



CollegeWeekLive Results:

- Improved conversion rates for prospective students
- Strengthened relationships with prospective and admitted students
- Personalized communications for multiple audiences

College: University of Arizona

Location: Tucson, AZ

Size: 40,000 students

The University of Arizona is a public, research-intensive university that attracts students from around the country and more than 120 countries around the world. The university is producing leaders who are revolutionizing the fields of space sciences, optics, biosciences, medicine, arts and humanities, business, and technology transfer.

The opportunity

The University of Arizona (UA) was looking for new ways to connect with prospective students. “We had been doing traditional in-person recruitment and meeting students through social media and email,” said Kenneth Creech, Assistant Director of National Recruitment for the University of Arizona. “It’s important to meet students where they are, and we’re seeing students are online at a higher degree than they’ve been in the past. Engaging in multiple ways is the best option to bring in the class of students we’re looking for.”

The solution

To reach the right prospective students, the University of Arizona joined CollegeWeekLive as an “All Access” client—giving them the ability to live video and text chat with prospective students whenever they like.

“Having All Access gives us the flexibility to connect with students at opportune times,” Creech said. “For example, we hold virtual coffee chats where our recruiters can invite students and high school counselors in their territory to login and ask questions.”

UA also makes the most of live streaming video capabilities through CollegeWeekLive, giving students an inside glimpse into their Honors College and more. The university recently hosted an online open house, bringing together a student panel to share their experiences and field questions from prospective students. They also invited support staff from their Disability Resource Center, Tutoring Center, and their unique Strategic Alternative Learning Techniques (SALT) Center. “This way, students know they’ll get the support they need academically to graduate on time and do well in school,” said Creech. “They have the option to participate in a group chat or to connect with one of our admissions counselors or support staff one-on-one



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Assistant Director of National Recruitment



for more personal questions.”

The university also hosts special invitation-only online events for admitted students. Parents of prospective students are also finding the online channel a convenient way to learn more about UA. As families began receiving their financial aid packages, UA’s financial aid office hosted an online chat session to give students and parents an opportunity to ask questions. “It’s a great bonus to have parents connect with us online,” said Creech.

To give students around the world a way to get to know the university better, UA created distinct profile pages at CollegeWeekLive for domestic and international students. When students visit the site, the domestic and international recruiting teams invite students from their regions to an online chat to keep the conversation going.

The results

“We’re able to reach students multiple ways both in-person and online, so even if we’re not in their home town or visiting their high school, they can continue to have a personal conversation with us,” said Creech. “CollegeWeekLive gives us a way to connect with new students – and strengthen our relationship with them as they go through the admissions process.”

Using online chat and streaming video has also increased applications. “We’re able to reach students, no matter where they live,” Creech said. “And we have a good conversion rate for the students we meet at CollegeWeekLive.”

The site has also proven useful for identifying new market opportunities. “If we notice students engaging from a specific country, it can help us identify where to focus more attention,” Creech said. “It’s brought some valuable insights. For example, there’s a high school we’ve often visited in person and found little engagement. However, lots of their students are logging into CollegeWeekLive to chat with us online. That was a surprise. We’re also very excited about using CollegeWeekLive’s High School Connect further to reach more high school counselors and their students.”

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.



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