

YDUQS simplifies student access to higher education with AI

YDUQS
Brazil

Challenge

In Brazil, 28% of young adults have not attained an upper secondary qualification – double the average of OECD countries. Access to higher education often serves as a gateway to employment opportunities with higher wages. However, for individuals who have historically faced barriers in accessing higher education, the challenges in obtaining quality educational resources are amplified. YDUQS, an education group in Brazil, is working to increase access to and the quality of higher education in Brazil for people of all social classes and ages.

Solution and partner

To help serve its more than 1.4 million students, accelerate application review times, and ultimately improve access to enrollment for students, YDUQS turned to Google Cloud's Vertex AI PaLM 2. Using PaLM 2, YDUQS developed a solution that screens cover letters used for student admissions, which helps automate enrollment processes and streamline the large volume of student data they receive.

Impact

The inclusion of Generative AI into their application processes has led to 4-second average application review times – which can accelerate decisions and students' access to enrolment. Additionally, it's being used to help people fill out student forms or resumés based on previously collected information, adding convenience and speed to processes that will help them advance their school and work lives beyond graduation.

YDUQS

"We can now say that the AI-based approach is redefining the enrollment landscape, driving inclusion and bringing new opportunities for a more promising and brighter future in education. We'll continue investing in technologies that help us power and improve what we offer the community."

Daniel Rocha, AI and Innovation Manager, YDUQS

