

Case Study:

University of Texas at Arlington

How UTA partnered with Studyportals to build a robust digital presence and boost international student recruitment



CREATING A STRONG DIGITAL PRESENCE TO INCREASE STUDENT ENROLMENTS

How UTA partnered with Studyportals
to build a robust digital presence and boost the
number and diversity of international students

#winningstrategies

1 Introduction



Engaging students

where they are

The university leadership at The University of Texas at Arlington (UTA) has set out to double their share of international students from around 4,000 in 2019 to 8,000 by 2025.

Working with Studyporals has broadened UTA's reach to international students worldwide, ensuring that they are aware of UTA from an early stage. The partnership has led to increasing inquiries, applications, and enrolments.

By establishing a robust digital presence beyond their website, UTA could tap into a larger pool of potential students and establish a strong foundation for recruitment and enrolment success.

To date, the partnership has assisted in generating 566 enrolments from 30 countries.

Students are starting their online digital search of finding an institution, whether that's in their own backyard or half a world away. Digital will continue to be the way of the future.



2 The Case Study

Meet our client & the institution

Sebastian Fuentes

Associate Director of Graduate and International Recruitment



Sebastian has worked to advance UTA's recruitment for 15 years and is currently Associate Director of Graduate and International Recruitment. At the Division of Enrollment Management, Sebastian Fuentes recruits undergraduate and graduate students both stateside and overseas. He also facilitates agent partnerships and collaborations with external marketing platforms with an international focus.



THE UNIVERSITY OF TEXAS
AT ARLINGTON

University of Texas at Arlington (UTA)

Founded in 1895, The University of Texas at Arlington is a Carnegie Research 1 institution with more than 100 years of academic excellence and tradition. The university offers more than 180 baccalaureate, master's, and doctoral degree programmes to more than 41,000 students.

A 2023 University of Texas System survey found that UTA graduates have the highest first-year median wage of any non-medical UT System institution. U.S. News & World Report ranked UTA No. 41 on its 2023 list of the "Top Performers on Social Mobility" among national universities.

UTA is ranked No. 14 among U.S. colleges and universities in the 2023 Times Higher Education Impact Rankings, which assess universities against the United Nations' Sustainable Development Goals (SDGs).

3 The challenge

Building a digital presence beyond the university's website enables institutions to connect with a broader range of students, expanding their reach to those who have yet to become familiar with the institution.

UTA's challenges included:

- A high dependence on a small number of source countries for most of their enrolments.
- Dependence on traditional, in-person recruitment efforts, which became impossible during the pandemic.
- A need for a digital presence outside of their website, limiting their global reach in recruitment.



When the pandemic came, it became apparent to us how reliant we may have been on one or two countries for enrolment. Then, the need to grow into new markets became more pronounced.

We wanted to move away from being dependent on one or two student-sending markets while also increasing efforts to serve all students that could be in our programmes and be very successful and that we would love to have at our institution.



4 The solution

The **Enrolment-based Partnership** ensures a guaranteed ROI for the university by offering a compensation model focused on tangible results: enrolled international students studying at UTA. This partnership promotes long-term cooperation with close communication between the university and the Studyportals team, aiming to attract talented students from all over the world.

Studyportals takes on the risk by providing unlimited exposure and dedicating more resources to worldwide digital marketing promotion to attract more relevant candidates. As a result, Studyportals helps the university navigate a changing environment and attract the best-fit prospective international students, providing a guaranteed ROI through the commission-based enrolment model.



I've been impressed to see many students on the Studyportals platform, whether they are stealth applicants or not, consuming information about UTA. We can't leave it to 'well, they would have found us anyway'. Online is where students are where we want to be.



Engagement across

multiple channels

Studyportals collaborated with UTA beyond the standard partnership. This assistance involved strategic analysis and optimisation of the institution's exposure and engagement on and off the portals through several initiatives. The outcomes of such initiatives have been crucial input for further strategy development, ensuring Studyportals' partnership with UTA is comprehensive, effective, and intentional.



