



grammarly

**Responsible AI
communication
assistance for the
entire institution**



Today's Speakers



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Agenda

1. Market Context

2. Grammarly's solution

3. Use cases

4. Small group demos

5. Discussion and closeout



Higher ed is in the midst of an enrollment and retention crisis

41%

Of young adults say a college degree is very important, an all-time low

62%

Of high school graduates go straight to college, a 15% drop since 2010

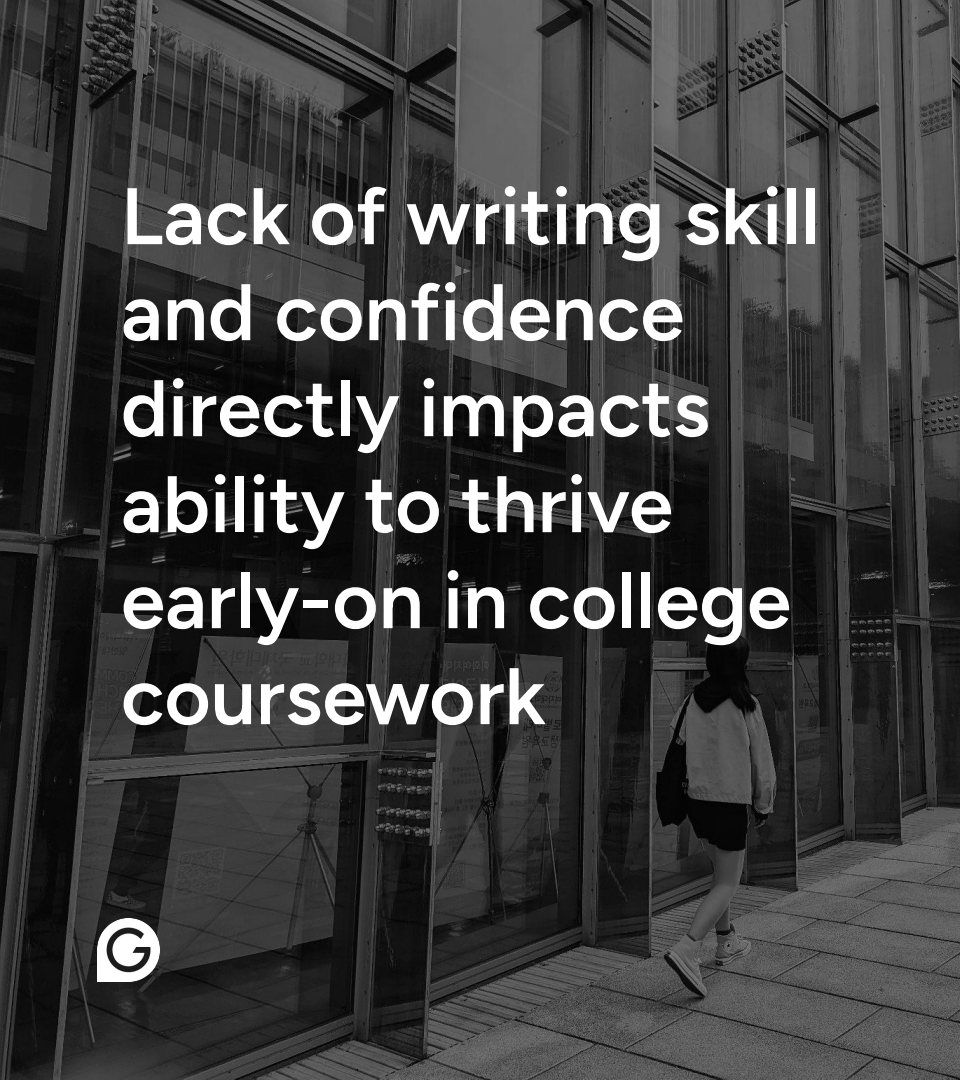
15%

Projected additional drop in the college-going population from 2025-29 due to the enrollment cliff

40%

Of enrollees do not earn a degree or credential within 8 years





Lack of writing skill
and confidence
directly impacts
ability to thrive
early-on in college
coursework



