



Maryville University is a small, private university offering an innovative liberal arts education. The school has earned accolades from Forbes, Kiplinger's Personal Finance, and U.S. News & World Report as a top U.S. university. Most recently, Maryville was named as an Apple Distinguished School for 2016-2018.

Location: St. Louis, Missouri

Size: 2,967 undergraduate students (6,800 overall enrollment)

THE CHALLENGE



Maryville needed to increase enrollment from **124 to 300+ international students by 2022.**

In their latest strategic plan, Maryville set an ambitious goal: expand enrollment from 124 international students to 300 by 2022. They also made it a priority to diversify the countries they recruit from.

"We believe in the richness that a diverse student population brings to the education experience," Assistant Vice President of Enrollment Melissa Mace said. To achieve these goals, we built a robust and equally diverse international recruitment strategy.

THE SOLUTION



Maryville University began using CollegeWeekLive to **expand their reach and deepen connections.**

In the past, the university has relied heavily on travel for recruiting international students; visiting several countries each year, including Indonesia, Malaysia, and Vietnam. Most recently, the school has looked to supplement these efforts with online recruiting through CollegeWeekLive. "I used CollegeWeekLive at another university, so I knew what it had to offer and what it could do for us," said Mace. "We adopted it here, and are using CollegeWeekLive to really broaden our base. It plays a significant role in our international recruitment."

CollegeWeekLive helps Maryville meet and engage with international students through:

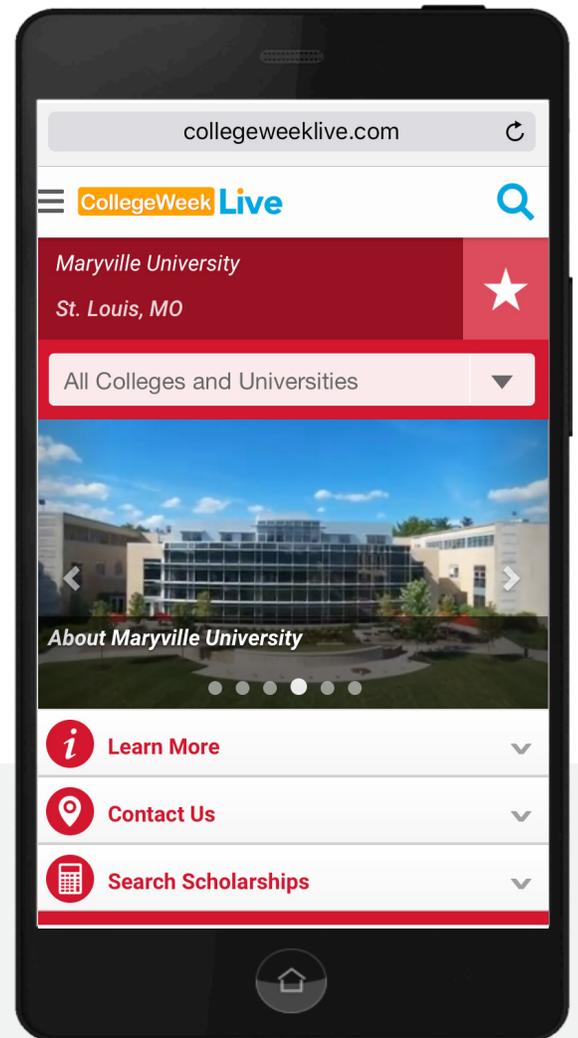
- **International Student Days;** introducing students from around the world to the university
- **Live chats on CollegeWeekLive.com;** connecting the university with students and their families through impromptu conversations
- **Invitation-only webcasts;** presenting an online (vs. on-campus) forum for students to learn about Maryville

Through CollegeWeekLive, Maryville has expanded its reach with international students. "We're able to reach more students with CollegeWeekLive than we could reach in person," Mace said. Associate Director of International Admissions Robert Skorczewski concurred. "When I returned to campus after visiting Vietnam, we used CollegeWeekLive to do special outreach to students I had met in person," Skorczewski said. "It's a good way to communicate with students about who we are, and to remind them about upcoming application deadlines."

Beyond initial connections, Maryville uses CollegeWeekLive to engage with international students throughout the enrollment process. The school recently invited prospective students from African countries to a webcast, hosted by CollegeWeekLive, where current international students from Namibia, Nigeria, and Ghana spoke. The event was well attended and positively received by prospective students. Based on the event's success, the university is expanding its use of targeted webcasts, and plans to host an application workshop in the spring.

"Using CollegeWeekLive has made a difference for our international enrollment. Within the next year, we anticipate meeting our strategic plan's goal. CollegeWeekLive is a big part of that success."

Melissa Mace
Vice President of Enrollment



THE RESULTS

Since using CollegeWeekLive, the university has:



More than
doubled
international student
enrollment



Attracted inquiries from
170 countries and
territories.



Secured applicants from
50+ countries and
territories.