

FLORIDA INTERNATIONAL UNIVERSITY

Location: Miami, Florida
Size: 8,000 students

Florida International University (FIU) offers graduate programs for virtually every professional pursuit. The university is renown for its international business program, which is one of the top in the nation.

THE CHALLENGE



FIU is seeking to **grow** its **student body** and **elevate** its profile around the **world**.

As part of its five-year strategic plan, the university's admissions office is seeking to grow its student body and elevate its profile around the world, yet that's not always easy when you have a small staff. That's particularly so when it comes to international recruiting. "International travel is so expensive, and the results from those in-person visits were mixed," explained Louis Farnsworth, Director of the University Graduate School. "When we looked at the number of enrollees compared with the costs of travel, it wasn't worth it." The university's graduate admissions office was seeking ways to expand reach, increase diversity, and connect with students in a meaningful way.

THE SOLUTION



Build **relationships** with prospective **students** through student-led chat sessions and webcasts

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FIU now uses CWL to:

- Strengthen its brand and demonstrate the value of a FIU education through major online college fairs
- Reach new markets through targeted events like International Students Day
- Build relationships with prospective students through student-led chat sessions and webcasts

THE RESULTS



Increased international graduate **applications** by **16%**

FIU was pleasantly surprised by the positive results of its new e-recruiting efforts through CWL. "The first time we participated in an online chat we didn't realize how popular it would be," Farnsworth said. "When we logged on, there were 30 students in the queue already! Students are thrilled to be in touch with someone from admissions and get an instant response. Having that one-to-one interaction helps build personal connections and shows students that we care about them."

Since joining CWL, FIU has achieved impressive results:

- Increased international graduate applications by 16%
- Boosted diversity of the applicant pool, with a 20% increase in applications from India, 44% increase from Saudi Arabia, and 14% increase from the Middle East
- Reduced recruiting costs by eliminating the need for costly advertising