

PARTNER CASE STUDY¹

How One Partner Overcame Recruitment Challenges and Increased Geographic Diversity with Intersect

Public University in the Southeast with 21,000+ Undergraduate Students

Challenge

Prior to the pandemic, this public university, despite maintaining strong brand recognition in regions close to home, was **struggling to connect with students outside of their home state** in the Appalachian region. This challenge was amplified by COVID-19 when travel restrictions prohibited traditional recruitment tactics, like school visits and college fairs.

Solution

Through an analysis conducted with their EAB Partner Success Manager, the institution noticed that **75% of their out-of-state markets were avid users of Naviance**. Motivated by the fact that Naviance students who connect via Intersect are **6x more likely to enroll**, this partner expanded their Intersect presence to virtually engage with students in 15 states, focusing on regions where their best-fit students were also users of Naviance.²

Impact

By leveraging Intersect to engage with right-fit students, EAB helped the institution expand their reach among out-of-state students to meet enrollment goals. The partner **saw 65% of their Intersect connections go on to apply**. While they only sent outreach via Intersect in 15 states, the partner also enhanced their college profile in Naviance and, as a result, saw **applications from 43 states**.

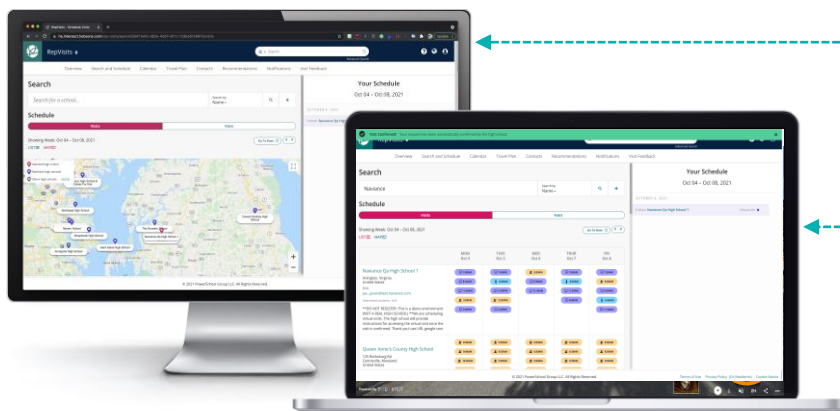
Impact Highlights

Entering Classes 2020–2021

8%
increase in connections

65%
of connections went on to apply

43
states from which Naviance students applied



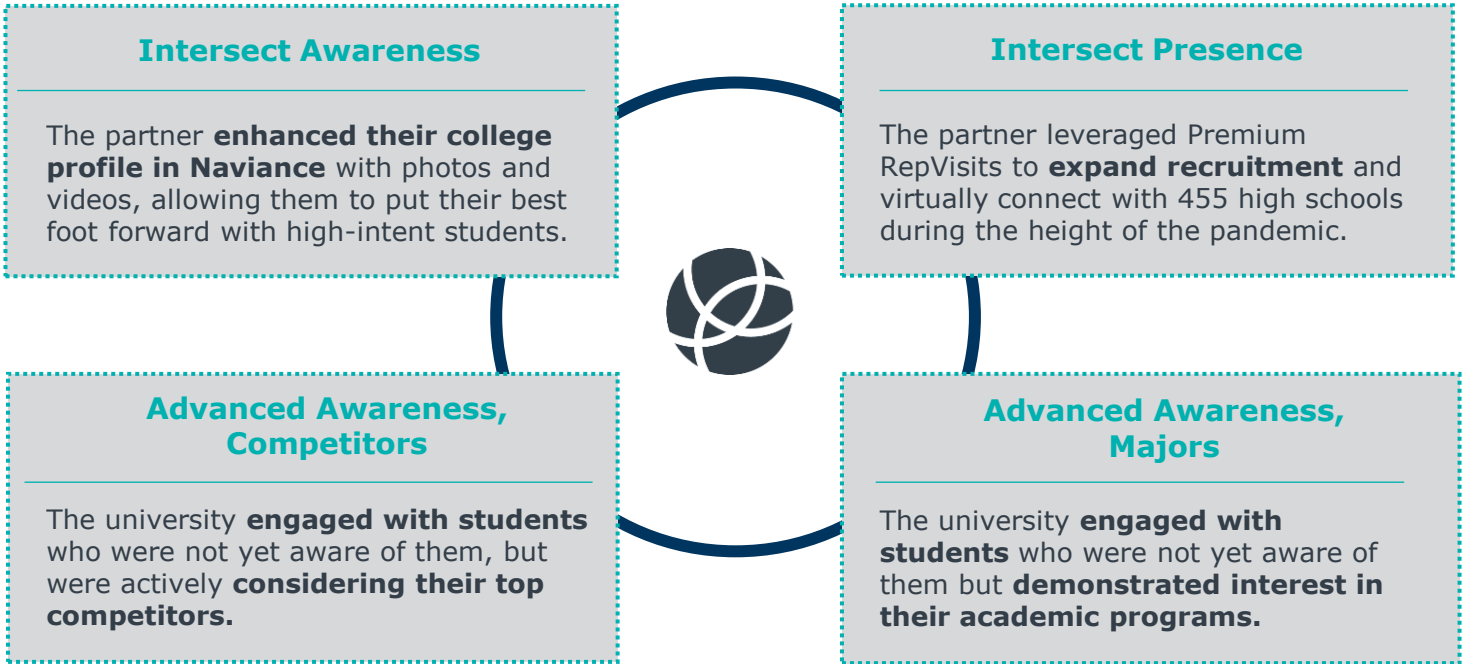
To connect with more prospective out-of-state students, the university leveraged several Intersect features including **Premium RepVisits**, to strategically engage with high school students in 15 target states.

1) University will remain anonymous.
2) Intersect integrates directly with Naviance, the nation's leading college, career, and life readiness platform.

POWERFUL TOOLS

An Expansive Portfolio of Recruitment Tools

Intersect Features the University Used to Raise Brand Awareness and Drive Applications



EXPANSIVE REACH

Leveraging Naviance Reach to Connect With Right-Fit Students at Scale

By Curating Their Presence in Naviance, the Partner Built Influence with Students in 43 States

