



University at Buffalo  
School of Engineering  
and Applied Sciences



studyportals

# Case Study

School of Engineering and Applied Sciences,  
University at Buffalo, The State University of New York

**INCREASING ENROLLMENTS  
& STUDENT DIVERSITY  
IN A CHALLENGING  
GEOPOLITICAL LANDSCAPE**

**#Winning  
Strategies**

# 1 Introduction

## Improving student enrollments

## in a challenging geopolitical landscape

As competition in international student recruitment is increasing, and the United States is registering declines in international student enrollments for the first time, universities are looking into improving their enrollment strategies in order to support graduate enrollment growth.

Over 36 million students used Studyportals in 2018, exploring over 190,000 degree options abroad. This audience is focused on researching international study options.

For universities, Studyportals is a results-based partner for international student recruitment and marketing, helping universities reach a global audience and optimize their student population. This case study shows how the School of Engineering and Applied Sciences at the University at Buffalo, The State University of New York (SUNY) uses the **Studyportals Reach and Enrollment Services** for effective student recruitment.





# The Case Study

## Meet our client & the institution



### **Christopher S. Connor**

Assistant Dean for Graduate Education  
School of Engineering and Applied Sciences  
University at Buffalo, The State University of New York

Christopher is the Assistant Dean for Graduate Education within the School of Engineering and Applied Sciences at SUNY Buffalo. He has more than 20 years of experience in higher education. In his role, he provides strategic leadership in enrollment management. He focuses on the full spectrum of the graduate student lifecycle, including new program development, recruitment and enrollment planning, scholarship leveraging, diversity programs, graduate student professional development and alumni engagement.



### **University at Buffalo**

The State University of New York  
School of Engineering and Applied Sciences

The University at Buffalo (UB) is a flagship institution in the State University of New York system. UB is the largest and most comprehensive campus in the 64-campus SUNY system. It is a member of the Association of American Universities. Its enrollment stands at 31,503 students (21,607 undergraduate and 9,896 graduate and professional). Founded in 1946, the School of Engineering and Applied Sciences builds upon its proud legacy of excellent educational programs and world-class research. The School has nine academic departments, 237 full-time faculty members and enrolled over 5,200 undergraduate students and 1,900 graduate students in the 2017/8 academic year. The School of Engineering and Applied Sciences comprises a global community with students from 65 different countries and 30 different states.

