



CollegeWeekLive Results:

- Reached potential recruits earlier in the admissions cycle
- Connected with parents of prospective recruits
- Expanded reach without incurring travel costs

College: U.S. Naval Academy

Location: Annapolis, MD

Size: 4,500 students

The United States Naval Academy (USNA) prepares young men and women to become professional officers in the U.S. Navy and Marine Corps.

The opportunity

The U.S. Naval Academy (USNA) is required by law to recruit students from every congressional district in the country. However, like most institutions, they don't have the resources to visit every region of the country in person. "Our goal was to find an impactful way to connect with students who we couldn't visit in person," said Everett Marshall, Director of Strategic Outreach, Office of Admissions for the United States Naval Academy. "In addition, because the admissions process takes longer here than it does at a traditional university, it's important for us to reach the right students while they're in their junior year of high school."

In addition, the academy wanted to make parents and high school counselors aware of the leadership opportunities that their students can gain from attending, and to ensure they understand the nuances of their admissions process. "Students can show up here with just the clothes on their back and they gain skills that prepare them for the rest of their lives," said Marshall. "Plus they have a guaranteed job when they graduate. It's important that we engage parents and make them aware of these benefits."

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The solution

To meet these goals, the USNA began working with CollegeWeekLive. They participate in CollegeWeekLive All Access Virtual College Fairs, which attract tens of thousands of college-bound students. In addition, they also participate in CollegeWeekLive's Service Academy Day, an annual online event that showcases higher education opportunities at the country's service academies. During these events, students who are considering military service can live chat with current cadets as well as service academy advisors. "It's a fantastic way to reach students in real

time," Marshall said. "We had great turnout. In addition to meeting new recruits, we connected with some very motivated high school freshmen and sophomores who wanted to know what courses to take to be competitive."

"CollegeWeekLive's Client Services team is also helping to tackle many of our strategic objectives, such as recruiting more women into the academy," Marshall said. "I value the recommendations they give to us. They come up with creative ideas that we don't have the bandwidth to do internally. To that end, they helped us to create a micro campaign featuring webcasts where female cadets share their stories, and answer questions from other women who are considering following this path."

The results

The Naval Academy can now easily reach students in every congressional district in the country, without additional time or travel costs. Communicating with students, parents, and counselors online has also provided greater flexibility to the academy's admissions department. They have the ability to engage in a way that was not possible before.

"Using CollegeWeekLive has added dimension to our ability to connect with students," Marshall said. "Plus their Client Services team supports us with everything from strategic outreach to technical assistance with HTML emails and tracking tags. This adds value throughout the admissions cycle."

The Naval Academy is now expanding its use of this online channel. In the coming year, they plan to participate in online meetings with high school counselors and their students. This will help counselors to better advise their students, and help students to prepare earlier for acceptance into the academy.

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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