EBP nurturing flow for prospective students

Email reminders to students who have viewed UTA content, keeping them engaged and reminding them about programme information and priority or deadline dates.



Surveying for intent to apply

The Analytics and Consulting Team surveyed students to measure their intention to apply and collected insights on what they were looking for and their perception of UTA.



Microsite creation

A custom-made microsite reachable only through the Studyportals ecosystem and optimised for lead capturing, creating a steady pipeline of prospective students to UTA.




Analysis and optimisation of content

Improvement of programme information and media on the portals, tailoring for maximising conversion of segments on strategic markets targeted by the university.



Reaching more students

online


The data that Studyportals gathers from its millions of yearly users delivers insight into global interests for specific programmes and countries. This, combined with analysis of the student journey across leads generated, has allowed us to boost targeted exposure and maximise conversion rates.




Studyportals really allows us to consistently engage with those students we know are in 3rd and 4th-tier cities that we don't have the money or staff to send to visit. Studyportals helps us connect, engage, and make an impact on quality students that we otherwise would not have known about.



We know there could be more interest in our university in countries we may not have consistently visited or visited at all. The digital engagements Studyportals provides are opportunities we could not replicate otherwise.




Diversification of student interests



Studyportals is the only commission-based contract that I work with that has delivered on the diversification of programme interest in addition to the diversification of students.

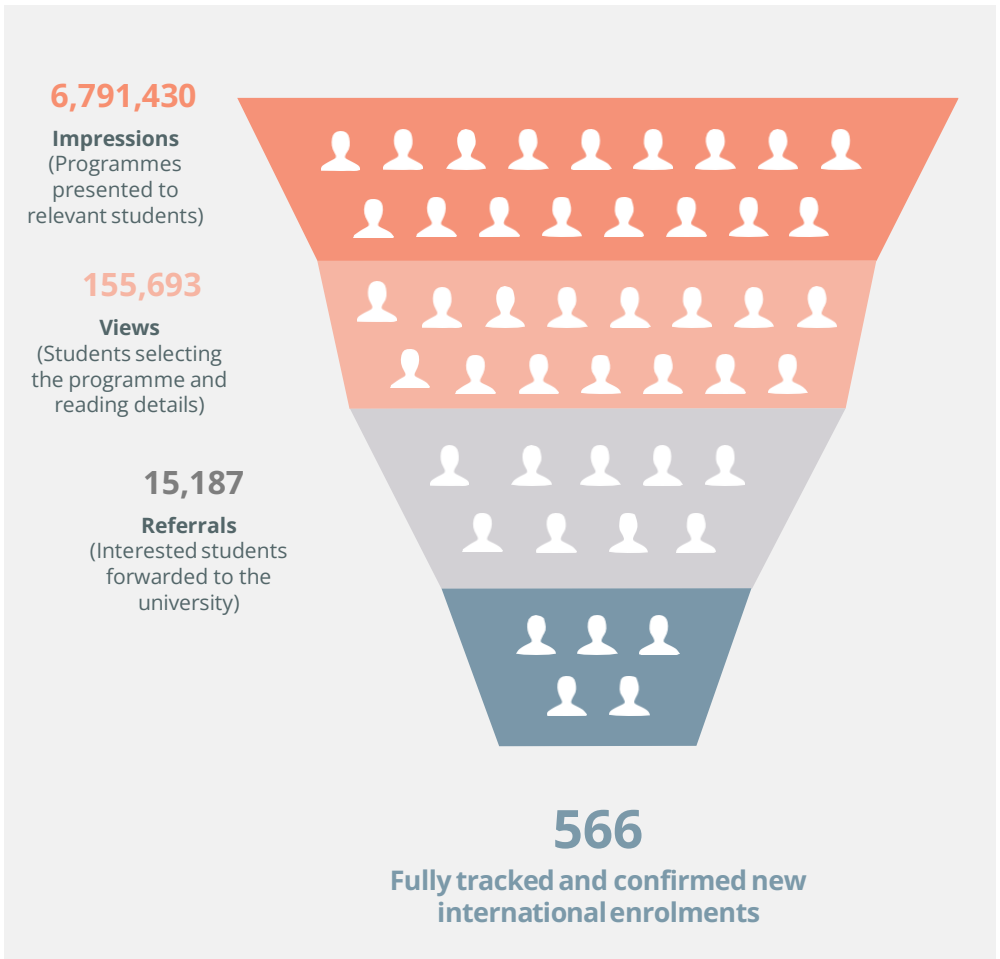
Studyportals has allowed us to find social work, communication, and art and art history students from markets that historically only yielded computer science and information systems-related students.