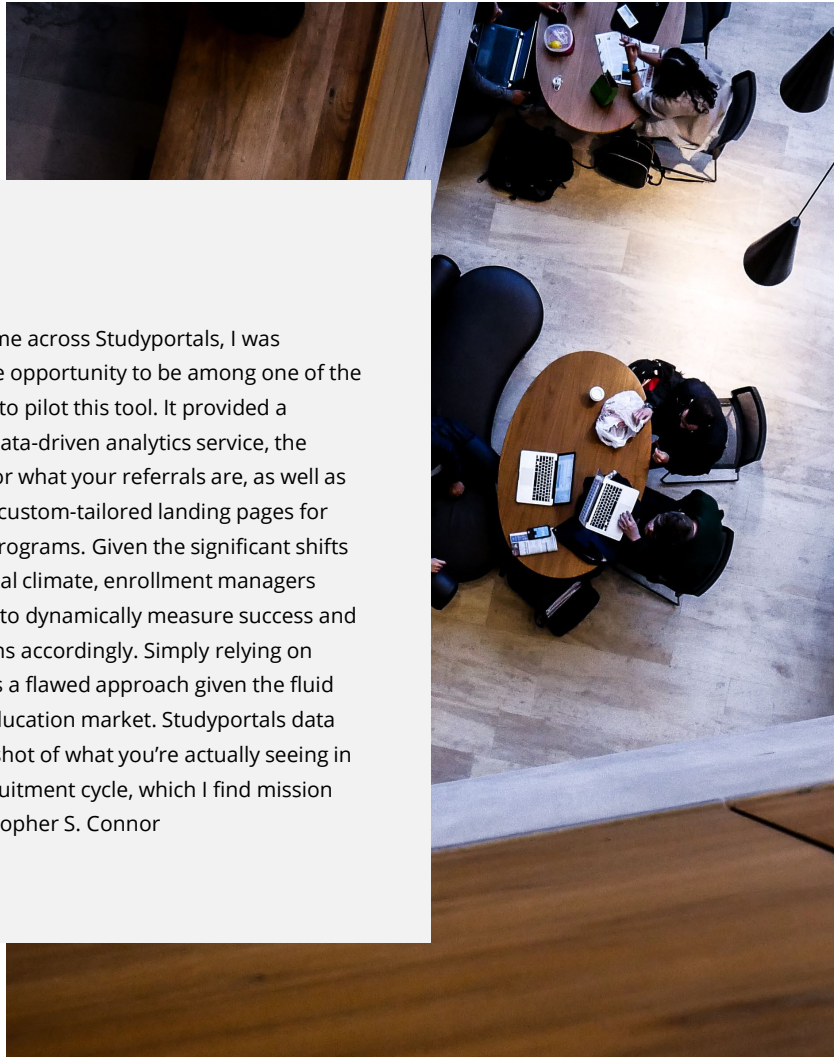


# 3 Working Together

## Recruiting international graduate students



"When I first came across Studyportals, I was interested in the opportunity to be among one of the first US schools to pilot this tool. It provided a unique, highly data-driven analytics service, the ability to monitor what your referrals are, as well as assistance with custom-tailored landing pages for our individual programs. Given the significant shifts in the geopolitical climate, enrollment managers need the ability to dynamically measure success and adjust campaigns accordingly. Simply relying on historical data is a flawed approach given the fluid global higher education market. Studyportals data gives us a snapshot of what you're actually seeing in the current recruitment cycle, which I find mission critical." – Christopher S. Connor

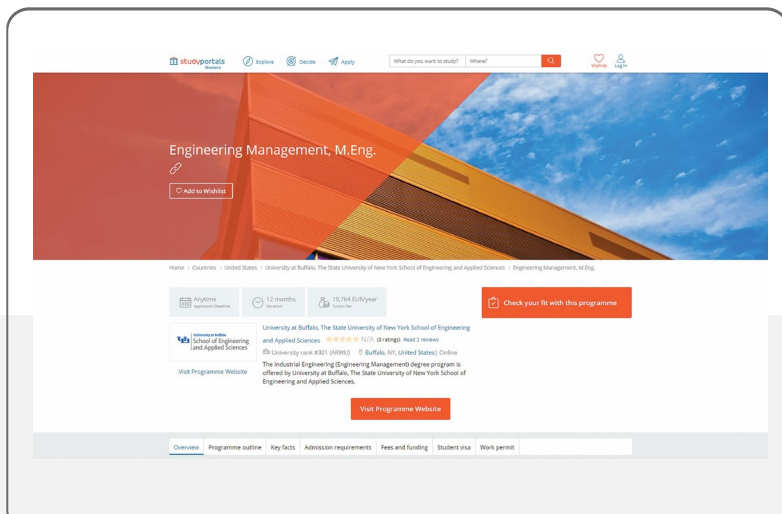


# 4 Solution

## Studyportals Campaign



“We were interested to work with a partner that was very data-driven, supportive of what we were trying to accomplish, and just as focused on our strategic yet aggressive goals. For this partnership, we initially identified select programs to promote in a pilot campaign to an international student audience. This allowed us to track the number of referrals coming in, and later the number of applications and student enrollments. Throughout the campaign, with the help of Studyportals, we have not only increased our brand footprint globally, but additionally received advice on how to improve our landing pages, as well as our Google Analytics and tracking, which has been really valuable.” - Christopher S. Connor





## Key Benefits

**How has the campaign helped you with overcoming the challenges that you were facing?**

"I think the fact that Studyportals has a pulse on the market, is well versed in the student journey and the trends of source countries, and genuinely data-driven really made a difference."

**What was the most obvious advantage of the campaign?**

"The best way to measure the success of the campaign is always throughout the funnel. Through the enrollment verification process, we were able to identify a minimum of 912 tracked students who applied and 69 of our 2018 enrollments were registered with Studyportals prior to their application. While there were many factors contributing to our success, undoubtedly our Studyportals campaigns played a critical role in increasing our global footprint and delivering results."

