

**BGSU**<sup>®</sup>

**College:** Bowling Green State University

**Location:** Bowling Green, Ohio

**School Size:** 20,000+ students

**CollegeWeekLive Results:**

161% more visitors than peer institutions

17% of seniors met online enrolled

38% higher yield rate than average

Ranked one of the top 100 public universities in the country by U.S. News and World Report, Bowling Green is known for its strong first-year programs that drive student success. As part of their focus on continual improvement, the school was looking to raise the quantity and quality of applications. They recently seized the opportunity to connect with highly motivated, highly qualified students using online channels such as CollegeWeekLive.

## The opportunity

The university set out to improve enrollment results by increasing the number of live conversations with prospective students. “We’re looking at how we align ourselves to be a student-centric institution. By adopting channels to speak with students when and where they’re searching, we’re building strong relationships with students from the start - and dramatically improving enrollment as a result,” said Albert Colom, vice president of Enrollment Management.

## The solution

Bowling Green joined CollegeWeekLive so they could immediately have meaningful conversations with students at the very moment they’re researching colleges. “If students only see a slick video, it’s not enough,” said Sandra Mencer, Director of the Student Enrollment Communication Center at Bowling Green State University. “They want to have authentic conversations with current students to really get a feel for what it’s like.”

In addition to participating in online events throughout the year, Bowling Green decided to take advantage of CollegeWeekLive AlwaysON for online chat. The school already has a group of friendly upper classmen who staff the phones in the Communication Center, and found it was easy to have this team field text and video chat queries from prospective students. By maintaining a schedule of daily chat hours at CollegeWeekLive, Bowling Green gets 161% more visitors than peer institutions who do not make themselves available, a clear indication that students value these interactions.

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Albert Colom

Vice President of Enrollment Management

## The results

Every day, Bowling Green has rich online conversations with students considering their school. Students also appreciate attending live webcasts through CollegeWeekLive. "Video webcasts have such a big impact on students," said Mencer. "They're more engaged, and ask lots of great questions."

The school has found these conversations helpful in increasing applications and enrollment. "Having a personal conversation with a student makes a big difference," Mencer said. "One new student told me that the reason he's coming to Bowling Green is the conversations he's had with us. He received a pile of information from other schools, but told us 'you make me feel like Bowling Green wants me there.'"

The school is now attracting students from around the country through CollegeWeekLive, without incurring costly travel expenses. "We're meeting the right students," said Mencer. "We already enrolled 17% of the seniors we met at CollegeWeekLive in the past academic year and the acceptance and enrollment rates are 11 points higher than our averages."

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[Sandra Mencer](#)

Director of the Student Enrollment Communication Center

## About CollegeWeekLive

CollegeWeekLive is the leading channel for live conversations with prospective students. Colleges can now reach far more high schools than they could visit in person, engage students in an online environment they prefer, and improve results at every stage of the enrollment process. CollegeWeekLive is an efficient channel for colleges to make real connections with students. Since 2007, hundreds of thousands of students from 191 countries have visited CollegeWeekLive to seek out expert advice on their college choice. In 2012, CollegeWeekLive created AlwaysON, a live channel where students and colleges meet online, every day.