75%

Of K-12 students struggle
with basic writing¹

80%

Of undergraduate institutions
have graduation requirements
for writing²



**Retaining first and
second-year
students is more
important than ever**

24.1%

Of all first-year
undergraduates drop out
within the first 12 months¹

\$21,741

Cost per dropout for a private,
non-profit institution due to
loss of tuition revenue



AI remains a major disrupter

Considerations



72%

Of students felt somewhat or very comfortable using **generative AI**.¹



64%

Of the class of 2027 says AI has at least somewhat **impacted their academic plans**.²



70%

Of employers said that **communication skills** were most important for graduates to possess.³



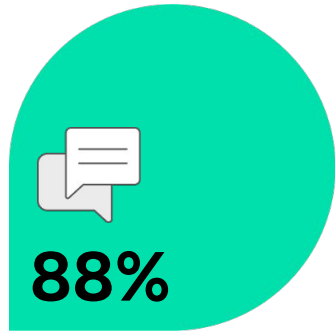
1. Grammarly Omnibus Survey, November 2023

2. Source: Inside Higher Ed and Student Voice Survey, January 2024

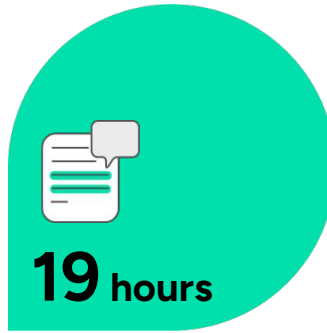
3. Source: GMAC Employer Survey, June 2023

And the working world is evolving fast

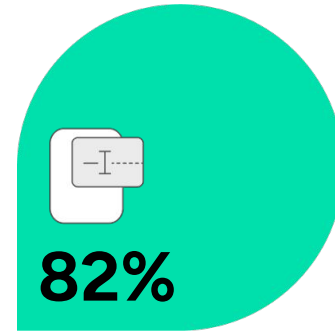
Considerations



Knowledge workers spend 88% of the work week just **communicating**.



Knowledge workers devote almost half their work week to **writing tasks**.



Most business leaders plan to invest in **AI-driven tools** to boost employee productivity by 2025.



Written communication support is pivotal to ensure higher ed stays relevant amidst a changing landscape

- Students ranked “career success” as the number 1 motivation for getting a college degree¹
- Employers consistently rank communication skills in the top 3 for skills they target in new graduates²
- Graduates will need to know how to communicate more efficiently, effectively, and responsibly across contexts and tools



Source: Lightcast, “National Alumni Career Mobility Annual Report,” 2023

“With the rise of new technology, employers are expecting graduates to bring capabilities like communication, leadership, and strategic thinking in new ways.”

GMAC 2023 employer survey

81%

of the class of 2027 says their institutions should be preparing them for AI in the workplace³

Source: Inside Higher Ed survey, 2024

In this market, institutions must:



Retain

Boost first and second year retention rates by reducing drop-fail-withdrawal rates in core courses



Prepare

Infuse career preparation into all courses and tools used across the institutional tech stack



Innovate

Responsibly and thoughtfully embrace opportunities presented by AI



Grammarly empowers the entire institution to communicate more effectively

The AI writing partner that helps faculty, staff, and students be more productive communicators in any context



Impactful

Harness AI to **help all students** become more confident writers and retain through graduation



Comprehensive

Empower faculty, staff, and students to **write more efficiently and effectively** in every application



Responsible

Leverage AI to **innovate without compromising student learning** or institutional integrity

Protected by secure, private, and trustworthy enterprise-grade AI

Meet Grammarly:

Loved by millions of students, trusted by institutions



15 years of experience in communication and advanced AI/ML technology

Trusted by 3,000 education institutions and 70,000 teams worldwide, including 1/3rd of the Fortune 500

