driven industries, thereby propelling their long-term opportunities.

Complete College America will continue to develop insights on policies, perspectives, and practices around equitable uses of and access to AI for postsecondary attainment and student success, creating a roadmap to navigate this new technological landscape.

Attainment with AI: Making a Real Difference in College Completion with Artificial Intelligence

The AI playbook provides many practical ideas and concepts for higher education institutions and systems to employ generative AI for student success, completion, and equity. It categorizes 170+ use cases and 30+ sample prompts within three key operational frameworks:

- Organizational Effectiveness
- Teaching and Learning
- Student Experience

The playbook provides a critical overview of AI uses for practitioners and professionals in nearly any role at a college, university, or system.

The AI Divide: Equitable Applications of AI in Higher Education to Advance the Completion Agenda

This position paper complements the playbook by articulating an imperative for equity as systems, states, and institutions adopt AI and as technology companies expand their AI tools. Without thoughtful policies and oversight, AI risks amplifying unequal privilege that has historically created a system of inequity in higher education.

CCA will convene the Complete College America Council on Equitable AI in Higher Education as an advisory body representing diverse institutional voices. CCA urges policymakers, tech firms, and funders to work closely with the Council to ensure AI serves all students justly.

Access the resources at completecollege.org/ai-resources