

CENTENNIAL COLLEGE

CollegeWeekLive Results:

- Improved yield rates
- Supported diversity goals
- Strengthened community for improved student retention

College: Centennial College

Location: Toronto, Canada

Size: 16,000 students

Centennial College is Ontario's first community college. It has a record of exemplary teaching, innovative programming, and extensive partnership building. Centennial is recognized as one of the most culturally diverse post-secondary institutions in Canada, with nearly 100 ethno cultural groups represented and 80 languages spoken on campus.

The opportunity

Centennial's International Admissions department was looking to increase enrollment while maintaining its commitment to international student diversification. They also realized that students needed to connect with them multiple times throughout the admission process and that not every student was comfortable communicating in the same way. "There are a number of concerns that need to be addressed along the way to move students from a prospect to a registered student," said Digital Media Recruitment Officer, Greg Long.



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Greg Long
Digital Media Recruitment Officer



The solution

The college recruits international students through offices in China, Korea, India, Turkey, Panama, and Mexico, but decided to supplement this in-person outreach with virtual events and live video chats, hosted at CollegeWeekLive. The International Admissions department now uses CollegeWeekLive both for initial outreach and as part of their engagement strategy.

They started to build personal connections with students through online chat sessions. "International students understandably have concerns about fitting in," Long said. "It's natural for them to want to meet other students from their home country who are on campus now. CollegeWeekLive helps us to facilitate these connections between prospective and current students (aka student ambassadors). **They're**

much happier asking questions to that person and being able to make a personal connection, before arriving on campus. This has a big impact on their enrollment decision."

For example, the International Admissions department invited a group of Latin American students to a live video chat session, hosted by six current students and one graduate from different Latin American countries. “We asked the video hosts to think back to when they were going through the college search process and what advice they would have wanted to hear,” said Long. “It was a very lively discussion, with lots of laughs and great information going back and forth. Students were chatting on our Facebook page afterwards about how much they loved the video chat. Many of those same students are now enrolled at Centennial.”

The International Admissions department has also found CollegeWeekLive a great way to engage students in their database in whatever online format they’re most comfortable. “Students from some countries prefer more passive online communication like watching a live video webcast while others want to dive right in and ask questions in a live chat room,” Long said. **“For example, after our rep in Mexico meets students at in-person college fairs, we invite them to connect again via an online chat about student life** or at an online event such as Study in Canada Day. She’s over the moon about it, because she’s able to keep the conversation going.”

Once students participate in an online event, we incorporate them into our regional social media pages where they can continue to chat in their native language with other prospective and current students. We also welcome our prospects

to be part of our diverse international student community on Facebook, where we stay in touch and promote future live chat events. “Students want to connect with others they can share experiences with,” Long said. “I was recently talking with an ESL student who told me how happy he was to meet other Russian speakers online before he got here.”

The results

“The ROI for CollegeWeekLive is very clear,” Long said. “It supports our goals, from recruitment through retention. If the first time a student connects with Centennial is through an online fair where they’re talking and laughing with other students they can relate to and getting answers to their questions, that’s an amazing first experience. CollegeWeekLive is a community where we can continue to build a relationship with students and give them an opportunity to get to know us.”

Many students who met or got to know Centennial better through CollegeWeekLive have already enrolled. “Students keep coming back,” Long said. **“Many of our Caribbean students, for example, have attended 4-5 virtual events.** They like the experience and being able to stay connected as part of their decision making process. In fact, one of our students who participated in these events is now hosting some of our chat sessions.”

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About CollegeWeekLive

CollegeWeekLive is changing the world of college admissions. This unique site enables students to live text chat and video chat with admissions reps and current college students to help them make informed decisions about choosing a college, paying for college, and more. Throughout the year, we host online college fairs, open houses, and special events, providing students with access to 300+ colleges and universities, \$3 million in scholarships, and advice from leading authors and education specialists. One in three college-bound students now uses CollegeWeekLive to navigate their college search.