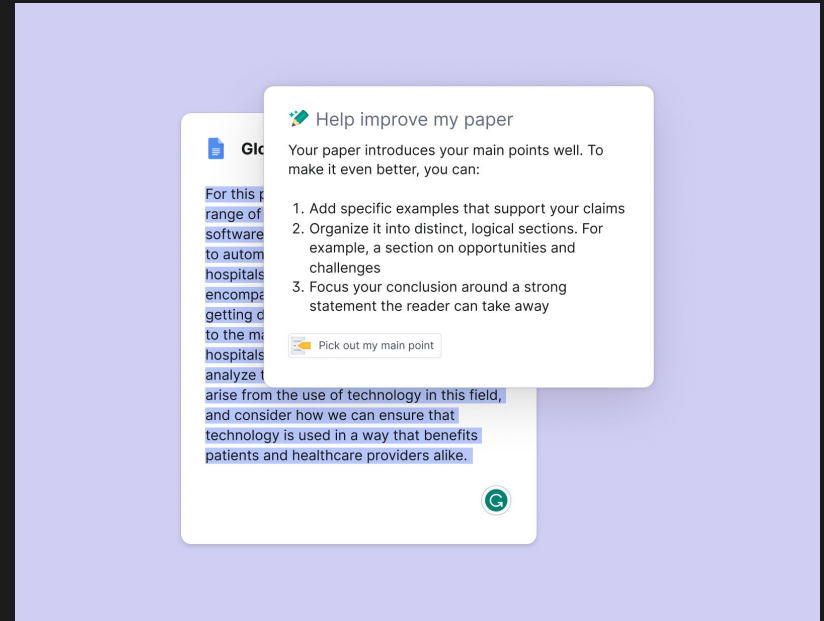
30+ million daily active users, roughly 40% of whom are students

Works wherever faculty, staff, and students communicate across 500,000 web and desktop applications

Impactful

Help students improve their writing over time to earn better grades and level-up the quality of faculty-student interactions

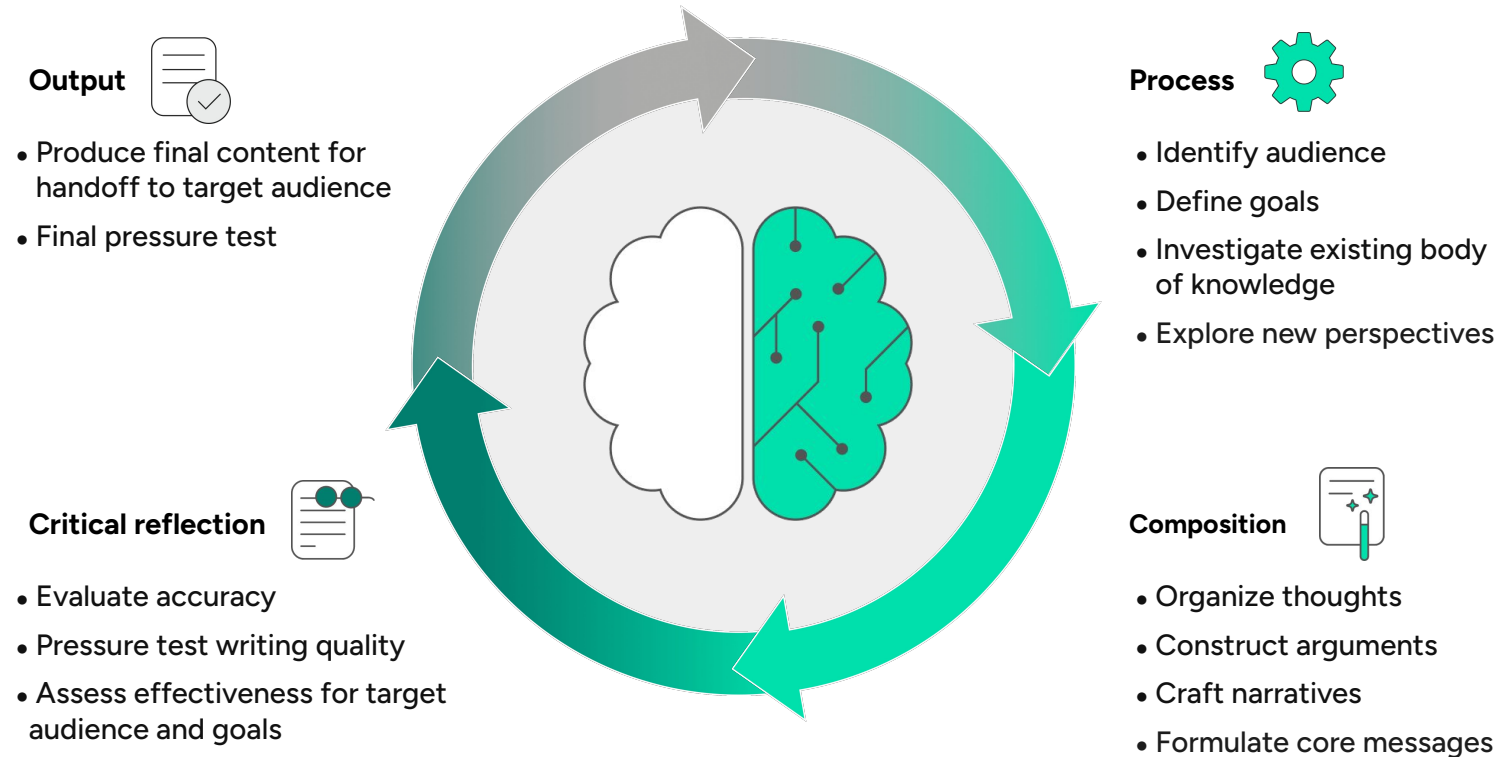
- ➔ **Always on writing support** within the flow of assignments to help students from all backgrounds understand and improve writing
- ➔ Level-up writing quality and enable professors to **evaluate content over grammar**
- ➔ Ensure administrative-led communication **stays on-brand** and **lands with external audiences**



