



St. Thomas UNIVERSITY

Location: New Brunswick, Canada

Size: 1,800 students

St. Thomas University has been committed to providing its small community of students with access to a quality education in the liberal arts and social justice for over 100 years. The university prides itself on giving students many of the same opportunities found in larger schools in a much more intimate setting.

THE CHALLENGE



St. Thomas University **was looking to extend their reach through e-recruitment initiatives.**

St. Thomas University exclusively seeks undergraduates pursuing liberal arts degrees, and therefore needs to be very strategic in its outreach. They pride themselves in the personal connections and intimate community fostered at St. Thomas.

"We're not looking for just any international student, but for one who is interested in earning a degree at a small liberal arts university," St. Thomas University admissions counselor Kaylee Moore said. "Finding the right students takes a lot of work and consideration."

THE SOLUTION



St. Thomas University began using CollegeWeekLive to **support international recruitment objectives.**

In 2013, the admissions office began using CollegeWeekLive (CWL) to support online recruiting of international students who valued a one-on-one, personalized education. However, they quickly realized that CWL could not only expand their reach but could drive better conversion rates. With the support of CollegeWeekLive, the school now has a multi-pronged approach to online recruiting:

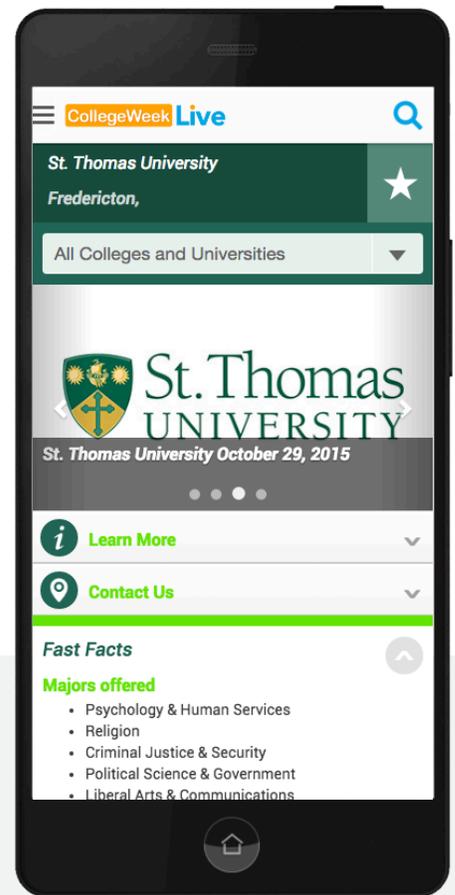
1. Participating in Virtual College Fairs. Each of these virtual college fairs attracts tens of thousands of students from around the world. "We traveled to 17 countries this year, yet we were able to meet students from more than 100 countries through CollegeWeekLive," Moore said. "That's awesome to see! We can reach students in places we would never be able to visit."

2. Meeting new students through online chats. "These are high quality leads," Moore said. "Students really like that we offer online chat, and many have returned to chat with us several times. They value being able to get instant answers to their questions instead of having a lot of back and forth by phone or email."

3. Connecting with accepted students online "CollegeWeekLive is a great tool for yield," Moore said. "We can't make multiple trips to the same places to re-engage prospects in person. That's where CollegeWeekLive comes in. It's where the majority of early admits come to reconnect with us."

4. Offering orientation via webcast. "Most international students can't attend our May open house in person, so we invite them to orientation events to introduce them to the academic advisor office and resources on campus, so they stay engaged and they don't fall behind," Moore said. "That's huge for us!"

5. Forecasting 2017-2018 Recruitment initiatives. The insights gained from CWL are helping the university make decisions about where to focus their recruiting resources next year. "This year we'll be heading to Vietnam for the first time," Moore said. "A country we've always thought could be strong for us, but after seeing CWL results and speaking to so many interested students there, it's confirmed that we need to be there in person!"

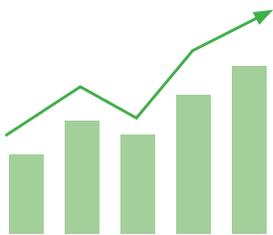


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Kaylee Moore
Admissions Counselor

THE RESULTS

Online recruiting with CollegeWeekLive has produced impressive results. Over the last three years, St. Thomas has realized many successes with CWL and now builds CWL into their annual recruiting strategy.



86% of international student applicants **connected through CWL**



St. Thomas reached students in **100+** countries through CWL



40% of the students who favorited St. Thomas **are looking to apply in the coming 1-3 years**