



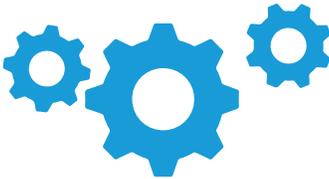
**SMU** | **LYLE**  
SCHOOL OF ENGINEERING

**Location:** Dallas, Texas

**School of Engineering:** 1,700 students

*A nationally ranked private university, Southern Methodist University (SMU) is a distinguished center for teaching and research located near the heart of Dallas. The university's Lyle School of Engineering teaches students the technical skills they need, strategizes with them to accelerate their development as leaders, and provides a unique environment that helps them flourish as innovators.*

## THE CHALLENGE



SMU's Lyle School of Engineering

**needed to grow its international brand reputation.**

The Lyle School of Engineering, ranked among the nation's best graduate schools by U.S. News & World Report, wanted to extend their international reach by connecting with international students in their home countries. However, with limited time and resources, doing so was a challenge. In addition, any recruiting strategies needed to stay true to SMU's commitment to individual attention during the recruiting process.

"Students at SMU expect to receive one-on-one attention, and we want to give them that experience from the first moment they connect with us," said Associate Director of Graduate Education and International Recruitment Kaitlin Long.

## THE SOLUTION



SMU began using CollegeWeekLive to

**enhance international exposure**

SMU set out to connect virtually with students and parents, many of whom don't have the opportunity to travel to campus. SMU did this in three ways:

**1.** Participating in **International Student Day Virtual College Fairs**, enabling SMU to reach students in areas they couldn't travel to. "I'm a one-person international recruiting department at Lyle, so I needed more virtual ways to connect with students," said Long.

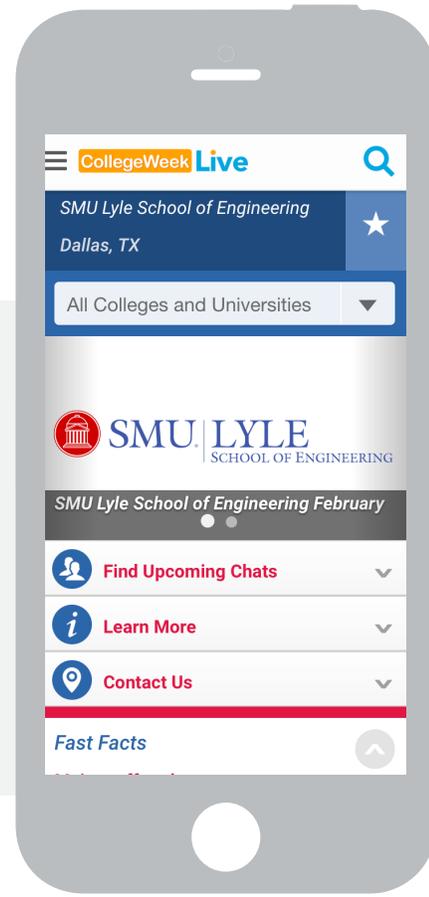
**2.** Staying connected through **weekly online chat sessions** at CollegeWeekLive. "Students don't want to have to send an email to get information," Long explains. "They want to be able to connect with us in real time. We're now starting to see attendees in the chats from countries that I was never going to be able to visit in person."

**3. Hosting webcasts on CollegeWeekLive** for students and their parents, covering topics such as living in Dallas, working in Dallas, as well as Q&As with current students. "I get very good feedback from students when I use CollegeWeekLive. It helps them overcome obstacles, such as questions when they're filling out their application."

"I love using CollegeWeekLive to further relationships with applicants. I'm not going to get students to enroll just because I met them in India."

**Kaitlin Long**

Associate Director of Graduate Education and International Recruitment



## THE RESULTS

SMU Lyle School of Engineering is successfully using CollegeWeekLive both **to convert prospects into applicants and to convert applicants to students**. "In spring 2016, about 20 percent of our new students interacted with me on CollegeWeekLive," Long said. "That's pretty incredible! And we're increasing the diversity of our international applicants. We're reaching students in the Netherlands, Egypt, Iran, Pakistan, Tanzania, and the Ivory Coast, just to name a few."

The school has a limited budget and staff so they're always carefully gauging each investment they make to make sure it's **delivering a strong return on investment**. "When I look at the number of students CollegeWeekLive brings me, working with them is a critical part of my annual strategy."



**20%** of international student applicants **connected through CWL**



**20%** of the international students who enrolled **had engaged with SMU through CWL**



SMU **reached** students in **164 countries through CWL**