



UNIVERSITY OF NOTRE DAME

College: University of Notre Dame

Location: Notre Dame, IN

Size: 8,500 students

CollegeWeekLive Results:

Increased diversity of student body

89% of accepted students participated at CollegeWeekLive

Improved yield rate

Notre Dame is one of the few universities to regularly rank in the top 20 in the U.S. News & World Report survey of America's best colleges. Committed to creating a diverse, international campus, the university continually evaluates new ways to give students from around the world opportunities to experience the university from afar.

The opportunity

The university receives more than 17,500 applications a year for a class of just under 2,000 students. Given the volume of students, Notre Dame needs to be very effective with its outreach. "Our goal is to offer a top-notch experience to all students who apply, yet it can be challenging to connect with so many students," explained Director of Recruitment and Communications Joyce Lantz. "The students we're seeking are highly sought after by many institutions and have been marketed to in an aggressive way their entire lives. We need a way to break through the clutter, so we can build and nurture relationships with students earlier in the enrollment process."

The university is also looking to attract intellectually creative students from a wide range of backgrounds. Traditionally, the admissions counselors spend a considerable amount of time traveling to high schools across the country and around the world to find students who would be an ideal fit for Notre Dame. "**We're not looking to grow our class, but shape our class,**" explained Lantz. "We're focused on building diversity and increasing academic quality."

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Joyce Lantz

Director of Recruitment and Communications

The solution

To fulfill their vision of a high achieving, global student body, the Admissions Team began to pursue a much more personalized, multi-year recruitment effort involving live chat, video presentations, and online events, hosted by CollegeWeekLive. This gives students many varied opportunities to engage with the university in a meaningful way."

The online events for prospective students give Notre Dame a way to have meaningful conversations with students as they make key college decisions. “Students may feel anxious about asking questions during an in-person admissions presentation,” explained Lantz. “The anonymity of live chat puts students in their comfort zone, and also gives us a forum to connect with students who can’t travel to campus.”

Live virtual events also give the university an opportunity to increase yield. **“These invitation-only events give us a way to hone in on questions that are relevant to admitted students before they decide to enroll,”** Lantz said. “We’ve had great attendance, and students were very engaged. It’s exciting to see the interaction between current and future students.”

This is particularly beneficial for improving yield among international students. “We’ll be hosting yield events led by current students in their native language,” remarked Lantz. “This will also be extremely helpful for their parents, who are making a decision about sending their child to a university so far away from home.”

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The results

Notre Dame is using CollegeWeekLive to build stronger relationships with prospective students and their families. “We had a huge response to our invitation to an online event about paying for college,” explained Lantz. “Parents also have a lot of questions about the value of their child’s education. These personalized events give us a fantastic opportunity to address issues around college accessibility and value. **A single live video webcast enables our Financial Aid office to answer questions that previously would have involved hundreds of emails or calls from parents.**”

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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.