



**CollegeWeekLive Results:**

- Integrated 16 virtual events into the communication plan
- Increased access without requiring travel
- Built more meaningful relationships to support student success

**College: Miami Dade College**

**Location: Miami, Florida**

**Size: 174,000 students**

Miami Dade College (MDC) is the largest and most diverse college in the nation. With eight campuses and more than 174,000 students from across the world, the college offers more than 300 programs of study and several degree options, including associate and baccalaureate degrees as well as career certificates. As an open admissions institution, Miami Dade College is dedicated to improving college access and success for all types of students.

## The opportunity

“We need to convince students that college is not only essential, but also possible for them,” said Rene Garcia, director of Enrollment Management. “This includes reaching out to students who think they can’t afford college. We look for ways to give students and their families the best information to make the best decisions about paying for college.”

MDC also helps prepare students for long-term success. “Many students face significant challenges because of work or family responsibilities or because they are under-prepared for college-level work. Our goal is help students help themselves so that they can earn a credential and achieve lifelong learning and professional success, no matter their challenges.”

## The solution

To help improve college access, MDC was looking to build relationships between students and pre-admissions advisors. To do so, MDC became a member of CollegeWeekLive, which enables these advisors to chat live with prospective and newly admitted students during virtual events throughout the year. These ongoing conversations give advisors an opportunity to reinforce the importance of attending college, provide information about key topics such as admissions and financial aid, and most importantly, give them a sense of community. This way, they know they have a support system in place to help them succeed in college.

In addition to participating in the world’s largest virtual events, MDC now hosts online open houses featuring sessions on completing the FAFSA (Free Application for Federal Student Aid) and choosing a major, among many others. This shows accepted students that they will get the support they need to enroll and stay in college.

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Rene Garcia  
Director of Enrollment Management



“CollegeWeekLive gives us a way to engage students and build a connection with them...helping to ensure their success.”

Rene Garcia  
Director of Enrollment Management



The college also hosts discipline-specific “virtual booths,” where prospective and newly admitted students learn about specific degree programs. Each booth features text and video chats with advisors and current students. **“CollegeWeekLive is a great way to show students that college is a real possibility, and give them the guidance to get there,”** added Garcia. “These resources are also handy for students from outside the U.S. who don’t have the opportunity to visit us in person.”

CollegeWeekLive has also proven a convenient way to augment in-person events. “Our traditional open houses run two to three hours,” stated Garcia. **“With a virtual open house, we’re accessible to students for nine to ten hours at a time, which is very convenient for students who work full time.”**

CollegeWeekLive is also changing high school outreach. MDC advisors work with high school counselors at nearby schools to encourage their students to login to MDC virtual events with CollegeWeekLive from their high schools. This is a way to foster college readiness, and give students the tools to succeed once they get there. **Students attend live chats and expert presentations to learn about Miami Dade College as well as what it takes to get enrolled, pay for college, and succeed once they are there.**

## The results

Miami Dade College is finding CollegeWeekLive particularly beneficial for helping students navigate the college process. “One of the most important things we can do to promote students’ success is to build relationships with them,” said Garcia. “CollegeWeekLive gives us another way to make a connection with students, even before they come to orientation. We now have even more opportunities to show students that college is the right move.”

The live chats have also provided helpful insights for improving the admissions process. **“The conversations we’re having online give us a sense of where students’ interests lie,”** said Garcia. “They’ve taught us some unexpected things about what students are looking for. For example, we discovered that although most students commute to campus, they’re still interested in learning about campus life. This is great news, because evidence shows that students who are involved in extracurricular activities have better success rates.”

The college has also been pleased with the ability to improve student yield and retention. “Students who foster friendships with other students feel less isolated and are able to thrive in college,” Garcia said. “When a student is able to make a connection with someone here, we can help them to understand the benefits of attending college and what they can expect once they’re here. **They have a real sense of accountability and of belonging, even before they take their first class.**”

### — 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.

