

THE POWER OF PARTNERSHIP

Florida Atlantic University knew that a partnership with Study Group would enhance diversity and boost student retention rates. Here's how they did it together.

When Florida Atlantic made the decision to collaborate with Study Group, they entered into a partnership that would drive real results.

With Study Group's global perspective and data-driven approach to international student recruitment, combined with Florida Atlantic's shared vision, 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. Study Group was well-positioned to address Florida Atlantic's institutional needs by leveraging its extensive network of international agents and partners, as well as its robust marketing and outreach strategies, to align with Florida Atlantic's strengths and goals.

Following the initial success of launch and as the partnership develops, dynamic achievements continue to be celebrated.

STUDY GROUP
RECRUITED

↑ 65%

OF THE INTERNATIONAL
STUDENT COHORT FOR
FALL 2023 AT FLORIDA
ATLANTIC.

BECAUSE OF THE
PARTNERSHIP,
FLORIDA ATLANTIC'S
INTERNATIONAL
STUDENT POPULATION
HAS GROWN BY

↑ 98%

SINCE FALL 2021.

 **Dr. Russ Ivy, Florida Atlantic University**

Interim Provost, said, "From the early conversations, Study Group put a great deal of effort on the front end, despite launching in the middle of a recruitment cycle, and our first intake was much higher than we expected, with a successful volume of high-quality recruits. Now, as the partnership continues to evolve, we are seeing pockets of success as Study Group and Florida Atlantic find new ways to collaborate."

With a willingness to collaborate, an understanding of the international market, and data-driven insights, Florida Atlantic and Study Group drove a positive launch and set up a partnership that is ready to accommodate large-scale growth.

 "From the beginning, Florida Atlantic 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," **said Adam Copeland, Study Group Product Director.**



Open dialog from the very start

The partnership that has existed between Study Group and Florida Atlantic since launch in 2021 is one that continues to be well-equipped for large-scale growth, in keeping with Florida Atlantic's vision of propelling itself to the forefront of innovation and scholarship. In order to launch successfully, they worked together to set the expectations of the partnership:

- **Florida Atlantic recognized that Study Group is an expert in international education** with more than 25 years' experience in international recruitment.
- **Florida Atlantic 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** to inform the go-to-market strategy alongside product recommendations and the projected impact of Florida Atlantic in the market. They also brought feedback as to how 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, "The real focus that we have been able to give to strategies to enhance conversion rates and reduce transfer-outs across the student journey has been incredibly valuable, and it shows in the results."

It's been fantastic to be able to share knowledge while leaning on Study Group's expertise in this specialist area. The entire story is testament to the level of trust between our two institutions."

Transparency and Trust

Deep trust, collaboration, and asset sharing is at the heart of the partnership. With weekly meetings and multiple touchpoints, transparency remains at the top of mind when defining needs, project plans and milestones necessary to drive success.

Admissions

Study Group's Admissions team supports Florida Atlantic with end-to-end application processing. Their expert team of over 250 admissions specialists, together with investment from both parties in human capital and a commitment to removing barriers expected with a large recruitment pipeline, allows for an increase in "right-fit" students and greater retention.

Marketing

With Study Group's key insights into the customer markets and Florida Atlantic's clear value proposition, the Marketing team is able to differentiate Florida Atlantic against other U.S. universities. This enabled them to go beyond more traditional-style messaging while utilizing shared assets. What's more, Florida Atlantic has access to Study Group's network of 3,000 agents, enabling continuing diversification and brand visibility.

Sales

Because of the collaboration and trust between Study Group and Florida Atlantic, recruitment teams continue to drive excitement in the marketplace. Study Group team members regularly share the Florida Atlantic value proposition with key agents. In 2023, Study Group strategically pivoted to spotlight in-market engagement, facilitating 6 visits to key source countries for Florida Atlantic staff, and bringing agents to the campus for familiarization, allowing for a more authoritative and informed story to be shared with prospective international students.

Changing tides

The shared partnership responsibility to adapt and navigate changes will ensure that together, Study Group and Florida Atlantic will continue to drive success while looking towards the Fall 2024 intake. A critical issue across international student recruitment is the need to improve conversion rates throughout the student journey, particularly concerning the rising trend of transfer-outs. Study Group has spent the last two years working closely with Florida Atlantic to build out strategies that enhance conversion rates, which have led to significant improvements in transfer-out rates, with the university seeing a 50% reduction, down to a 4% rate for the Spring 2024 intake.



Evolving to meet changing demands

Florida Atlantic and Study Group credit the continued growth of the partnership to the following attributes:

- A university that understands the international market landscape
- A partner provider 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.

Alex Marston, Study Group VP of Partnerships North America, said, "The transparent working relationship across multiple functions from both parties allows us to connect frequently on specific recruitment and admissions topics. That's enabled us to drive real impact."

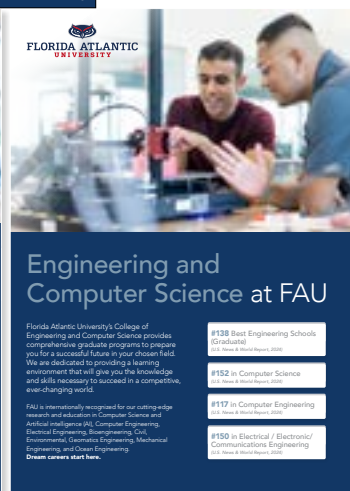
BETWEEN THE 2022-23 AND 2023-24 ACADEMIC YEARS, THE PARTNERSHIPS WITH STUDY GROUP ENABLED

➤ **54%**
MORE APPLICATIONS

➤ **117%**
MORE CONFIRMATIONS

➤ **75%**
MORE ENROLLMENTS OF STUDY GROUP RECRUITED INTERNATIONAL STUDENTS

PRINTED MATERIAL inc. BROCHURES AND FLYERS



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

Let's create your success story together.

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