



Location: Hendon, United Kingdom  
Size: 23,000 Students

Middlesex University's origins go back to 1878, when St. Katherine's College first opened its doors. Today, this renowned, forward-thinking university offers career-focused courses to prepare students to drive positive change in the world.



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Samatha Cerovich  
United States Regional Manager



## THE CHALLENGE



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Middlesex University London was looking for new ways to connect with U.S. students considering earning their degree abroad. "I'm a one-person team, and I can't be in all 50 states at once," said Americas Regional Manager Samatha Cerovich. "Fortunately, with students being so tech driven, we can meet them right on their phones and tablets with CollegeWeekLive.com. It opens up new

opportunities for us."

Students log-in to CollegeWeekLive to research the university, watch live videos, and chat directly with admissions counselors. "Being able to provide prospective students with the service they want through one platform is fantastic," Cerovich said.

## THE SOLUTION



Participate in All Access events targeting U.S. students



Stream Live Video Presentations to give students a sense of school



Rely on CWL staff to plan, optimize and execute on their strategy



Utilize their Private Platform to engage students throughout the process



Schedule Chats at times convenient for the students

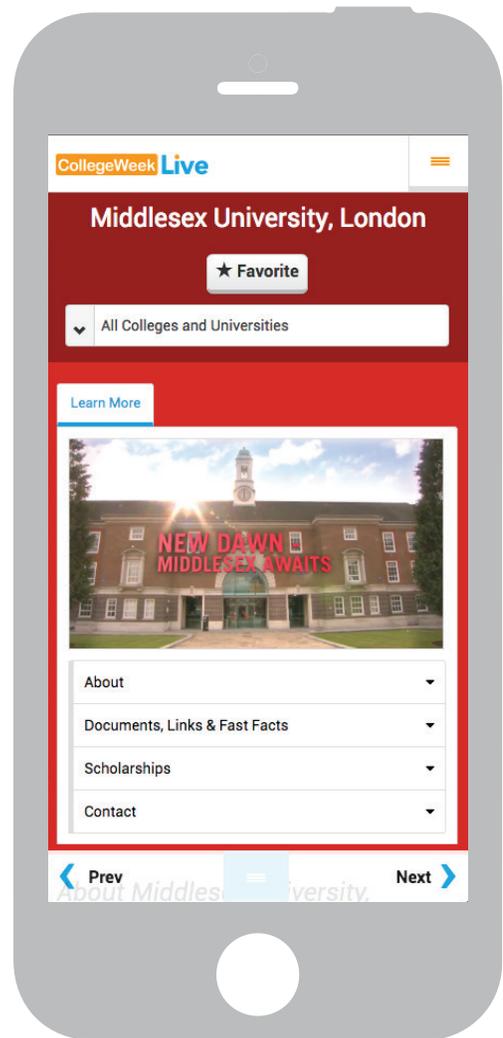
The university invites anyone in their CRM system to continue the conversation via online chat at CollegeWeekLive. Students appreciate the personal touch. "Hearing from someone else who studied here really eases them into the process, so we give them the

opportunity to chat online with me as a Middlesex alumni," she said. "That extra customer service is embedded into US culture, and they like knowing they have a support team in place."

The university also now has a powerful way to attract and engage students in their target demographics. "The college decision-making process is very different for students who are going to study outside the US, so we use CollegeWeekLive's Private Platform to offer custom programming throughout the year to meet those needs," said Cerovich. "We host invitation-only webcasts for prospective students across the US. In the fall we talk with them about what it's like to study in the UK, what grades they'll need, and how funding is different here. Then in the spring we have conversations around converting students into applicants, where we talk about next steps."

Often parents join these online webcasts to learn more about things like living expenses and campus security. "Parents like the reassurance that there's someone here who's paying attention to every detail for their child," Cerovich said.

Middlesex University also uses the site to connect with educators and their students via text chat, right from the computer lab at school. "The students like connecting with us directly, and accessing all kinds of college readiness resources on topics like essay writing, scholarships, and more. In the fall, we're going to begin meeting online with high school academies and other high schools with UK qualifications. And we can invite community colleges we work with to help expand access to transfer students."



## THE RESULTS



**Improved**  
Yield Rates



**Accelerated**  
the Enrollment Process



Increased **Access**  
for US and Transfer  
Students

The university has found that the online conversations at CollegeWeekLive are making a difference for enrollment rates. "When students continue the conversation with us online, we can maintain that lead," Cerovich said. "That makes a profound difference. These conversations also help us to shape our class. It needs to be a great fit for us and for the student. We want to know that they understand the expectations, will do well with the program, and that they'll enjoy being here."

In addition, the admissions team finds value beyond the technology itself. "CollegeWeekLive is a really flexible platform," Cerovich said. "But in addition, our support team there has been phenomenal. Anytime I want to try something new, they are very enthusiastic about connecting me with the right people to make it happen. That's support you don't get with every platform. We may not have a lot of staff, but that's ok because CollegeWeekLive is literally an extension of my team."