



THE UNIVERSITY OF  
MELBOURNE

#### CollegeWeekLive Results:

- Helped improve conversion rates by more than 10 percent
- Attracted 1,400 prospective students in a single event
- Engaged high school students and graduate students from around the world

**College:** University of Melbourne

**Location:** Melbourne, Australia

**Size:** 47,000 students

The University of Melbourne is a public-spirited institution that makes distinctive contributions to society in research, learning and teaching, and engagement. It is consistently ranked among the leading universities in the world, with international rankings placing it as number 1 in Australia and number 33 in the world.

## The opportunity

The University of Melbourne strives to attract the brightest student cohorts from the widest range of backgrounds. To that end, the admissions team was looking for a way to reach out to smaller, diverse markets internationally when they couldn't engage with them face-to-face due to budget or security concerns.

## The solution

The university began participating in CollegeWeekLive's online college fairs as a way to expand reach to a worldwide audience. Tens of thousands of students who are actively researching colleges participate in these events, and gain exposure to the University of Melbourne. Through these unique online open houses, the university can attract students who have not yet considered studying in Melbourne—and begin chatting with them immediately at the moment they are fully engaged in their college search.

To gain the most momentum from the events, the university uses customized, multi-channel marketing materials from CollegeWeekLive to invite students to meet them online, and holds open chat hours over a series of days so that they're able to reach students in all time zones around the world.

Admissions counselors who specialize in each region are on hand to text and video chat with prospective students about the undergraduate and graduate experience, research opportunities, scholarships, and campus life. This has proven enlightening for students, who tend to open up in text chats in a way that they don't often do in person or on the phone. One recent open house drew more than 1,400 highly engaged attendees. "Students ask insightful questions," said Rhett Miller, Regional Manager of International Markets, Office of Admissions at the University of Melbourne. "In addition,



**"With CollegeWeekLive, we can find new prospects and also market to existing prospects in our CRM."**

Rhett Miller

Regional Manager of International Markets

Office of Admissions



CollegeWeekLive's All Access College Fairs also help us pique the interest of more high school counselors who we couldn't easily reach in person."

Building on this success, the admissions office saw an opportunity to expand its use of online channels throughout the entire enrollment process. "With CollegeWeekLive, we can find new prospects and also market to existing prospects in our CRM," Miller said. To that end, the school began inviting prospective students who they've met in person, as well as admitted students, to invitation-only online open houses where students can gain a more in-depth understanding of the advantages of earning a degree from the University of Melbourne.

## The results

In just a few months, the university was achieving significant results from the online outreach.

The virtual college fairs are giving the university a consistent and cost-effective way to attract students from around the world. During a recent International Students Day open house, the university met nearly 1,400 high school students and their parents, high school counselors, as well as current college students who were specifically looking either to transfer schools or learn about graduate degree programs. Students from around the U.S., as well as those from countries such as Indonesia and Singapore, expressed an interest in studying at the University of Melbourne.

The invitation-only open houses have also proven extremely beneficial for moving students further down the enrollment funnel. "CollegeWeekLive has enabled us to broaden our reach and helped to improve our conversion rates," said Miller. The university's investment in an all-inclusive online engagement program is supporting strategic recruiting goals, from strengthening the university's brand to improving yield.

## 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.



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