

PARTNER CASE STUDY

How Oglethorpe University Boosted Awareness and Yield with Intersect

Small Private Liberal Arts School in Atlanta, GA

Challenge

As a small enrollment team, Oglethorpe University sought to scale its reach in its local market (and beyond) while recuperating from 2024's disorderly FAFSA rollout. With a significant percentage of its prospective student population using Naviance and a growing number of students admitted through direct admissions, the university wanted to optimize their presence on Naviance and put engaging, accurate information about Oglethorpe in front of students during their college search.

Solution

Partnering with EAB through Intersect, Oglethorpe enhanced its digital presence on Naviance and expanded its impact across the enrollment funnel:

- Expanded its Intersect profile with program info, messaging, and photo/video assets. Oglethorpe regularly refreshes these assets to deliver a consistent, authentic story about their school and campus.
- Added an Apply Tour to their profile to provide prospective students with an immersive, personalized campus preview
- Leveraged competitor messaging within advanced awareness campaigns to differentiate Oglethorpe in crowded markets.
- Coordinated admissions counselor visits to high schools and recruiting events using RepVisits in Intersect

Impact

Oglethorpe has seen strong early results from its expanded Intersect strategy. In the past cycle, the university recorded its highest application volume in over a decade, with Naviance contributing to this success. Student interest in Oglethorpe has surged, with a 37% year-over-year increase in "considerations" (students shortlisting the institution on Naviance). Growth has been particularly strong in Atlanta, while new markets beyond the region are also showing momentum.

Of note, 41% of applications sourced through Naviance were direct-admit eligible, indicating that students are likely using Intersect as a trusted research tool after gaining admission. By pairing direct admissions with a stronger digital presence in Naviance enabled by Intersect, Oglethorpe is ensuring that students admitted early in the funnel remain engaged and choose Oglethorpe over competing institutions.

Impact Highlights

37%

Increase in Seniors considering Oglethorpe on Naviance year-over-year

Record High

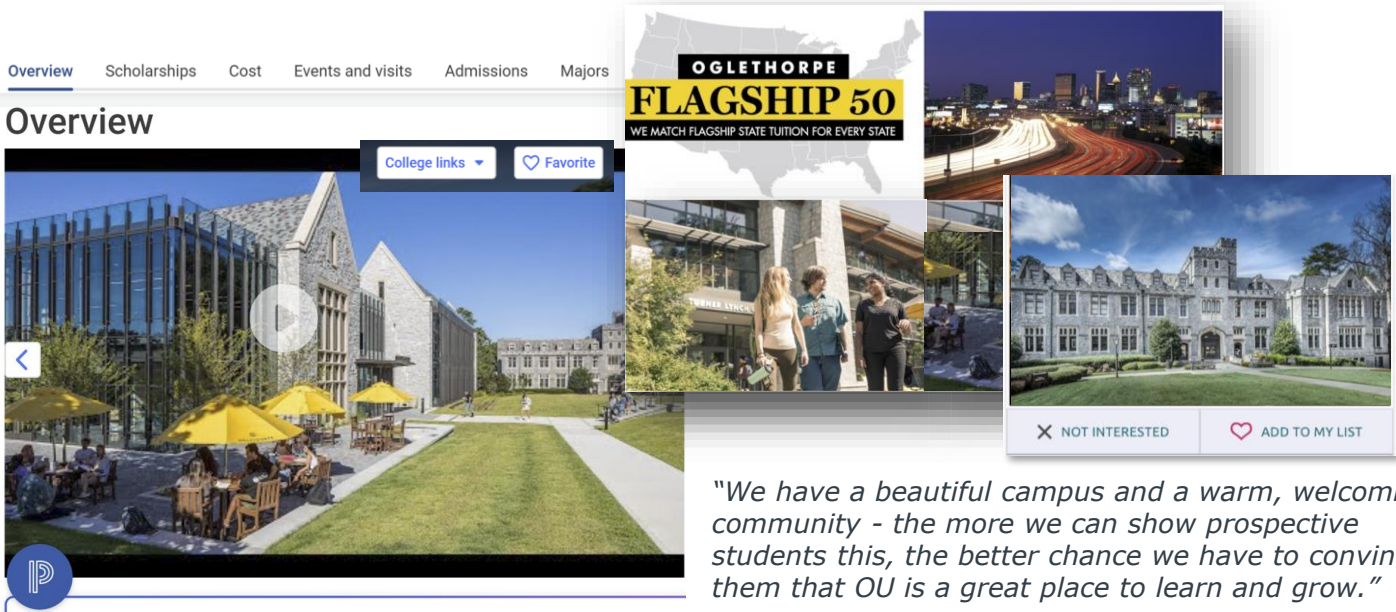
applications submitted in EC24; strongest volume in 10 years

"Intersect enables us to meet students where they are. It extends the reach of our small team while keeping the personal touch that defines Oglethorpe."

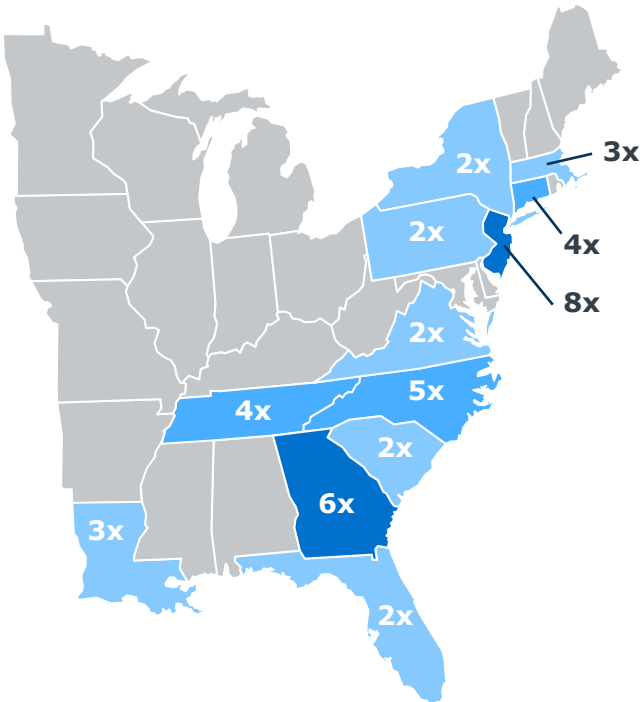
Ginger Fay

**VP of Enrollment Management
Oglethorpe University**

Oglethorpe's Engaging Presence on Naviance



Expanding Reach in Georgia and Across the Region



12

States saw at least twice as many students considering Oglethorpe in Naviance in 2025 compared to the previous year

6x

Considerations in Oglethorpe's local markets in 2025 vs. 2024

“

We haven't had such an intentional approach to partnership before, and meeting with our Partnership Success Manager, Matt, has kept us grounded. We have regular check ins where we review our profile on Naviance and make changes, and that has been a boon to our presence on Intersect."

Ethan Hawkland - Director of Enrollment Operations

To see how Intersect can support your enrollment goals,
visit eab.com/solutions/intersect/