



GRAY[™]
DECISION INTELLIGENCE

Introducing CoCo

AI Student Success Tools

February 18, 2026



The AI Street Dog

Smart, fast, and beautiful

Steals food, may bite,

...and definitely not house trained.

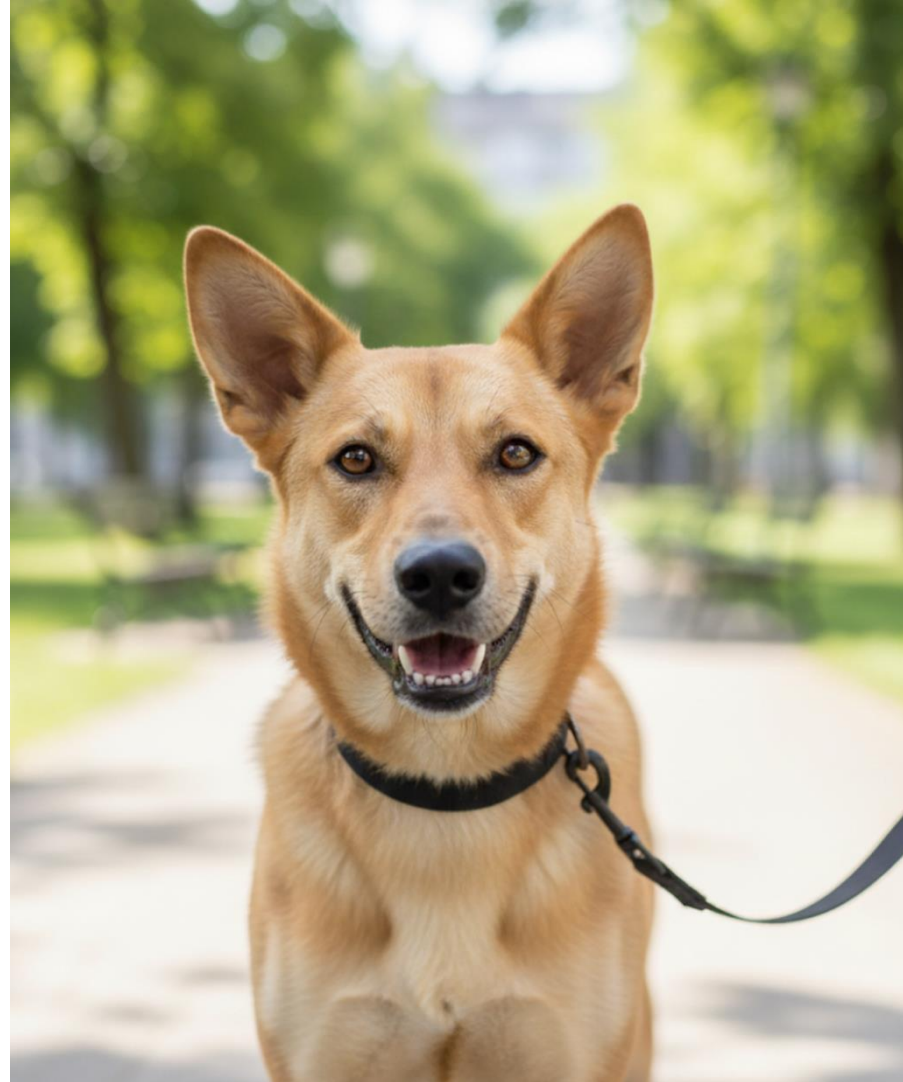


A quick poll

- Pqjbef
- -pb



The Vision



Contracting for a general-purpose LLM is a start.

- ✓ Secure
- ✓ Available 24/7
- ✓ Dozens of languages
- ✓ Generally useful



1. Assumption: 173 administrators and 100 faculty per 1,000 students; \$20 per user month for an AI subscription/upgrade.

General-purpose LLMs have lots of promise but unclear ROI.

