



EMORY  
UNIVERSITY

**CollegeWeekLive Results:**

- Met more prospective students
- Increased the rate of student engagement
- Improved ability to predict enrollment rates

**College:** Emory University

**Location:** Atlanta, GA

**School Size:** 14,500 students

Emory University's Goizueta Business School consistently ranks among the best in the world. It is regarded as a development ground for today's thought leaders.

## The opportunity

As a highly competitive university, Emory attracts elite students from across the nation to its MBA programs. The university wanted to give prospective candidates from outside the region a secure, interactive way to learn about the unique experiences that its Goizueta Business School offers. "What makes our program stand out is our people," said Angela Lee Bostick, Associate Dean of Marketing and Communications for Emory University's Goizueta Business School. "Our alumni, students, faculty, and staff have a commitment to challenging businesses to do better. We continually look for ways to communicate with students to give them a real understanding of this unique legacy and mission."

## The solution

Emory University is using CollegeWeekLive to connect with prospective students. They invited students from the university's database as well as admitted students to web chats hosted at CollegeWeekLive.com. In these sessions, officials bring together faculty, staff, students, and alumni to participate in online panel discussions, filmed at the university's in-house studio. Each session addresses key issues that students are facing at that stage of the enrollment process.

"We've found it beneficial to offer more than just general admissions topics," Bostick said. "Essay writing is popular among prospective students, while admitted students often want to discuss visas and housing." The school then archives the web chat sessions to allow for future viewing.



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Associate Dean of Marketing  
and Communications



“Students join Emory from all around the world,” said Bostick. “Previously, students who couldn’t get here in person were missing out on an important level of engagement. Now, using CollegeWeekLive, we can give them the ability to communicate live so they can make a meaningful connection with our community.”

The school is also better able to gauge students’ level of interest. “Students like to distinguish themselves during web chats,” Bostick said. “They’re often more apt to participate in an online event than they are to raise their hand during an in-person event.”



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## The results

Since introducing web chats, the Goizueta Business School has experienced an increase in the rate of attendance – and a higher rate of engagement. These online sessions help the Admissions team better understand where to focus their energies. They’re also able to anticipate what information prospective students need to make their enrollment decisions. “Once the event is over, CollegeWeekLive shows us not only who logged into the web chat but the transcripts of the chat sessions so we can glean their level of engagement, just like we do with in-person open houses and campus visits,” said Bostick.

“Participation in CollegeWeekLive web chats is a good predictor of who will apply,” said Bostick. “The conversations we’re having online help us to better understand our prospective students and continually improve upon the ways we connect with them.”

## 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.