

THE POWER OF PARTNERSHIP

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

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

Study Group's expert, data-driven approach to international student recruitment and Florida Atlantic's global vision deliver a clear value proposition: 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.

“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 large volume of high-quality recruits. Now, as the partnership continues to evolve, we are seeing success as Study Group and Florida Atlantic find new ways to collaborate.”

Dr. Russ Ivy
Interim Provost and Vice President for Academic Affairs,
Florida Atlantic University

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.”

Alex Marston
Managing Director, North America, Study Group

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

STUDY GROUP
RECRUITED

↑ 56%

OF THE INTERNATIONAL
STUDENT COHORT
FOR SPRING 2025 AT
FLORIDA ATLANTIC.

FLORIDA ATLANTIC'S
INTERNATIONAL
STUDENT POPULATION
HAS GROWN BY

↑ 105%

SINCE FALL 2022.



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 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.

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 differentiates Florida Atlantic against other U.S. universities. This enables 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

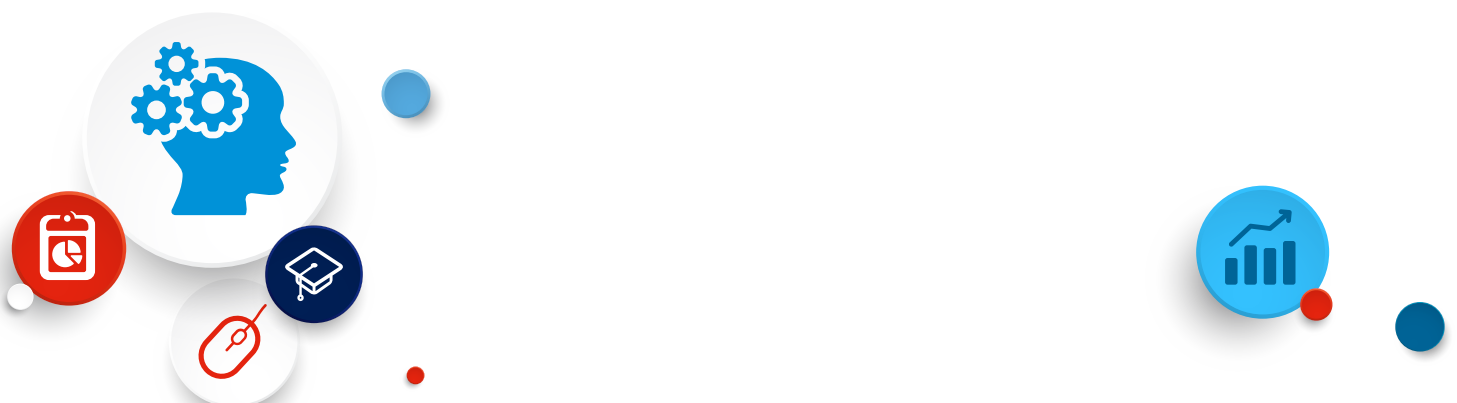
With collaboration and trust, recruitment teams continue to drive excitement in the marketplace. Study Group team members regularly share the Florida Atlantic value proposition with key agents. Study Group focuses on strategic in-market engagement for Florida Atlantic faculty and admissions team members, connecting them with recruitment agents and prospective students at events and one-to-one meetings. Additionally, Study Group brings agents to campus where Florida Atlantic staff share the university's unique and informed story during familiarization tours.



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."

Dr. Russ Ivy




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 2025-2026 intakes. A critical issue across international student recruitment is the need to improve conversion rates throughout the student journey, with an industry-wide increase in visa rejections and a rising trend of transfer-outs. Study Group and Florida Atlantic continue to build out strategies to improve conversion rates, ranging from enhanced visa interview preparation to changes in commitment fees.

Evolving to meet changing demands

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

- An R1 research 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.

 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."

Alex Marston

SINCE THE PARTNERSHIP BEGAN,
STUDY GROUP HAS BROUGHT
MORE THAN

 1000

NEW INTERNATIONAL STUDENTS
TO FLORIDA ATLANTIC



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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