As countries continue to evolve and build infrastructure, we will see a diversification of student interest in other programmes, especially as we see a growing middle class.



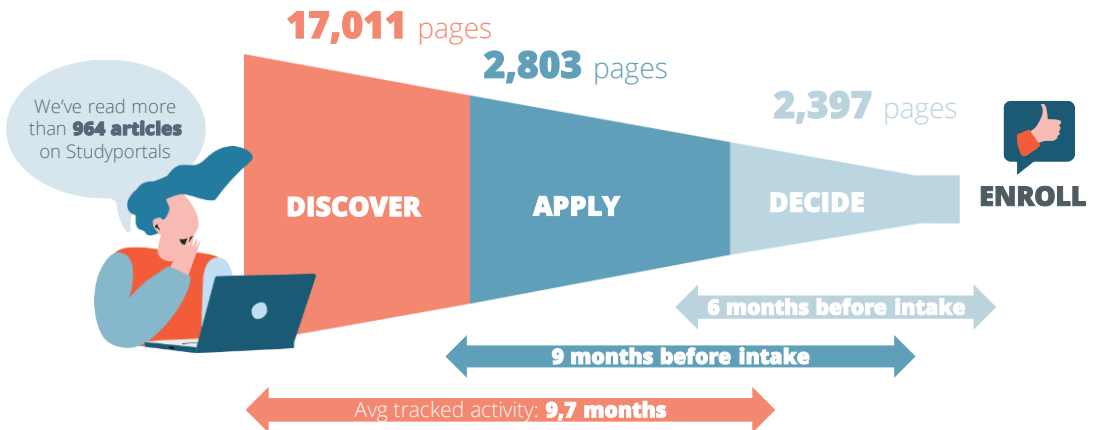
5 Results

For several years, UTA has been working with Studyportals towards growing and diversifying their student population through the **Enrolment-based Partnership model**. Since the beginning of the partnership, **566 enrolled students** have been confirmed to be studying at the institution because of Studyportals.



Engagement through different stages of the student journey

Studyportals can map the digital footprint of **566 confirmed enrolments** throughout the different stages of the student's journey. Studyportals has supported them in their path towards enrolling at UTA.



Having a trusted team of subject matter experts is invaluable. Studyportals' team of experts provides an outsider's perspective on how an institution may achieve its enrolments goals.

A uniquely diverse group

of students

Promotion via Studyportals resulted in 566 enrolled students from **30 countries**, such as Ecuador, Nepal, Tanzania, Greece, Kuwait, and the United Arab Emirates.



As the semesters and academic years have gone on, we've started to see a growth in enrolments from countries that I know that we have not once stepped foot in to recruit from.



6

Get in touch

Increase brand awareness

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

Capture student interest, diversify

Have informed and interested students referred to your university and programme landing pages and capture requests for additional information.

Convert interest into enrolments

Track the full student journey, measure the ROI of your digital campaign, reduce your risk and scale your result.

Let Studyportals help your institution excel in student diversification!

Let's talk!

hello@studyportals.com



9 portals



50M unique visitors every year



839,000 international enrolments



3,610 participating institutions



204,000+ programmes listed



Multiple levels of education



Geographic detail at city-level



Monthly data updates



studyportals

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

hello@studyportals.com