

Vidyo for Student Recruitment

What are Your Needs?

- Do you want to attract a large, well-qualified pool of student applicants?
- Would you like to create a student pipeline with K-12 districts and community colleges?
- Do you feel that students need to know more about admissions processes?
- Do you have resources in place to help address potential student concerns such as costs associated with earning a degree?
- Can you connect students with a virtual campus visit?



In modern society, the need for students to pursue higher education is greater than ever. However, high-quality but lesser known schools may not be on students' radar. Or their tuition fees or distance from students' home towns may create a perception that they are out of reach. At the same time, many students struggle to navigate the sometimes complex steps and requirements to find and apply to schools best-suited to their academic goals and financial resources.

At Issue

The need to expose as many students as possible to the benefits of attending your university or college

The need to inform students on the application process

The need to inform students and parents on the financial aid options available

The need to build networks that will provide student-to-student and student-to-instructor support to insure a successful transition

The Vidyo Solution

Most students want as much information as possible about a given school prior to applying. Some students are able to physically visit many campuses, but some are unable to travel. Vidyo can connect potential applicants to virtual campus visits so students can see the facilities and visit with existing students.

The college application process can be intimidating. College and universities can provide frequent interactive workshops for students, teachers, and parents on best practices for applying to their school over Vidyo.

Financing a higher education is a big challenge for many families. Colleges and universities can use Vidyo to provide regular financial aid seminars to large numbers of students and their families. No special-purpose equipment or rooms are required, presenters can share information and conduct interactive Q&A with student families, equipping them to make informed decisions on their tuition financing options.

High school students are more likely to succeed at a college with which they have established familiarity and a sense of connection. Offering dual-credit courses taught by college professors while students are in high school can help. Courses can be offered remotely via Vidyo, providing face-to-face interaction and relationship-building opportunities for high schoolers with professors and college students. Vidyo can also be a platform for mentoring and leadership development programs.

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