94%

of students say
Grammarly helped
improve their grades¹

The Anatomy of Writing in Collaboration With AI



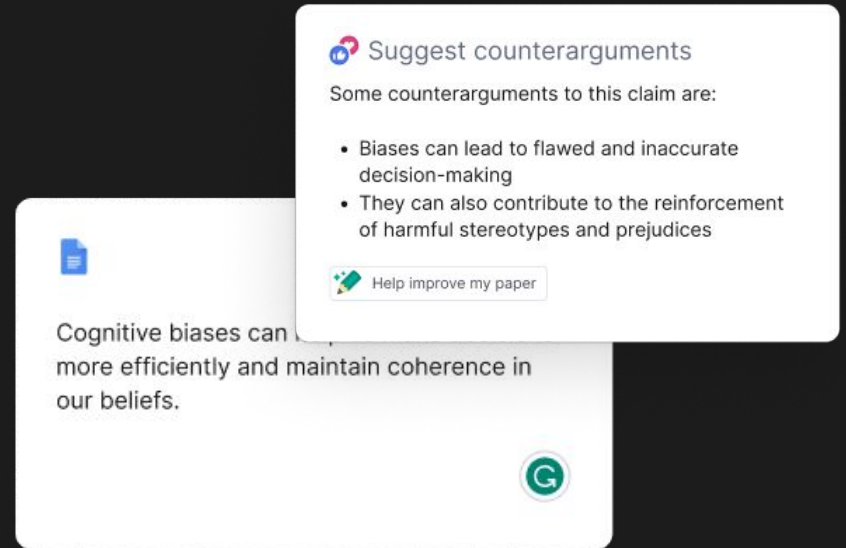
Comprehensive

Complete, seamless writing assistance that prepares students for the AI connected workforce

→ **Saves time and keeps writers focused** on the task at hand by offering a consistent experience everywhere writing occurs

→ **Works in over 500k apps**, including the applications used in the workplace

→ **Optional gen AI features** that support all phases of communication in the context of an individual writing task



4 out of 5

professionals report
Grammarly helps their
team get more work done¹

Responsible

Preserve academic integrity and institutional control while embracing the efficiencies and higher-level learning offered by AI

- **Institutions are in control** of who has generative AI features, with the ability to turn features on/off by user group
- **Responsible use reminders** surface when students prompt Grammarly's gen AI to compose text
- **Easy to cite** when and how generative AI has been used, both from Grammarly and ChatGPT
- (Launching in Sept) Authorship capability to **categorize text by source** and shed insight into the human+AI writing process

3 out of 4

students surveyed in January 2024 said institutions should teach ethical use of AI¹

 Get Grammarly gen AI citation

Grammarly (2023). *Grammarly* (Jul 14 version) [Large language model].

