



# College Connection

NEWSLETTER

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## How can colleges break through the clutter?

Studies show that college-bound students and their parents want more opportunities to connect with colleges, but the typical college outreach only asks students to visit campus or apply. One way to make your outreach stand out is to **integrate expert presentations into your communication calendar**.

Presentation topics can range from financial aid and essay writing to student life and choosing a college. Here's how it works:

- Schedule a live chat sessions after expert presentations at CollegeWeekLive that will appeal to an audience you want to reach.
- Invite students to attend the expert presentation and then chat with your team afterwards.

For example, on March 14th **the College Board is hosting 4 hours of live video** for traditionally underrepresented students in CollegeWeekLive AlwaysON. Each presentation will be **hosted in English and Spanish**. Your college could invite students to attend and be available to chat as well. [Click here](#) for the full calendar of events and programming.

Because these messages **highlight topics that students need help with**, it's going to grab their attention more than the typical emails they receive from colleges.

In additional to increasing engagement, this approach strengthens relationships with students by making colleges more accessible and a resource for navigating the process.

## Institutions of the Big 10

The institutions of the big ten are **hosting a virtual college fair today**, at CollegeWeekLive.

Does your conference have its own virtual college fair?

[Contact us](#) to learn more.

## College Board Presentations

We've partnered with the College Board to host **programming for traditionally underrepresented students** throughout the spring: March 14, April 16, and May 2.

In addition to offering **expert presentations in both English and Spanish**, the events offer students the opportunity to connect with colleges they can't visit in-person.

[Contact us](#) to learn more.

## Kentucky Transfer Madness

[Watch this press conference](#), where the Governor of Kentucky announces the groundbreaking, state-wide, transfer event they are hosting with CollegeWeekLive.

[Watch Now](#)

## International Update

There were **102% more college visits** at last week's international event and that's just the beginning!  
International students will continue to

Contact your account manager, Brooke Park, at [brooke@collegeweeklive.com](mailto:brooke@collegeweeklive.com) to discuss ways you can leverage CollegeWeekLive programming to reach targeted audiences.

meet online with colleges at CollegeWeekLive throughout the spring and at our Asia Day event on May 15th.

[Contact us](#) to learn more