



CollegeWeekLive Results:

- Reached 50 states and 90 countries
- Attracted 3x more students to online events
- Improved accessibility and yield

College: University of San Diego

Location: San Diego, California

Size: 8,000 students

The University of San Diego (USD) is committed to fostering academic excellence, Catholic intellectual and social traditions, and a top-notch liberal arts education for scholars of all faiths. The university continually seeks new ways to expand students' knowledge and create a diverse and inclusive community.

The opportunity

Despite experiencing a 20 percent increase in applications in a single year, the Admissions team at USD was intent on finding ways to improve the admissions experience for prospective students. The university also needed an efficient way to enroll the right mix of students. "As an international center of academic excellence, we're looking for students who are academically prepared and who bring different perspectives and experiences," said Assistant Vice President of Enrollment Management Stephen Pultz.

USD also wanted to improve yield among accepted students. To address this goal, the Admissions team set out to foster a strong affinity for the school from the moment they first communicate with students and to reinforce this at key points throughout the enrollment process. "**We don't look at yield as simply what happens when a student is admitted,**" Pultz said. "If we can have meaningful conversations at the right time in the students' decision making process, they'll be much more committed to joining the University of San Diego community."

The solution

To engage students at key decision points, the university became a member of CollegeWeekLive, a live channel where students and colleges meet online. Through weekly chat sessions, they connect prospective and admitted students with those who know the campus best. Current students, admissions counselors, and the ministry director chat online with prospective students, answering questions and sharing their perspectives on what makes USD special.



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“In the past we encouraged students to visit campus,” said Admissions Counselor Eric Felix. **“Now we’re using CollegeWeekLive to bring the university to them.** Students appreciate the ability to engage online. They can visit campus and also learn more about us through CollegeWeekLive.”

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In addition, CollegeWeekLive emails its network of high school counselors as well as a database of nearly one million college-bound students to encourage them to meet the University of San Diego at virtual events. “CollegeWeekLive’s marketing efforts enable us to meet students who aren’t in our inquiry pool,” Pultz said.

The university is also using CollegeWeekLive to build personal connections with students at opportune times throughout the enrollment process. “We reach out to students when they’re juniors, seniors, and before they get to campus,” said Pultz. “This helps with enrollment and retention rates.”

These conversations also enable the university to recruit international students. “International students and parents have additional concerns when choosing a U.S. university,” said Felix. “For example, San Diego itself may be completely foreign to them and they’ll want to know more

about the area. **Our video chats can help address those questions and give them a real comfort factor.**”

Extending its use of CollegeWeekLive, the university is now participating in special themed virtual events. Some events are geared for specialty groups such underrepresented students, while others are designed to address the key issues students are facing at a given point in time. “Themed events give us a way to build relationships with the students we’re looking to enroll, from initial outreach through orientation. For example, we know that students have lots of questions about applying at certain times of the year. Now we’re able to be more purposeful in reaching out and proactively answering their questions,” said Pultz.

The results

“CollegeWeekLive helps us expand our reach, amplify our message, and have genuine conversations with students to personalize their admissions experience,” said Pultz. **“Having authentic, ongoing conversations helps students to be more informed, and gives students a greater connection with USD all along the way.”**

“For international students, the video chats help put a face to the institution,” said Pultz. “It’s such a leap of faith for families to send their children to college in a city far away. Hearing current students speaking so highly about USD really helps. More importantly, **students join USD with the right expectations, which will increase student retention.**”

— **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 virtual events, 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.

