


STUDY GROUP ANSWERS UNIVERSITY'S NEEDS


As Florida's most diverse public university, **Florida Atlantic University** wants to continue its legacy by bringing more international students to campus.

FAU administrators saw the need to partner with a company that understands the international recruitment industry. They found their answer in Study Group.

With Study Group's global perspective and FAU's collaboration, the parties delivered a clear value proposition focused on quality academic programs, access to internships and job opportunities, ideal location, and an accessible price point.

 **Dr. Russ Ivy, FAU Vice Provost, said, "From the early conversations, it was clear that Study Group had done a tremendous amount of homework on us and even had conversations in market about the visibility of FAU and our programs."**

Study Group was well-positioned to address FAU's institutional needs by providing a data-driven approach to international student recruitment.

 **Alex Marston, Study Group VP of Partnerships North America, said, "Our work began well before signing the contract with FAU. We established a trusting, transparent working relationship across multiple functions from both parties, frequently connecting on specific recruitment and admissions topics. That early collaboration helped both FAU and Study Group to understand each other's needs and processes."**

STUDY GROUP RECRUITED 30% OF THE INTERNATIONAL STUDENT COHORT FOR FALL 2022 AND SPRING 2023 AT FAU. BECAUSE OF THE PARTNERSHIP, FAU'S INTERNATIONAL STUDENT POPULATION GREW BY:

 **23.4%**
IN FALL 2022 COMPARED TO FALL 2021

 **42.2%**
IN SPRING 2023 COMPARED TO SPRING 2022



Expectations and expertise

With a willingness to collaborate, an understanding of the international market, and data-driven insights, FAU and Study Group drove a positive launch and set up a partnership that is ready to accommodate large-scale growth, thus achieving each parties' goals for international student recruitment.

To do this, Study Group and FAU worked together to **set the expectations of the partnership:**

- **FAU recognized that Study Group is an expert in international education** with more than 25 years' experience in international recruitment.
- **FAU openly engaged in detailed, deep conversations about their strengths as an institution** and how those could translate to attract international students.
- **Study Group conducted a competitor analysis**, evaluating the FAU proposition against an identified list of competitors, as well as the positioning of FAU's offerings within the market. This analysis informed the go-to-market strategy alongside product recommendations and the projected impact of FAU in the marketplace.
- **Study Group brought feedback to FAU** about the market's perception of the university, and FAU eagerly discussed options to be more competitive.
- **Study Group provided data-driven forecasts for intakes**, setting the expectation for a conservative and achievable launch, with the caveat that ongoing market feedback would inform future pipeline results.

“According to Dr. Ivy, “Study Group puts a great deal of effort on the front end, trying to iron out every potential issue that might come up and potentially cause frustration down the road for students. I have tremendous confidence in our relationship. Our launch was planned out meticulously.”

Transparency and Trust

Deep trust, collaboration, and asset sharing helped to launch the partnership to market on schedule. With weekly meetings and multiple touchpoints, transparency remained at the top of mind as team members defined the needs, project plan, and milestones necessary to deliver the FAU products to market.

Admissions

Study Group's Admissions team established the needs early on, making requests and providing examples to define the needs, including country-by-country specifics, sample credential evaluations, and standardized operating procedures. FAU responded with well-informed decisions and support.

Marketing

With Study Group's insights into the customer markets and FAU's clear value proposition, the Marketing team established and launched a go-to-market plan that focused on the education agent channel. FAU's firmly established brand allowed Study Group to differentiate FAU against other U.S. universities, going beyond the traditional messaging while utilizing shared assets.

Sales

Because of the collaboration and trust between Study Group and FAU, the teams were able to set the stage for excitement in the marketplace. In the weeks up to and during the launch, Study Group team members.

- **Met with key agents** to share the FAU value proposition
- **Drove a large-scale rollout**, including press conferences and media coverage
- **Hosted external launch events** in market

As international students responded with overwhelming interest in the FAU value proposition, FAU and Study Group acted quickly to meet the demand, recognizing that the growing pipeline would require additional Admissions support. Both parties invested in human capital and worked to remove barriers expected with a large recruitment pipeline. FAU's employee is solely responsible for Study Group's recruitment pipeline from an FAU standpoint, and Study Group's new Admissions hire is in the Boca Raton area, which gives him access to the university campus as necessary.

“From the beginning, FAU was an open book with us. They shared collateral to help us deliver a full suite of materials on a short turnaround. They also welcomed us to campus three times within three months of contract signing to get a first-hand perspective of the campus, facilities, and student experiences at FAU,” said Adam Copeland, Study Group Product Director.



Evolving to Meet the Market Demands

With a short launch timeline – less than eight months from partnership announcement to semester start date – the partnership achieved a successful Year 1, with the first intake exceeding the original goal for recruitment.

Now in its second year of partnership, the FAU-Study Group relationship continues to grow, with expansion into new product offerings and growth into new customer markets. FAU and Study Group attribute this growth to a positive, well-designed launch with these attributes:

- A university that **understands the international market landscape**
- A private company with **market intelligence, data-driven insights**, and more than 25 years of industry experience
- A **clear set of expectations** with shared goals
- A **trust in each other's expertise and advice.**



PULL UP BANNERS



Dr. Ivy said, “Despite launching in the middle of a recruitment cycle, our first intake was much higher than we expected, largely due to the strategic way that Study Group approached our launch. They had done enough research to understand where our quick wins would be both geographically and programmatically.

“It has been easy to get other academic units of the university interested in Study Group due to the successful volume of high-quality recruits in the first intake for our college of engineering and computer science as well as the knowledge across campus that admission processes were smooth with limited challenges. Study Group has quickly developed trust among the academic units, who are knocking at my door wanting to participate.”

PRINTED MATERIAL inc. BROCHURES AND FLYERS

SOCIAL GRAPHICS



Study Group will support your university's international student recruitment goals, just like we have at Florida Atlantic University.

email americas@studygroup.com
visit studygroup.com

