



# WPI

### CollegeWeekLive Results:

- Connected with 5,100+ students online
- Expanded reach to 50 states and 79 countries
- Successfully reached target audience

**College:** Worcester Polytechnic Institute

**Location:** Worcester, MA

**Size:** 4,000 students

WPI develops technological and scientific leaders and innovators with a deep appreciation of our complex, global society. This private research university is renowned for producing high earning graduates.

## The opportunity

Worcester Polytechnic Institute (WPI) was seeking a compelling way for prospective students to connect with them. As a school geared towards bright, highly inventive students, they needed to offer more than the traditional fare when it came to recruiting efforts. The 14-person admissions team already traveled to more than 800 high schools and college fairs every year and participated in some text chats with individual students, but they wanted to augment this outreach.

“When it comes to reaching new students, we’re looking for quality over quantity,” said Edward J. Connor, Dean of Admissions. “Our goal is to give students who are legitimately interested in WPI a channel for communicating with us.”

## The solution

To strengthen its brand presence and connect with their target audience, the university began participating in online college fairs and virtual open houses through CollegeWeekLive (CWL). Tens of thousands of students from around the world participate in CollegeWeekLive’s online college fairs, as well as specialty events such as Paying for College Day and Latin American Students Day. This gives WPI exposure to new students who may not have previously considered the school.

In addition, the school added a call-to-action on its admissions website, inviting students to live chat with admissions counselors from the comfort of home. The online events attract the self-motivated, highly engaged students that WPI is seeking. More than 85 students logged in to chat with WPI admissions counselors multiple times, and 69 students listed WPI as their top choice school.



**“Our goal is to give students who are legitimately interested in WPI a channel for communicating with us.”**

Edward J. Connor  
Dean of Admissions



“Students from around the corner in Worcester or as far away as Nigeria visit us at CollegeWeekLive to chat with our admissions counselors and student interns,” Connor said. “It’s interesting to see the range of students reaching out to us through CollegeWeekLive. Some know us very well and others are new to WPI.”

In addition, CollegeWeekLive gives parents of prospective students a convenient way to get answers to their questions about WPI. The admissions team answers parents questions and adds them to their parents’ communication stream. They also encourage them to have their child register for the site.

Based on the results that WPI is seeing from online engagement, they’re planning to expand its use of the site. “Attracting more young women is a challenge for a technological university, and CollegeWeekLive generates interest on that front,” Connor said. “We’re also planning to use the site to stay connected with admitted students this spring.”



**“CollegeWeekLive is helpful for generating new student interest, particularly among students who don’t have the option to visit campus.”**

Edward J. Connor  
Dean of Admissions



## The results

In a single year, more than 5,100 prospective students connected with WPI through CollegeWeekLive. To date, the university has met nearly 1,000 potential new female STEM students as well as students in all 50 states as well as 79 countries. “CollegeWeekLive is helpful for generating new student interest, particularly among students who don’t have the option to visit campus,” said Connor. “It’s been a very good experience.”

## About CollegeWeekLive

CollegeWeekLive is an all-in-one enrollment management solution that offers colleges and universities a way to engage with potential students throughout the enrollment process. Whether they’re just beginning to research schools or are well down the enrollment funnel, there’s a way for institutions to stay connected with their potential students.

No longer are admissions departments hampered by time and distance. They can reach students, parents, and counselors around the world, giving them a more personalized view of the university. The highly interactive and customizable solution has proven to help colleges and universities expand reach, increase yield and improve recruiting efficiencies.