# Search Influence?s Paula French and Tufts University College?s Tara Pope to Present on AI Search in Higher Education at AMA Symposium

*October 31, 2025*

NEW ORLEANS, LA - October 31, 2025 -
Search Influence?s Paula French and Tufts University College?s Tara Pope will present at the 2025 AMA Symposium for the Marketing of Higher Education, taking place November 9?12, 2025, in National Harbor, Maryland. Their joint session, titled ?How to Win AI Search: Three Pillars for Success,? will be held on Tuesday, November 11, from 2:50?3:40 p.m.

The presentation will explore how artificial intelligence (AI) is transforming the ways prospective students research and evaluate university programs. Drawing on new findings from the UPCEA and Search Influence research study, AI Search in Higher Education: How Prospects Search in 2025, French and Pope will explain how institutions can adapt their search and content strategies to remain visible and trusted as AI platforms reshape discovery.

The research shows that half of prospective students use AI tools weekly, 79 percent read AI-generated summaries when available, and 56 percent are more likely to trust institutions that appear in those summaries. As AI tools like Google?s AI Overviews, ChatGPT, and Perplexity increasingly shape perception

and visibility, the session will outline actionable steps for universities to strengthen their online presence and credibility.

French and Pope will introduce a practical framework for optimizing content based on three key AI SEO fundamentals: entities, semantic relevance, and citations. This model helps marketers and communicators ensure that AI systems can accurately recognize, interpret, and validate their institutions within generative search results.

?The role of SEO is evolving alongside AI,? said French. ?Universities now need strategies that help AI understand who they are, what they offer, and why they are credible. Our goal is to give higher ed marketers a framework they can use to build that recognition in a sustainable way.?

French brings more than 15 years of experience in higher education marketing strategy. As director of Search Influence, she leads initiatives focused on search optimization, analytics, and AI-driven visibility strategies for universities nationwide. Pope, director of marketing at Tufts University College, oversees strategy and communications for programs including Professional Education, Pre-College, and the Osher Lifelong Learning Institute at Tufts. Her background spans more than two decades in digital marketing, technology, and communications across multiple industries.

The AMA Symposium for the Marketing of Higher Education unites higher education marketers and communicators from across the country to share insights and shape the future of education marketing. For more than 30 years, the Symposium has served as one of the field?s most respected events, offering peer-reviewed sessions that encourage collaboration, innovation, and actionable learning. The 2025 Symposium will take place November 9?12, 2025, in National Harbor, Maryland, supporting institutions as they refine their strategies, strengthen their reputations, and drive meaningful impact.

To learn more about the research informing this presentation, download AI Search in Higher Education: How Prospects Search in 2025.

About Search Influence

Search Influence is a woman-owned, New Orleans based, ROI-focused digital marketing agency that helps institutions drive prospects into and through the recruitment funnel with analytics-backed strategies, including organic and AI SEO and paid digital advertising. Founded in 2006, Search Influence?s core purpose is to optimize potential for its clients. The agency collaborates with well-regarded brands and institutions both nationally and locally in New Orleans. Clients include the Tulane School of Professional Advancement,

Greater Baton Rouge Signs, Tufts University College, Associated Hearing Professionals, New Orleans & Company, and Audubon Nature Institute.

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## Search Influence

*Search Influence, a national SEO and digital advertising agency since 2006, delivers demonstrable ROI for clients. Specialties include SEO, Paid Advertising, and Analytics. In-house experts collaborate with clients for results. Also an informative blog.*

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