The City University of New York

A Success Story

How WooStudy Helped CUNY:

- Cut Down Recruitment Costs
- Automate Student Engagement
- Create Digital Program Offerings
- Attract Talented Diverse Students

Automating Student Acquisition and engagement while attracting the best potential students.

CUNY THE CITY UNIVERSITY OF NEW YORK

WooStudy

> "Woostudy is a great platform because it allows people from across the US to connect with a university with the click of a button which is much less time consuming compared to the normal application process".

About City University of New York:
The City University of New York is the country's largest urban public university, a transformative engine of social mobility and a vital part of the city's academic lifeblood.

CUNY was founded in 1847 as the country's first free public institution of higher education and now comprises 25 campuses scattered across New York City's five boroughs, serves 275,000 degree-seeking students of all ages and gives 55,000 degrees each year.

The City University of New York, for many reasons, can be summed up in a single word: opportunity. Providing quality, accessible education, regardless of background or means, has been CUNY's mission since 1847.

Student Recruitment & Acquisition
The City University of New York was looking for active and qualified student prospects. In addition, they wanted real-time engagement from potential students on CUNY's online and in-person programs.

Increase Student Engagement
Furthermore, CUNY was looking to automate student engagement and reduce costs. The current pandemic caused an increased interest in online education, and CUNY wanted to utilize this opportunity and also wanted to stay up-to-date with Generation Z through targeted social media campaigns.

Digitize Courses & Programs
In order to reach a wider global audience and increase engagement on non-credited programs from qualified and talented student recruits, Cuny wanted to convert credited and non-credited programs and courses to online digitized offerings.

CUNY was looking for overall automation of academic interaction and acquisition with program digitization!

▶ Solutions By WooStudy:

WooStudy's team worked on comprehensive AI-backed solutions custom-designed to target CUNY concerns.

In our first pilot with CUNY, we spent only $400 to attract 1,800 students to log on to our system.

WooStudy's platform successfully matched over 400 completed whole student profiles through our AI-enabled matching feature. Of these students, 80 further self-selected a match with CUNY, producing leads to the school immediately.

We accomplished all of this without having the City University of New York do any manual work or spend resources.

We utilized relevance targeting to match students. Through contacting students via content relevant to their position along the recruitment funnel, the conversion rate went up to 73%.

By utilizing AI base automation and conversion-driven chatbots, we magnified the global outreach of CUNY, yielding talented recruits from diverse backgrounds.

▶ Effective Results:

The implementation of WooStudy's automated solutions yielded terrific results.

WooStudy helped the City of New York University (CUNY) successfully automate student recruitment, accomplish cost-cutting, increase efficiency, and save resources.

▶ The main three objectives of CUNY accomplished by WooStudy were as follows:

1 First, the University was looking for active and qualified potential recruits and wanted real-time engagement with likely students with CUNY's offline and online programs. WooStudy successfully implemented this through target content and marketing.

2 CUNY aimed to automate student engagement and successfully target Generation-Z on a global scale. This was achieved through the utilization of AI-based conversion-driven chatbots.

3 The University was looking to convert existing and new non-credited programs to online courses to target the global audience looking for digital mediums to study. WooStudy completed this objective by creating an online platform where all the course offerings by the university were digitized.

WooStudy One-Stop Academic Solution:

Our platform is a socially active higher-ed community builder.

We help schools connect with the most talented students worldwide through automation, artificial intelligence, and big data. WooStudy is designed for marketing programs and courses on a global scale.

WooStudy's platform's socially active community builder helps establish an automated marketplace for schools, students, and educators. Through it, students, teachers, and other academic personnel can engage proactively.

WooStudy stands out in the global education sector due to having over 80% of Newly Discovered Colleges & Universities.

The global ed-tech platform allows students to avail various academic offerings from universities and educators. As well as, enables automated marketing of educational offerings for schools looking to stay relevant and up to date in the world of academia.

Nine out of ten students claimed WooStudy helped them decide the perfect school to search for the University of their dreams.

Great Higher Ed Institutions rock their recruitment processes with WooStudy.

Be a part of WooStudy's early-bird partner program offer and avail the following benefits:

- Free of Cost Lead Generation for one month
- Featured School Exclusive Benefits for one year
- No Monthly Subscription Cost for one year

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