PARTNER CASE STUDY

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

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

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.

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.

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

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

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.
**POWERFUL TOOLS**

**An Expansive Portfolio of Recruitment Tools**

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

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**Intersect Awareness**

The partner enhanced their college profile in Naviance with photos and videos, allowing them to put their best foot forward with high-intent students.

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**Intersect Presence**

The partner leveraged Premium RepVisits to expand recruitment and virtually connect with 455 high schools during the height of the pandemic.

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**Advanced Awareness, Competitors**

The university engaged with students who were not yet aware of them but demonstrated interest in their academic programs.

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**Advanced Awareness, Majors**

The university engaged with students who were not yet aware of them but demonstrated interest in their academic programs.

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**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

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Map showing states in which the partner leveraged Intersect tools and received applications via Naviance, states in which the partner is not leveraging Intersect tools but did receive applications via Naviance.

*Based on applications received for enrolling class of 2020*