Estimated Cost per 1,000 Students
(including related faculty and administrators)¹

\$300,000

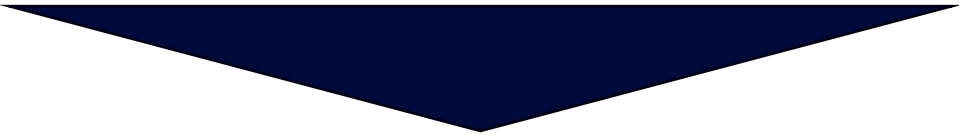
ROI

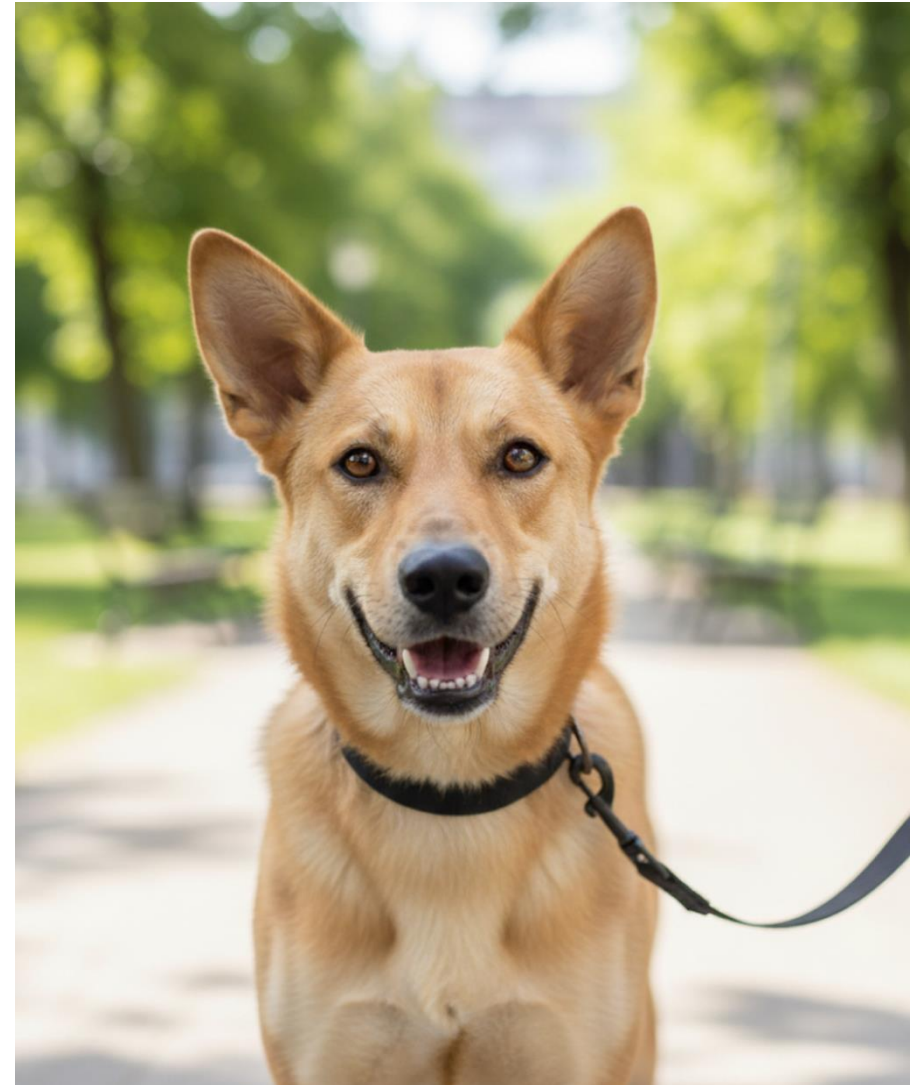
?

1. Assumption: 173 administrators and 100 faculty per 1,000 students; \$20 per user month for an AI subscription/upgrade.

