

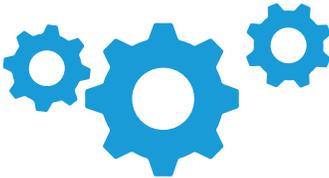


*University of East London (UEL) is a modern university, recognized for excellence in teaching and research in many subjects, including psychology and business. Their two campuses are both in London, situated near Europe's financial hub, Canary Wharf, and the London 2012 Olympic Park.*

**Location:** London, England, United Kingdom

**Size:** 19,000 students

## THE CHALLENGE



With a limited staff, UEL needed to **expand North American recruitment efforts**

The University of East London's admissions team knew that if they could reach more students, parents, and counselors in North America, they would see a significant increase in international student applications. They didn't, however, have the staff or budget to place a large group of recruiters on the ground in the U.S. for recruitment events and on-ground meetings.

"Pre-CollegeWeekLive, North American recruitment was really challenging and our enrollment numbers reflected that," said Paulina Achramowicz, UEL's Regional Manager, North America.

## THE SOLUTION



UEL began using CollegeWeekLive to **establish and grow their reach in North America**

When Achramowicz joined UEL's North American recruitment team, she knew they needed to try a different approach to connecting with prospective students in the U.S.

"In all honesty, it [CollegeWeekLive] was the first thing we implemented when I came into North American recruitment," said Achramowicz. "It's essentially the only way an overseas school can connect with students in multiple ways."

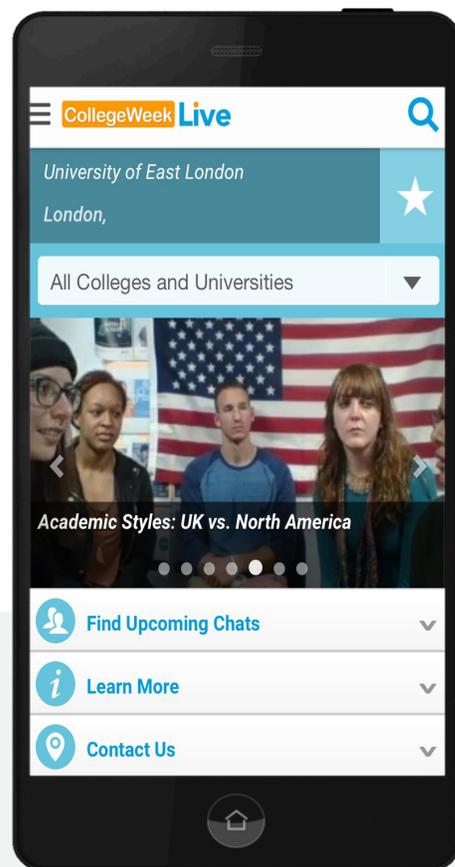
The University of East London's North American recruitment staff leveraged CollegeWeekLive using two primary methods:

**1.** They took advantage of **virtual college fairs** to introduce UEL to high school students in North America. These events gave the university insight into new areas of the U.S. where interest was high, and recruitment dollars may be best spent.

"CollegeWeekLive has been really good in that there are a lot of areas that we want to explore," said Achramowicz. "We can now target the states that we know are going to have students, and use CollegeWeekLive to connect with students and counselors in those areas."

**2.** Using **live chats** and **online webcasts**, UEL connected with students, parents, and counselors. Typically aligning their topics with the enrollment cycle, they created compelling presentations like "How having an international education can impact you," "Academic styles: UK vs. USA," and "Funding your dreams of studying in London."

"I think this is definitely a conversion tool," explained Achramowicz. "The webcasts and the chat time allow students to engage with us. They learn so much more about us when they connect online. So when it comes time to enroll, you can really outline what they need."



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**Paulina Achramowicz**  
Regional Manager

## THE RESULTS

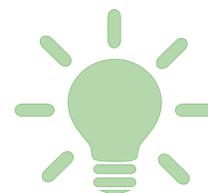
The University of East London has been using CollegeWeekLive since 2014 to expand their North American recruitment efforts – and the benefits are more than clear. Despite staffing, budget, and time constraints, UEL has seen incredible success in their North American recruitment efforts, including:



Met nearly **4,300 U.S. students** in 2016



**Doubled** the projected number of U.S. applications in 2016



Increased **brand recognition** across North America