



THE UNIVERSITY OF BRITISH COLUMBIA

### CollegeWeekLive Results:

- Met nearly 15,000 prospective undergraduate students
- Further engaged prospective students in their database
- Expanded reach to 50 states and 110 countries

College: University of British Columbia

Location: Vancouver

Size: 41,000 undergrad students

The University of British Columbia (UBC) is a global center for research and teaching, consistently ranked among the 40 best universities in the world.

## The opportunity

Engaging in global research and welcoming over 7,000 international undergraduate students from 150 countries around the world, UBC ranks first among all universities in North America in International Outlook. As such, the school's traditional face-to-face recruiting involved extensive travel all around the world. In an effort to supplement existing and expand future recruitment efforts, UBC considered other ways to build a personal connection with prospective students.

"There's a limit to how much you can grow with the traditional recruitment model due to resources such as time, people, and budget," said Anna Reithmeier, Senior International Recruiter/Advisor for the University of British Columbia.

"Unfortunately, we can't visit every student in their own country and school due to resources or safety. One area we had an opportunity to build on was online recruitment."

## The solution

"A recent Noel-Levitz e-Expectations report found that international undergraduate students are just as interested in live chats and video webcasts as they are in visiting campus," said Reithmeier. "To leverage these virtual channels, we began using CollegeWeekLive to engage students and parents online in discussing timely topics, such as financial planning, campus safety, and more. We also now participate in virtual college fairs where we can meet large numbers of prospective students."

Additionally, since the college decision-making process is longer and more complex for international students, the university realized the importance of integrating communications across all channels. This would make things easier for students, parents, and admissions personnel alike. The team began integrating CollegeWeekLive with its other online



**"We began using CollegeWeekLive to engage students and parents online in discussing timely topics, such as financial planning, campus safety, and more."**

Anna Reithmeier  
Senior International Recruiter/Advisor



communications. “Integrating recruiting efforts is key to effectively engaging with students and providing them with consistent, relevant information, throughout the enrollment process,” said Reithmeier.

As part of this effort, the admissions, marketing, and recruiting teams worked together to create a communications plan where they apply themes across all channels, including emails, webinars, and more. Themes can address all kinds of topics, from helping students navigate scholarships and awards to sharing what makes life in British Columbia special. Next, the admissions team surveys prospective students about what questions they’d like answered during upcoming webcasts. The team then markets each event via email and social media, giving students multiple ways to demonstrate their interest in the university. Online events are promoted in e-newsletters and theme-related newsletter topics are expanded upon during online chats. This has helped the university to deliver relevant content and ensure brand consistency across all channels.

## The results

This approach enabled UBC to build upon its global reach, attracting students from all 50 states as well as 110+ countries. During a single academic year, UBC met more prospective students through virtual college fairs and live chat sessions at CollegeWeekLive than they did through traditional in-person outreach. Based on this success, the admissions team participated in 31 online events throughout the year, reaching 14,962 students. This includes 1,000+ repeat visitors—a strong indication that session participants were successfully engaged in the process and serious about attending UBC.



**“Integrating recruiting efforts is key to effectively engaging with students and providing them with consistent, relevant information, throughout the enrollment process.”**

Anna Reithmeier  
Senior International Recruiter/Advisor



UBC is confident that the increased reach of its message and engagement with prospective students through the virtual events was a worthwhile contributor to its overall recruitment success.

## About CollegeWeekLive

CollegeWeekLive is an all-in-one enrollment management solution that offers colleges and universities a way to engage with potential students throughout the enrollment process. Whether they’re just beginning to research schools or are well down the enrollment funnel, there’s a way for institutions to stay connected with their potential students.

No longer are admissions departments hampered by time and distance. They can reach students, parents, and counselors around the world, giving them a more personalized view of the university. The highly interactive and customizable solution has proven to help colleges and universities expand reach, increase yield and improve recruiting efficiencies.