

## RUN LEARNING AND TEACHING AWARDS 2025

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**Title:** Fostering Connection and Enhancing the Student Journey with the UNE Belong AI Ecosystem

**Abstract:** The University of New England (UNE) is addressing the critical challenge of student disengagement between offer and enrolment, particularly among regional and equity cohorts, through the innovative UNE Belong project. This initiative incorporates a suite of generative AI-powered agents to provide personalised, 24/7 support, transforming the student journey from their first point of contact.

Grounded in a philosophy of Connection, Community, and Contribution, Belong agents are strategically deployed with offer letters and enrolment portals. They engage prospective students during crucial decision-making periods, answering queries, building self-efficacy, demystifying university processes, and offering university insights to build confidence and clarify expectations. This practice directly enhances the student experience by reducing anxiety and fostering a sense of belonging before day one.

Initial data demonstrates a significant impact during the decision-making phase. By leveraging generative AI to encourage authentic human connections, UNE Belong represents a scalable, sector-leading model for enhancing the entire student learning journey, ensuring every student feels supported from offer to graduation.