

PARTNER CASE STUDY

How the University at Buffalo Expanded into New Recruitment Markets with Global Match

Large Public Research University in the SUNY System

Challenge

As the largest institution in the SUNY system and a leader in international student recruitment, the University at Buffalo (UB) has long prided itself on its global engagement, hosting over 5,000 international students. Still, UB's recruitment efforts were largely concentrated in the top 10-15 sending countries. This risked an over-reliance on specific markets and left some markets untapped due to resource constraints and the logistical challenges of international travel. Dino Pruccoli, Assistant Vice Provost and Director of International Admissions and Enrollment, recognized that UB was missing opportunities to connect with talented students in countries where UB had little or no presence and sought to expand UB's reach into these new markets.

Solution

UB partnered with EAB through Global Match, which offers a scalable unique, student-centric process for finding and admitting students across the world, including regions UB had never visited. High school students, counselors, and parents using Match in more than 140 countries explore schools that fit their criteria. UB quickly began receiving batches of qualified prospects from around the world. UB could then admit these students and offer them scholarships directly in the platform. In total, Match allowed UB to engage with students and counselors in 690 high schools across 94 countries, including many beyond their usual recruitment footprint.

Impact

Results came fast: in its first cycle using Match, UB saw 9 students deposit from previously untapped countries, including Angola, Mongolia, and Costa Rica. UB saw this ROI despite beginning their partnership three months later than typical Match partners, giving them nine months instead of the usual twelve.

Match also improved the quality of interactions with potential students. When students approached UB at recruitment events saying they had been admitted and explored the school on Match, UB recruiters could quickly move past conversations about application basics to helping students envision themselves on campus. These students were already pre-qualified, admitted, and holding UB scholarships, further accelerating the process. Additionally, UB has seen a "snowball effect" through Match, where one student's engagement often leads to interest from peers, further amplifying UB's presence in new markets. Match is also informing UB's future travel and outreach strategies, identifying emerging markets for potential in-person engagement and peer-to-peer recruitment initiatives.

Impact Highlights

9

Verified deposits for the 2025 Entering Class

690

Global High Schools with Offers Made

94

Countries in Buffalo's Expanded Footprint

"Match really put us in students' hands and on their cell phones in places we've never been or wouldn't be able to go otherwise."

Dino Pruccoli

**Assistant Vice Provost and Director of International Admissions and Enrollment
University at Buffalo**

A Streamlined Student Recruitment Process



Student creates a Match profile and uploads transcript

UB sets search criteria and parameters

UB extends admission offers to students who match criteria

Student explores UB's Match profile to learn more about the school

Student accepts offer and enters funnel as an admit, ready to receive yield communications

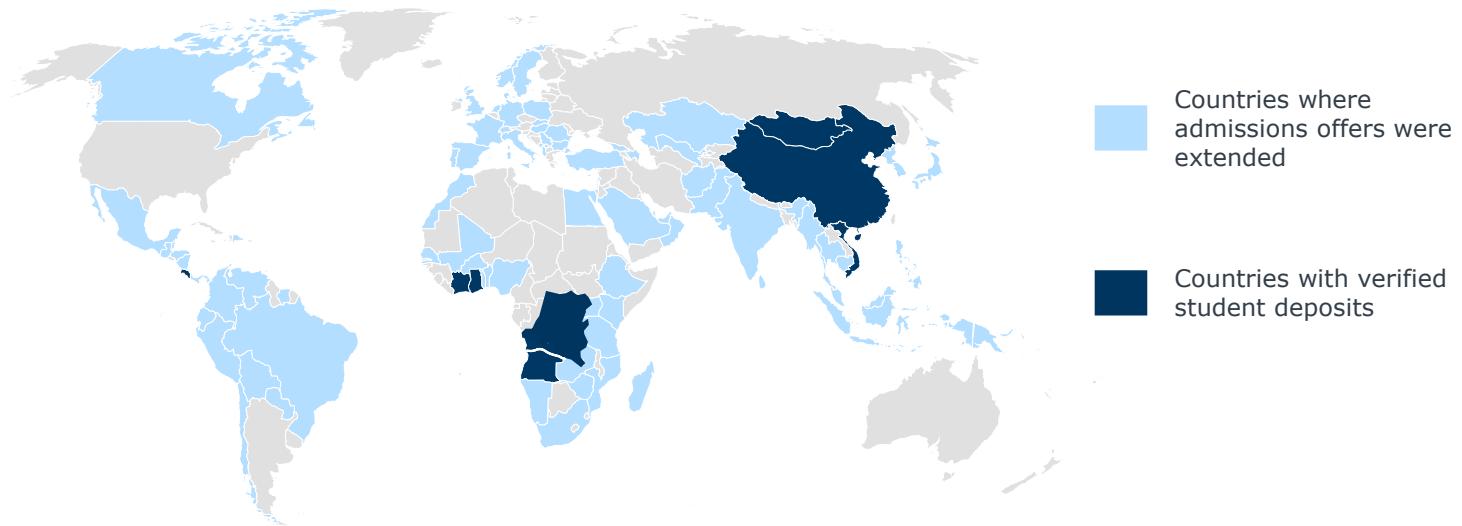
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Match helps us move past conversations about the minimum requirements for application and jump right to helping students envision themselves on our campus. The conversations we have with Match students are higher quality... we have their grades, they have their admission and their scholarship, so we can get right to helping them make their decision.”

Dino Pruccoli

Expanding to New Recruitment Markets

During their first year of partnership, UB expanded their outreach footprint to 94 new countries and saw 9 deposits, many from previously untapped markets.



Countries where admissions offers were extended

Countries with verified student deposits

Rapid Results and Return on Investment

Despite starting their Match partnership three months into the standard year-long cycle, UB realized significant ROI on their partnership.

September 2024

Match partnership begins, onboarding completed

October-May 2024

Matching students admitted monthly

June 2025

9 total verified deposits from international Match students

Steady yield-focused marketing and conversations

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This is a smarter, better, faster way to do admissions work.

Dino Pruccoli

To see how Match can support your enrollment goals,
visit eab.com/solutions/international-student-recruitment