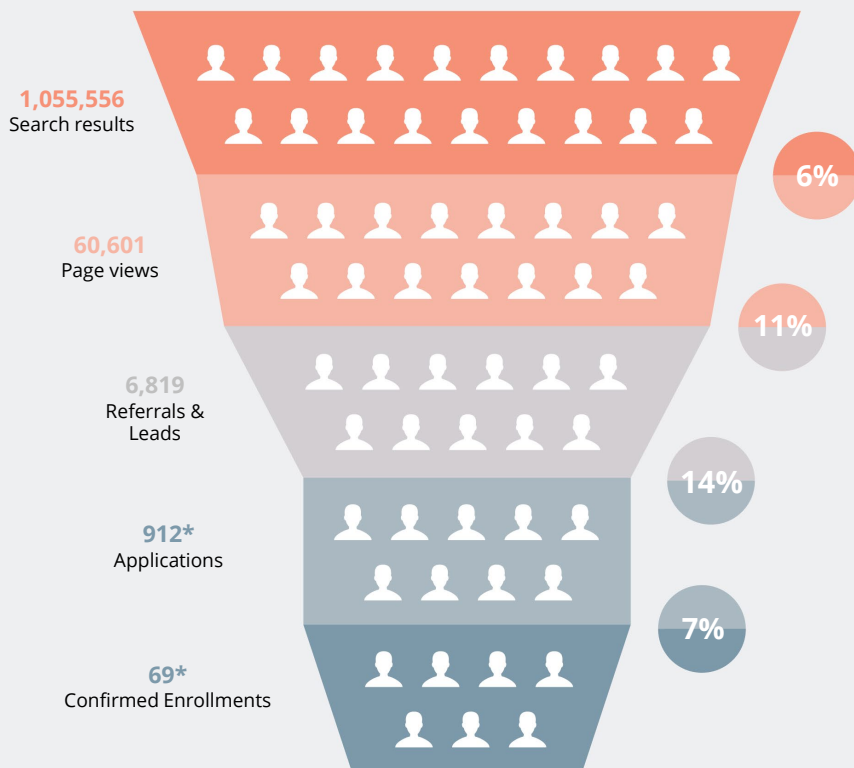
**Anything interesting you have noticed during the campaign?**

"The large international exposure of the Studyportals database allows us to increase our brand awareness globally and reach out to countries and markets that maybe we weren't able to reach previously, or were but in a more limited way. Given over 80% of our graduate students are international, it really helped increase our reach globally to better accommodate the international market that I primarily serve."

# 6 Main Results

## The results after 12 months

Below are the 2017 campaign results for the 2018 Fall intake. Within a year, we were able to identify 912 applications, resulting in 69 enrolled students, who found and chose the University at Buffalo through Studyportals.

