

Michigan Tech

CollegeWeekLive Results:

- Met 2,500+ new students in a single year
- Attracted nearly 1,000 female STEM students
- Expanded reach to nearly all 50 states

College: Michigan Technological University

Location: Houghton, MI

Size: 7,000 students

Michigan Technological University (Michigan Tech) is a leading public research university developing new technologies and preparing students to create the future for a prosperous and sustainable world. Undergraduate and graduate students are adventurous both inside the classroom and out, as evidenced by a 92 percent placement rate with the tenth-highest starting salaries among public universities.

The opportunity

The admissions team at Michigan Tech was looking for a way to connect with more prospective students. “Because of our rural location, we’re not the kind of place you’d just stop by to visit,” said Allison Carter, Director of Admissions. “We were attracted to the idea of virtual events so that people could get to know more about us, from the convenience of home.”

In particular, the university sought new ways to connect with hard-to-reach audiences, such as female students who are interested in pursuing STEM degrees.

The solution

Accessing CollegeWeekLive’s chat capabilities and database of prospective college students appealed to the university. They now participate in monthly virtual college fairs as well as video chat sessions at CollegeWeekLive. The video events give Michigan Tech a way to offer content geared to specific audiences. For example, they recently hosted an “Extraordinary Women of Michigan Tech” series featuring student information panels.

“We’re a very engineering and STEM-focused school,” Carter said.

“Our students are incredibly literal. They really think everything through from start to finish, and have lots of questions. CollegeWeekLive gives us a way to answer their questions in a medium that students are comfortable with. It’s a great way to share information peer to peer. Current students host the chats, so the conversations are unfiltered. That’s really valuable to students who are considering our school.”



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Allison Carter
Director of Admissions



The university has also hosted invitation-only events at CollegeWeekLive to bring personalized content to parents of prospective students. “Parents are sending their children many hours away so they rightfully have a lot of anxiety about

what the experience will be,” said Carter. “We hosted an online session bringing together the director of housing as well as an RA to help address parents’ concerns. We’ve also held sessions to help parents interpret their financial aid packages. These were very well attended.”

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Director of Admissions

Building on the success of the online events, Michigan Tech is looking forward to participating in CollegeWeekLive’s High School Connect site, which gives them an easy way to communicate with high school counselors and their students online. “We’re excited about High School Connect,” Carter said. “A lot of high schools are going away from having visits from colleges. Plus there are many high achieving students we’re looking to recruit who aren’t comfortable missing an hour of an AP class to meet with an admissions counselor. With High School Connect, we can reach these students in a way that’s convenient for them.”

The results

The online channel has made it much easier for Michigan Tech to expand reach beyond the areas where they traditionally recruit students. More importantly, they gained a cost-effective way to reach a highly targeted audience. To date, the university has met thousands of prospective new students, including nearly 1,000 female STEM students.

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. There’s now a way for institutions to stay connected with prospective students, whether they’re just beginning to research schools or are well down the enrollment funnel.

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