

## **Penn State Taps IBM to Develop AI Virtual Assistant to Foster Success for Student Body**

**MyResource student concierge is being developed with watsonx, IBM's portfolio of AI products**



ARMONK, N.Y., Feb. 17, 2025 /PRNewswire/ -- IBM (NYSE:IBM) today announced its collaboration with Penn State, consistently ranked among the top six percent of the world's universities, to build and deploy MyResource, a student concierge built with watsonx, IBM's portfolio of AI products. The generative AI-powered assistant is meant to streamline details about campus resources and how to seek them when it launches, expected in the fall semester, to the nearly 90,000 Penn State students.

The project stems from Penn State student leaders identifying a need for improved access to campus services, such as academic advising, health and wellness, and financial aid, while an analysis by the university discovered similar findings. In listening to students, Penn State and IBM are collaborating to create a concierge to help students navigate the many resources available to them, help increase support, and further advance satisfaction for the student body.

"At Penn State, student success is our priority, and this is an exciting step toward continuing to enhance the lives and experiences of students across our University," said Penn State President Neeli Bendapudi. "We're thrilled to collaborate with IBM to leverage advancements like generative AI, a critical tool to help us create a more student-centered experience, remove barriers, improve retention rates and further achieve a sense of belonging for all Penn Staters by allowing our students to navigate our institution seamlessly and intuitively."

"IBM is honored to co-create a solution with Penn State that will play a significant role in its goal to advance engagement from students through an AI-infused assistant," said IBM General Manager, Public Sector Frank Attaie. "Penn State students want quicker access to the important resources they need to be successful during their college experience and beyond. By integrating IBM's AI, Penn State can unlock new possibilities for its students."

IBM consultants and experts are leveraging the conversational AI capabilities of watsonx Orchestrate to build MyResource. Watsonx.ai will be used to host, train and tune foundation models with data provided by Penn State. This will help the system promptly generate answers and recommendations with AI guardrails to detect and remove potentially harmful language or sensitive data. The tool will also use the conversational search capabilities within watsonx Discovery to help improve the quality

and accuracy of the responses given by MyResource.

As part of this collaboration, IBM plans to bring this solution to other higher education institutions in the United States.

### **About IBM**

IBM is a leading provider of global hybrid cloud and AI, and consulting expertise. We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and consulting deliver open and flexible options to our clients. All of this is backed by IBM's long-standing commitment to trust, transparency, responsibility, inclusivity and service.

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### **About Penn State**

Penn State is a multi-campus, land-grant, public research university that educates students from around the world and supports individuals and communities through teaching, research and service. Penn State is an R1, a classification given by the Carnegie Foundation for the Advancement of Higher Education to the very best research universities in America, reaching a record \$1.337 billion in research expenditures during fiscal year 2023-24. As Pennsylvania's land-grant university, Penn State provides unparalleled access to education and public service to support the citizens of the commonwealth and beyond. The University is committed to providing an abundance of opportunities to help students succeed inside and outside the classroom and to prepare them for in-demand careers after graduation. Visit [psu.edu](https://psu.edu) to learn more.

Contact:

IBM

Laura Gallardo

[Laura.Gallardo1@ibm.com](mailto:Laura.Gallardo1@ibm.com)

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