



CollegeWeekLive Results:

- Met 1,315 prospective students
- Connected with more self-motivated, highly engaged students
- Attracted students from 91 different countries

College: College of DuPage
Location: Glen Ellyn, Illinois
School Size: 30,000 students

The College of DuPage (COD) is a center for excellence in teaching, learning, and cultural experiences, providing accessible, affordable, and comprehensive education. With nearly 30,000 students, COD is the second largest educational institution in the state.

The opportunity

The COD was looking for a vehicle to create a stronger international presence. “With high school populations declining across the nation there are fewer high school students to recruit and with the economy picking up, more adult students are going back to work instead of to school,” said Manager of Admissions & Outreach Julie Marlatt. “Recruiting more international students will help us reach our enrollment goals and also benefit our students by creating a more diverse campus experience.”

To that end, the college needed a way to provide one-on-one attention to students from around the world who wouldn’t be able to visit campus. “We wanted to make it as convenient as possible for students to get a real sense of who College of DuPage is and whether they can picture themselves here,” Marlatt said.



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Julie Marlatt
Manager of Admissions & Outreach



The solution

The COD began using CollegeWeekLive (CWL) for international recruiting. CWL helped the college create an engaging online presence, including custom webcasts to attract students from around the world. The college also participates in major online college fairs such as CWL’s International Students Day. “This gives students a way to tap into the campus and get a real snapshot of the College of DuPage experience from start to finish,” Marlatt said.

The webcasts cover a wealth of information that international students need to know, including what it means to attend a community college and what their future academic and career path might look like from there.

In addition, COD's admissions team, international team, and current students are also accessible via online chats with students who visit CWL to search for colleges. "Students are visiting our profile page at CWL even when we aren't participating in a specific CWL college fair," Marlatt said. "We're now able to reach students we wouldn't otherwise have found. Prospective students also appreciate it when they ask questions and they know that some of our current international students are chiming in to answer them."

CWL's client services team also supports the college in measuring the impact of their online outreach, and continuing to improve every year. "CWL has been great to work with," Marlatt said. "In addition to providing reports and analytics, they share insights to help us figure out what will work best for us."

The results

The COD is now attracting new students from around the world in a cost-effective way. "Students are very comfortable asking questions online," Marlatt said. "It's less intimidating and they ask a lot of thoughtful questions. I think they don't feel like they're on their own in figuring out what's the best school for them. They can have conversations about what the college is like—and can also learn about earning their bachelor's degree after graduating from College of DuPage. That's very important for international students."

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The college has interacted with more than 1,300 students at CWL, and is looking forward to expanding its use of the online channel to improve yield. "CWL helps accelerates the college decision-making process for students," Marlatt said.

About CollegeWeekLive

CollegeWeekLive is the leading channel where students and colleges meet online. More than one million students from 192 countries rely on CollegeWeekLive to help navigate college admissions. This live channel enables students to have unscripted conversations with college students and admissions counselors from hundreds of colleges and universities. Students, parents, and counselors visit CollegeWeekLive can engage directly with universities at every stage of the enrollment process. For more information, please visit www.collegeweeklive.com.