

PARTNER CASE STUDY

How Augustana College Expanded to New Markets with Global Match

Small Private College in the Midwest with 2,300+ Undergraduate Students

Challenge

As one of the top 15 liberal arts colleges enrolling international students¹, Augustana College has long been an attractive option for students around the world, particularly those studying national curricula. But in 2023, Augustana’s enrollment team sought to expand to new international markets and enroll more students pursuing international curricula (e.g., International Baccalaureate, A Levels, etc.).

Solution

The enrollment team knew that they wanted to grow Latin and South American representation on campus but after gaining the ability to extend an unlimited number of offers, they decided to expand their scope and review profiles from any net-new country. To ensure that they would only see profiles from students who aligned with their enrollment goals, they also established search criteria that included a minimum academic profile and adequate budget for tuition and living expenses.

Augustana leveraged the Match platform to extend admission and scholarship offers to 681 students. They continued to build affinity with admitted students and counselors through the platform’s chat function. They also invited admitted students to schedule a 1:1 call with an admission counselor, and shared a WhatsApp phone number with admits so that they could ask follow-up questions at any time.

Impact

In the Entering Class of 2024, Augustana enrolled 8 international students from Global Match, including their first students from Cambodia and Uzbekistan. They also made new connections with high school counselors at 256 high schools across 86 countries, which has paved the way for new pipeline growth in Uzbekistan and Mexico. For example, after admitting an Uzbekistani student from a new school and hosting a virtual meeting with them and their counselor, the counselor thought Augustana would be a great fit more students at their school and invited them to schedule a college visit.

Impact Highlights

Entering Class of 2024

256 Int’l high schools made new connections with Augustana in 2023-2024

86 Countries in which students received offers from Augustana via Match

8 Deposits secured from Match

12:1 Augustana’s ROI from Global Match in the 2023-24 academic cycle.

Criteria that Augustana Implemented to Review Only Right-Fit Profiles



Minimum Academic Profile



Student Budget



Net-New Countries Only



How Augustana Drove Students to Yield

Students who expressed interest in Augustana through Global Match automatically entered their funnel as admitted students, allowing Augustana to begin yield efforts right away. They created a robust portfolio of activities for Match admits, including personalized communications, one-on-one meetings, and more.

Extend Offers

Augustana extended robust admission and scholarship offers to 681 international students using EAB's Match platform.

In-Platform Chat

Augustana's enrollment team built affinity with admitted students and their counselors by chatting with them on Match.

Admitted Student Campaign

The marketing team crafted a dedicated email campaign that directed Match admits to appropriate resources for newly admitted students.

1:1 Virtual Meetings

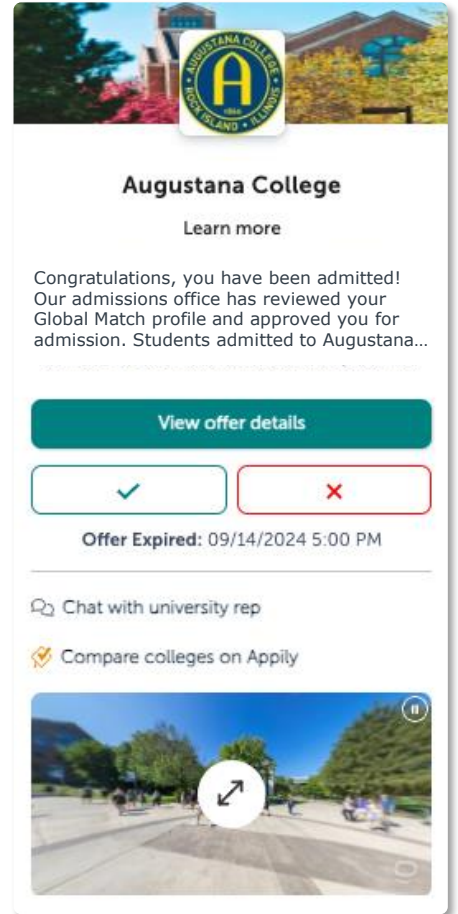
All Match admits were invited to a 1:1 video chat with an admission counselor, enabling them to learn more about Augustana's unique offerings.

"Understanding Your Match Award" Session

Augustana hosted a dedicated event for Match admits to help them better understand their offer details, resources they had gained access to, and next steps.

WhatsApp

Augustana shared a WhatsApp number with their admits, enabling students to connect with an admission officer at an appropriate time based on their time zone.



Global Match allowed Augustana to feature their Applyly virtual tour when extending offers to students.



Cost is a huge concern for students all over the world. Previously, we struggled to engage students at in-person fairs because they didn't see us as financially viable. But with Global Match, international students can easily see that we have generous scholarships to offer them, helping us attract students **who may have otherwise overlooked us at recruitment events.**

Augustana
COLLEGE

- Liz Nino
Executive Director of International Enrollment

