

Mainstay Engagement Platform (f/k/a AdmitHub)

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Solution: Mainstay Engagement Platform

Provider: [Mainstay, Inc.](#)

The Mainstay Engagement Platform fosters student success with chat-based messaging powered by AI. Mainstay chatbots combine behavioral science and artificial intelligence to support students by individually guiding them through complex tasks, gathering data, conducting surveys, involving advisors, and responding to their questions 24/7/365.

Contract Highlights

- 5% discount for new clients
- Additional discounts for multi-year and multi-knowledgebase purchases

To Inquire

For more information, or to request a copy of the master agreement, contact: info@njedge.net

Procurement Information and Documents

See [AI-Enabled ChatBot](#)

EdgeMarket Contract Identification Number (ECIN)

There are two ECINs for this contract:

269EMCPS-20-004-CP-ADM - EdgeMarket Cooperative Pricing System (available for use nationally)

269EMCPS-20-004-LA-ADM - NJEdge.Net, Inc. as Lead Agency (for New Jersey public sector entities)

When you utilize this agreement:

- Please be sure to include the appropriate ECIN all purchase orders for goods or services purchased pursuant to this contract vehicle, and ensure that the vendor include the same ECIN on relevant invoices.
- Please complete the [EdgeMarket: Notice of Use of EdgeMarket Agreement](#) form.

Vendor-Provided Resources

Mainstay is the premier student engagement platform. It is purpose-built to help higher education administrators guide students throughout their academic journeys by positively influencing student behaviors.

This partnership enables your institution to implement Mainstay's behaviorally intelligent chatbots at a discount. Mainstay's groundbreaking technology and research-backed approach to student engagement is proven to improve enrollment and retention rates.

Join the hundreds of colleges and universities nationwide who use the Mainstay Engagement Platform to empathetically interact with students through the channels they prefer to use, including [web chat](#), [text messaging](#), and [social media](#).

The Benefits of Empathetic Engagement

Colleges and universities need a reliable way to engage students and earn their trust. Mainstay empowers higher education institutions to empathetically engage students in ways that build lasting, meaningful relationships.

Support your students by sending them personalized reminders, important campus alerts, and occasional check-in messages to help them feel a sense of belonging.

The Premier Student Engagement Platform

Hundreds of institutions and college access organizations — including the Common App and College Advising Corps — rely on Mainstay's behaviorally intelligent chatbots to drive student success with research-backed, conversational scripts and personalized nudges.

Explore the success that colleges and universities are achieving with Mainstay [here](#).

Mainstay by the Numbers

- 5 million students supported — and counting
- 10,000 conversation topics covered in Mainstay's AI knowledge base
- 98% of text messages are read

[LEARN MORE ABOUT MAINSTAY](#)