<http://www.grammarly.com/>

Insert

 Acknowledge Grammarly gen AI use


Grammarly was used to "Brainstorm topics for my assignment" and "Give me a research plan". Additionally it was used to rewrite a paragraph with the prompt "Make it more academic".

Insert Copy


Review your AI use

It seems you may be asking Grammarly to write your assignment for you. Many instructors don't allow this, so please check your academic guidelines.

You can still use Grammarly to support your writing process. Try a prompt designed for students:

 Brainstorm topics for my assignment

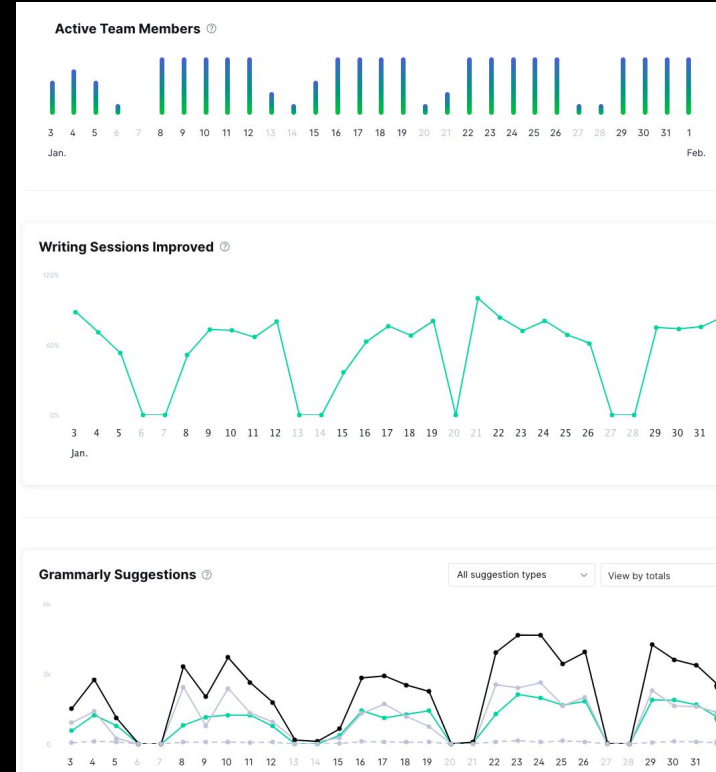
 Give me a research plan

 Draft an outline

Purpose Built for the Academic Institution

Easy implementation and maintenance for better institution-wide communication

- ➔ **Seamlessly integrates** into institutional tech stack with 1-day implementation and minimal training requirements
- ➔ **Analytics dashboard** unlocks insights and progress over time across classes and groups
- ➔ Institution-specific **style guides and brand tones** ensure brand consistency and inclusive language




Built on 15 years of secure, private, responsible AI


Enterprise-grade regulatory certifications
vetted by industry-leading 3rd parties




Committed to customer privacy



We do not and will not sell user data
We only read data that is critical for product



Third parties are not allowed to train on data



Customer Control and Transparency
You get to decide where Grammarly operates

Gen AI backed by enterprise security



Partnership with one of the most
secure cloud infrastructures,
Microsoft Azure



Best-In-Class Security Infrastructure*



*Validated by our enterprise security controls, FIDO2 authentication, at-rest and in-transit encryption, and conditional access management. Grammarly restricts employee access to customer data across our network, infrastructure, and services.

Breakouts



**Grammarly empowers
the entire institution
to communicate
more effectively** ●



Trusted by
over 3,000
education
institutions



RICE

IOWA STATE
UNIVERSITY

PEPPERDINE

FAU
FLORIDA ATLANTIC
UNIVERSITY

CLEMSON
UNIVERSITY

UNIVERSITY of
West Georgia

CHAPMAN
UNIVERSITY

Southern
New Hampshire
University

FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

UNIVERSITY OF THE
CUMBERLANDS



DALLAS
COLLEGE

COLORADO CHRISTIAN
UNIVERSITY
Grace and Truth

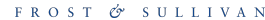
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NYC
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Technical
University
of Munich
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And by
70,000
teams
worldwide





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Thank you