



CollegeWeekLive Results:

- Met nearly 4,500 new students in a single year
- Expanded reach beyond Kentucky
- Reduced recruiting costs

College: University of Louisville

Location: Louisville, KY

Size: 22,500 students

The University of Louisville is a state-supported research university located in Kentucky's largest metropolitan area. The university is known for its business, engineering, music, sports administration, and health science programs.

The opportunity

The university's admissions team is focused on building authentic relationships with its prospective and current students. "The way students are being recruited is shifting," said Admissions Counselor Nate Gilbert. "Students expect to be interacted with, even when they're not on campus. The world they live in is an instant one. It's what they expect, so it's important for us to be available on online platforms to engage with them."

The school was also looking for ways to expand their reach beyond traditional recruiting methods. "We're looking to expand our territories, but travel is expensive both from a financial aspect and a staff morale point of view," said Gilbert. "You don't always know if a visit is going to be productive."

The solution

Several years ago, the admissions team began using CollegeWeekLive to connect with prospective and admitted students. "CollegeWeekLive not only helps us reach students in areas where travel is not feasible, but it also allows us to do very targeted communication," said Associate Director of Admissions Alyssa Murphy. "This gives us opportunities to engage with students throughout the entire recruiting process."

Admissions counselors are able to connect with underclassmen earlier in the college search process, and provide more focused attention on moving juniors and seniors through the enrollment funnel. "We're able to connect with students every step of the way," Gilbert said. "Sometimes a student might just have 15 minutes free, and like that they can easily jump into a chat to ask a question or to see what other students are talking about."

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Nate Gilbert
Admissions Counselor

The university is using CollegeWeekLive to offer personalized content to each group of students they're recruiting. For example, the admissions team invited high achieving prospective students to a webcast on writing scholarship essays. Students can watch these live videos and ask questions online afterwards, or watch the archived edition. To improve yield, the university also hosts evening webcasts, giving admitted students and their parents a way to get to know some of the university's favorite professors and to hear from successful young alumni working in the Louisville area.

The admissions team also uses CollegeWeekLive to "test the waters" in potential new territories. By hosting online events in key states of interest, they can discover which areas are the best to focus on before investing in face-to-face meetings. They also invite students that they've met in person to participate in upcoming chat sessions as a way to build on the relationship. "CollegeWeekLive is so easy to use," Gilbert said. "You don't have to program an event. You just sit in front of a computer screen and have a Q&A with students. The site gives us unparalleled flexibility to recruit students in creative and cost-effective ways."

In addition, the university has found CollegeWeekLive beneficial for fostering relationships with high school counselors. "To recruit out-of-state students, we encourage high school counselors and independent counselors to invite their students to online meetings with us," Murphy said. "It's much more helpful than having a recruiter passing out information in a high school cafeteria. It gives us an opportunity to personalize outreach for different groups of students. For example, we partner with community groups like 55,000 Degrees to highlight the value of college to first generation students."

The university has also been able to improve upon its follow-up communications with students.

"CollegeWeekLive sends us regular reports after each online event we participate in, so we gain a lot of information that makes it easier to reach out to those students individually," Gilbert said. "It's another way to make a great impression on a student."

The results

"CollegeWeekLive gives us opportunities to engage with students throughout the entire recruiting process."

Alyssa Murphy
Associate Director of Admissions

The site is helping the admissions department reach its key recruiting goals. "We generated 4,500 new unique prospects so far this year from CollegeWeekLive alone," said Murphy. "And we've increased applications from out-of-state students."

It's also proving highly effective for yield efforts. "CollegeWeekLive provides unique advantages for engaging with admitted students," Gilbert said.

"We need to be fiscally responsible," said Murphy. "We love CollegeWeekLive for that reason. It helps us to maximize our resources in a way we couldn't do before. It's like having an additional recruiter on our team."