



**Location:** Menomonie, Wisconsin

**Size:** 9,619 students

*One of 13 universities in the Wisconsin University System, the University of Wisconsin-Stout (UW-Stout) is the only Wisconsin state institution with a polytechnic university designation. A recognized leader in preparing students for satisfying and challenging careers, 97% of university graduates are employed or continuing their education within six months of leaving campus.*

## THE CHALLENGE



Amid significant budget cuts, UW-Stout needed to **increase and diversify their enrollment.**

In recent years, the undergraduate admissions team at the University of Wisconsin-Stout (UW-Stout) has experienced significant budget cuts, forcing them to reduce recruitment travel by 50%. Recruiting locally and in nearby states has also become more challenging, with declining high school populations, poor student attendance at local events, and limited recruiting staff being just some of the challenges.

"It's expensive to travel to surrounding states to recruit new students," Joan Ebnet, Admissions Marketing Coordinator for UW-Stout, said. "And sometimes you go to a high school and no students show up."

## THE SOLUTION



UW-Stout began using CollegeWeekLive to support **online student recruitment and engagement.**

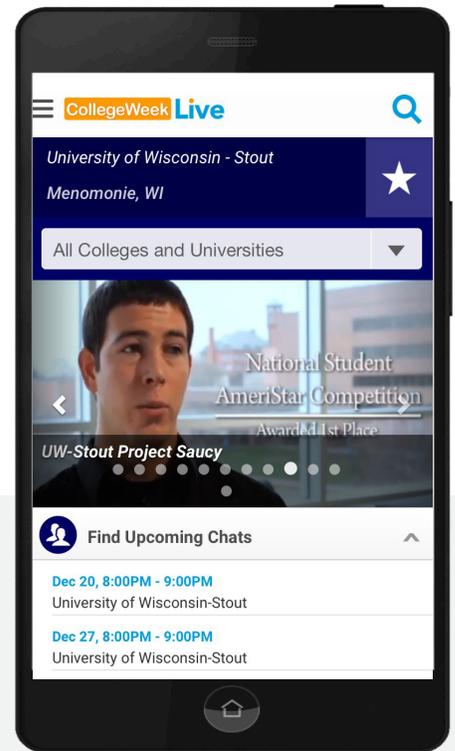
With budget cuts looming, the university began working with CollegeWeekLive to replace specific recruitment efforts, eliminating the need for regional travel and local high school meetings by deploying virtual initiatives.

UW-Stout participated in CollegeWeekLive's virtual college fairs for U.S. students, connecting with students in nearby states and across the country. In addition, the school further supported prospective student engagement through online webcasts and Tuesday night chat sessions on CollegeWeekLive.com.

These online efforts offered prospective and admitted students an opportunity to learn firsthand from people across campus—including current students, faculty, program directors, and admissions counselors—about degree programs, campus life, and more.

"We don't do as much in-person recruiting as we have in the past due to budget cuts," Ebnet said. "With CollegeWeekLive, we're able to get in front of so many more students across the region. We can also target students more effectively, with specific content such as chat sessions for transfer students or online presentations for a particular area of study."

Beyond recruitment, UW-Stout has found CollegeWeekLive to be ideal for lead nurturing. "We're having many conversations with students who already know about us and are narrowing down their list of schools or are planning to apply and are excited to get to know more about us. Our Tuesday night chats at CollegeWeekLive are a great way to keep them engaged." Ebnet said.



"Using CollegeWeekLive has presented travel cost savings. We are able to have conversations with prospective students, applicants, and admitted students all without leaving campus."

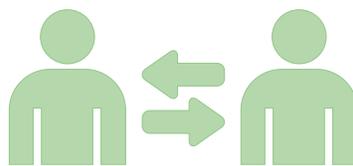
**Joan Ebnet**  
Admissions Marketing Coordinator

## THE RESULTS

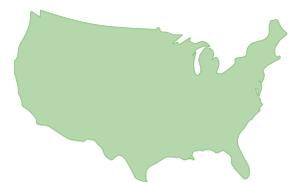
Since using CollegeWeekLive, the university has:



Managed over **6,000** online chats through CollegeWeekLive



Engaged with **12,500+** prospective students from all 50 states



Enhanced **brand recognition** in nearby states and across the U.S.