



Location: Tampa, Florida
Size: 7,000 students

The University of Tampa (UT) offers a richly diverse, dynamic learning community. Ranked among the top schools in U.S. News & World Report, Forbes, and the Princeton Review, UT works with CollegeWeekLive (CWL) to connect with the best and brightest students.

THE CHALLENGE



The University of Tampa needs to find **students** who are the **right fit** who will **complete** their **education** here.

The University of Tampa travels extensively and participates in social media to attract new students, yet they knew they could do more to engage prospective and admitted students. "We saw virtual college fairs and online chats as a way to get in front of more students we couldn't reach in person," said Anthony Pinto, Associate Director of Admissions for the University of Tampa. "Although many students visit campus, we need to

find those who are the right fit who will complete their education here."

In addition, transfer students are an important demographic to UT, but they are traditionally tough to identify. The school was looking for new ways to uncover and engage this key audience.

THE SOLUTION



University of Tampa began using CWL in a number of **strategic ways**

- Participating in virtual college fairs to expand reach
- Offering weekly chat session with admissions counselors and current students
- Inviting students to video chats to promote unique aspects of the university
- Using CWL's chat application on their website to keep the conversation going with prospective students
- Hosting admitted student webcast receptions to improve yield rates

THE RESULTS



University of Tampa **Engaged** nearly **1,100** transfer students

Using CWL expands reach worldwide and helps the university's admissions team identify those students who are the best match. This online channel has been particularly beneficial for moving students through the enrollment funnel. In one enrollment cycle, the university:

- Met students from 162 countries
- Reached more top tier applicants
- Engaged nearly 1,100 transfer students
- Increased the diversity of the class
- Admitted 77 students met at CWL