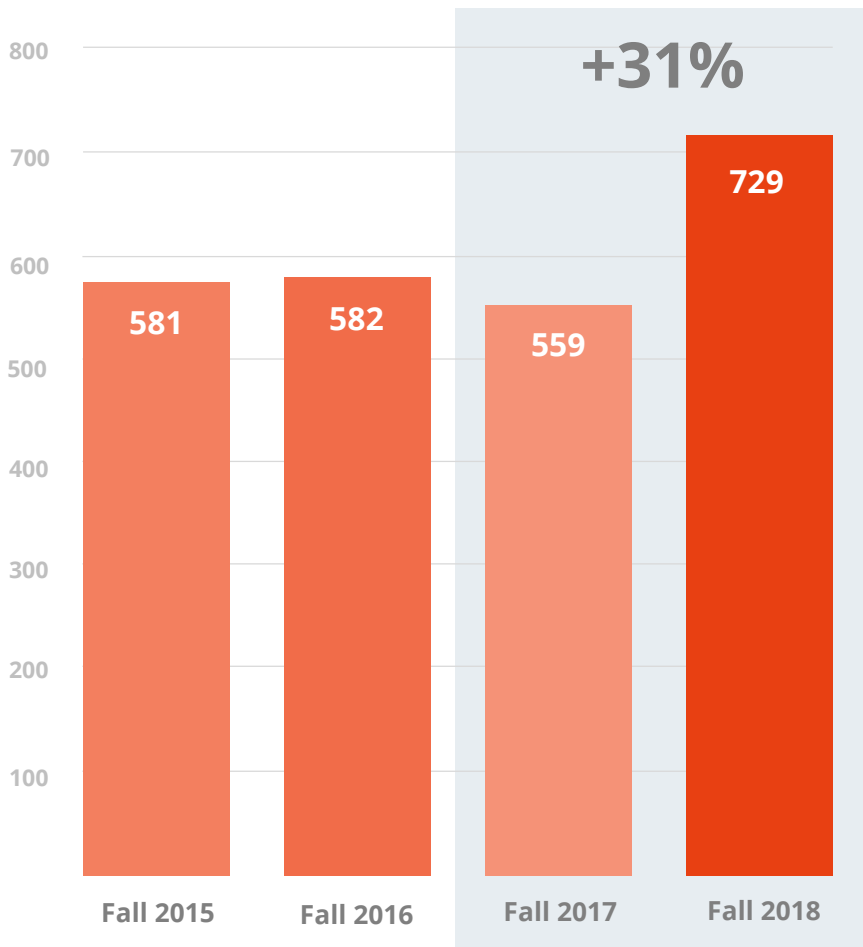


### TRACKABLE RESULTS ONLY

\*students enrolled at the University at Buffalo matched to students registered with Studyportals (4% of users).

69  
enrolled  
students





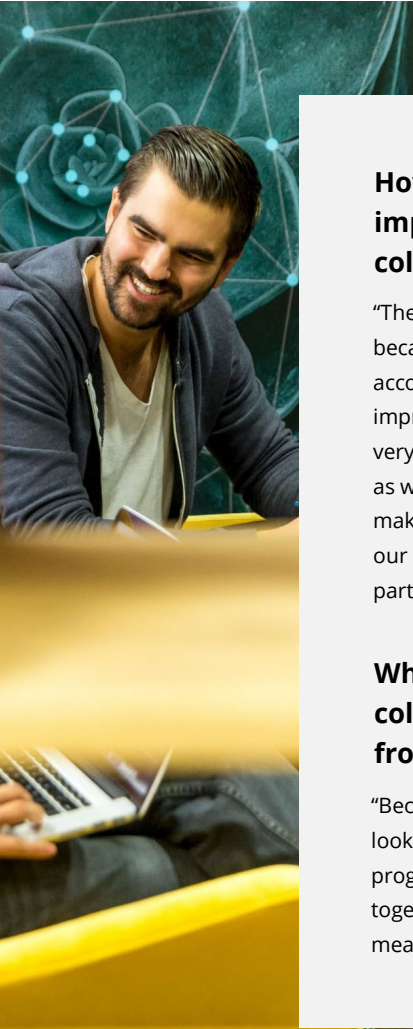
- 31% increase in new international graduate student enrollment
- Largest new incoming graduate class in history
- Geographic diversity ~30 countries

First enrollment results of  
Studyportals partnership

Start implementation, seeding and demand  
generation phase of Studyportals partnership  
(time from Discover to Enroll up to 22 months)



# Service & Implementation



## **How did you experience the implementation process and collaboration with Studyportals?**

“The monthly check-in calls are very helpful because they keep everyone aligned and accountable, while enabling us to adjust and improve the campaigns throughout the year. It’s very important that we can tweak the campaigns as we go. We’re still evolving on our side but are making the most use of the tools, while improving our analytics and tracking throughout the partnership.”

## **What is next for the collaboration with Studyportals from your perspective?**

“Because of the impressive results this year, we are looking to expand our partnership to include more programs. We’re very excited to continue to work together on enhancing the validity of the data and measuring student success throughout the funnel.”



# Get in touch

## **Increase brand awareness**

When students are finding their dream program, make sure your university stands out through SEO, search results, targeted banners, emails and newsletters.

## **Capture student interest, diversify**

Refer informed and interested students to your university and program landing pages and capture requests for additional information.

## **Convert interest into enrollments**

Confirm the number of accepted students who found your program via Studyportals to measure the ROI of your digital campaigns.

**DISCOVER HOW OUR SERVICES CAN HELP  
YOU RECRUIT INTERNATIONAL STUDENTS  
FOR YOUR DIVERSE CLASSROOMS**

[www.studyportals.com/institutions](http://www.studyportals.com/institutions)

Or schedule a meeting with our colleagues for  
an introduction via **hello@studyportals.com**



studyportals

**Get in touch to discover how we can help  
you enhance your international student  
recruitment strategy**

[hello@studyportals.com](mailto:hello@studyportals.com)