

PEPPERDINE UNIVERSITY Seaver College

College: Pepperdine University

Location: Malibu, California

Size: 3,043 undergraduate students

CollegeWeekLive Results:

3,000 students met online

40% of accepted students enrolled

43% higher yield rate than average

Located on one of the most picturesque campuses in the world, Pepperdine is a Christian university committed to the highest standards of academic excellence and Christian values. The university is known for offering a highly personalized educational experience, and this extends to its admissions process. Pepperdine's six admission counselors recruit students from a myriad of backgrounds including students from all 50 states and over 70 countries.

The opportunity

Pepperdine's Admissions Department set out to meet the right students earlier in the college choice process, and communicate with them in a more effective and meaningful way. "We're always looking for ways for our team to work smarter," said Michael Truschke, dean of Admissions and Enrollment Management. "Part of that is being more accessible, in a more efficient way."

To that end, the university wanted to augment the 250 high school visits its admissions team makes each year. "There are so many demands on students' time," said Truschke, "The caliber of student we're seeking might not be able to get out of their AP class to come to meet the counselor visiting their high school. We need to reach out and meet students in convenient online channels where they're most comfortable."

The solution

The school saw CollegeWeekLive as a way to deepen the brand experience, and began inviting students to live chat and video chat with them. "We're not only meeting the high achieving students we're looking for, but we can quickly move students further down the funnel with CollegeWeekLive," said Laura Kalinkewicz, director of Admissions.

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Michael Truschke

Dean of Admissions and Enrollment Management

“CollegeWeekLive is a very student-centric way to expand our outreach and recruitment,” she said. “Most students visit CollegeWeekLive to text chat with admissions or with current students. They already know a lot about the school when they meet us online, so we’re able to have more in-depth conversations. They love the convenience of it, and often will ask questions that they might not have been comfortable asking during a campus visit.”

“CollegeWeekLive provides us with an important opportunity to reach underrepresented students who can’t always travel to campus,” said Kalinkewicz. “That’s critical to our mission of social justice. We’re able to help first generation college students understand how the resources on campus will help them succeed when they get here.”

The results

The site has proven invaluable for helping attract students who are the right match for this small faith-based university. “We’re very conscious of presenting an authentic picture of life at Pepperdine,” said Truschke. “Giving prospective students the opportunity to chat live with current students provides them a real sense of what our university is all about.”

The channel also gives Pepperdine the flexibility to expand its recruitment season. “We can’t be on the road year round, but with CollegeWeekLive we have a cost-effective way to reach students all through the year,” said Kalinkewicz.

The university’s online recruitment strategy is helping to attract, engage, and enroll more students. “We’ve met online with 3,000 students at CollegeWeekLive and enrolled 40% of the students we accepted,” said Kalinkewicz. “With a yield rate that’s 43% higher than our average, it’s clear that the conversations we’re having make an impact.” In the coming year, the school plans to expand their use of the site to further outreach at every enrollment stage, hosting live presentations on topics such as the FAFSA.

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Director of Admissions

About CollegeWeekLive

Nearly one million students from 191 countries rely on CollegeWeekLive to help navigate college admissions. This live channel provides unprecedented access to expert presentations and unscripted conversations with hundreds of colleges. Whether they’re narrowing their choice of schools or making post-admission decisions, students turn to CollegeWeekLive to gain insights from current students, admission reps, and leading experts. Through live text and video chats, students, parents, and counselors can engage directly with colleges at every stage of the enrollment process.