LLMs: Still a little wild

- ✗ Not prone to hallucination
- ✗ Not addictive
- ✗ Appropriately private
- ✗ Grounded in your content
- ✗ Linked to your emergency response
- ✓ Secure
- ✓ Available 24/7
- ✓ Dozens of languages
- ✓ Generally Useful

- 
- ✗ Built for a Specific Purpose
 - ✗ ROI



Purpose: AI Tutor

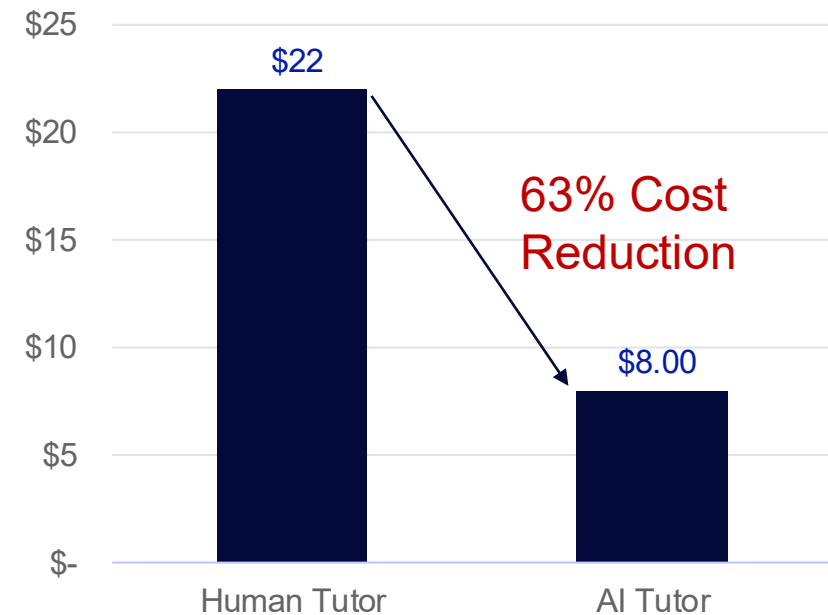
What is the cost-benefit of an AI tutor?

- Human tutor: \$22 per hour
- AI Tutor: \$20 per student *per year*
 - 100 subscribed students
 - 50 users
 - Usage: 5 hours per year
 - Cost per hour: \$8

Improved outcomes¹

- GPA increase for engaged students: 7.5%
- Test score improvement: 11.6%

**Cost Comparison
Human vs. AI Tutor**



¹*LAPU [Los Angeles Pacific University] Research Shows AI-powered Course Assistants Increased Student GPA by 7.5%," EDTECHDIGEST, August 7th, 2025;

"Benefits of Using AI as a Tutor," Just Learn, July 20, 2024; "What Are Effective AI-Based Interventions to Improve First-Year Retention?," QuadC, August 25, 2025

Estimated value of AI Tutor per 5,000 students.

Reduction in DFW rate (from 11% to 10%)

1

percentage point

Students Saved

25

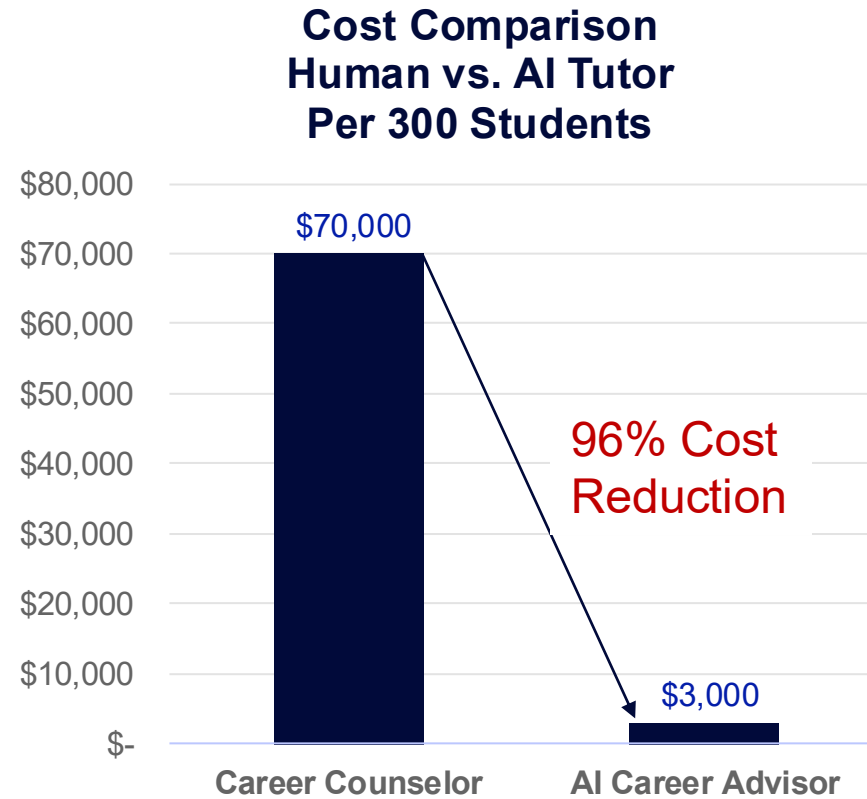
Annual Margin Preserved:

\$261,000

Student Lifetime Value Preserved, per year

\$785,000

Cost Comparison: Human Career Advisor vs AI



1. Source: Gray DI's PES Job Postings Dashboard, August 2025 Data

2. Source: Gray DI's CoCo Careers

CoCo, the **College Companion**: Designed for Higher Education



CoCo

- ✓ Engaging
- ✓ Secure
- ✓ Appropriately private
- ✓ Grounded in your content
- ✓ Tested for accuracy, minimal hallucination
- ✓ Available 24/7
- ✓ Communicates in dozens of languages
- ✓ Integrated with your LMS (LTI integration)
- ✓ Purpose-Built
- ✓ High ROI
- ✓ Linked to your emergency systems (to come)



CoCo applications



CoCo Careers

Career Advisor



CoCo Courses

Course-Specific Tutor

How does CoCo help students?

CoCo is supporting five colleges, over 20 courses, and hundreds of students.

Student

"I have been testing out CoCo today and wanted to let you know I've really enjoyed it!

I really love the answers I've gotten so far. I find it much easier to clarify conceptual connections without searching on Google...I've learned so much from it and really appreciate the examples it gives.

I never expected AI to behave so much like a teacher, and it feels so different from ChatGPT!"

How does CoCo help students? (continued)

CoCo is supporting five colleges, over 20 courses, and hundreds of students.

“I could ask the ‘dumb’ questions without being embarrassed.”

“It felt like talking to someone who actually cared about my progress.”

“I wish I had this in past courses—it’s patient and nonjudgmental.”

“The AI made complex explanations simpler.”

“It’s like having a study partner who never sleeps.”

“It’s more than a tutor—it’s a companion for learning.”

How can CoCo save professors' time?

- CoCo can use course material to:
 - Draft multiple-choice questions
 - Draft exam questions
 - Create scoring rubrics
- CoCo can summarize student chats:
 - Identify topics that confuse students
 - Identify effective explanations
 - Flag students that need help, and the topics they need help with
- CoCo can provide evidence of student learning by topic (e.g., for accreditation).
- CoCo can use your syllabus to answer students' routine administrative questions (e.g., grading policy).

How does CoCo help Career Services?

- CoCo can track student progress and suggest interventions.
- CoCo can answer students' routine questions.
- CoCo can recommend Career Services events (e.g., career fairs) and other support.
- CoCo can perform routine, time consuming tasks:
 - Resume preparation
 - Interview preparation
- CoCo can inform deeper discussions to identify a student's intellectual and career goals.
 - Ask probing questions, in private to build a profile
 - Enable the student to edit their profile and share it with Career Services
 - Collect supporting material (e.g., transcripts) and the profile to help Advisors prepare for discussions with students.
- CoCo can provide real-time job postings filtered for each student's academic program.

Pricing

CoCo is priced per application and student.

- CoCo Courses: \$20 per student per year (unlimited courses).
- CoCo Careers: \$10 per student per year.
- Both: \$29 per student per year.

**For less than \$2.50 per month,
each student can have an expert tutor and career advisor.
Whenever and wherever the student needs them.**