



FAST FACTS

Name: Kari Alldredge

Role: Admissions Director

Institution: University of Tennessee in Knoxville, TN

Challenge: Finding new ways to accomplish growth goals and diversify applicant pool.

Solution: Partnering with Chegg Enrollment Services; Chegg has become the school's primary source for leads.

Results: "Excellent results" already exceeded last year's totals for freshmen applications; "a wise and effective shift."

CONTACT:

Gil Rogers, Director of Marketing & Enrollment Insights, Chegg Enrollment Services
gil@chegg.com
860.990.2745

A Wise and Effective Strategic Shift

An Admissions Director looking for a powerful partner decides to flip the admissions model using Chegg as a primary source—and it is paying off nicely.



Kari Alldredge is the Admissions

Director at the University of Tennessee in Knoxville. "I'm still relatively new in my role," she comments, "and I am definitely looking at ways we can best accomplish new goals and a vision for where we are going. We identified Chegg early on as a major partner in those efforts." The university has about 21,500 undergraduate students and is looking to grow enrollment. "Chegg is a piece of that strategy," says Alldredge.

Improved ability. *At the UT Knoxville, Kari Alldredge has discovered the power of Chegg Enrollment Services as they decided to make Chegg the school's primary source for leads — and it is working.*

Helping to Meet Goals

In addition to generating more applications for admissions, the school is seeking to increase racial, ethnic, socioeconomic and geographic

diversity. "Over the last ten years, UT has been heavily in-state," Alldredge observes. "Chegg is doing a great job of supporting our diversity goals. They see themselves as a partner, and we are constantly in contact with them to improve our ability to generate leads, cultivate prospects, and bolster leads in our system. They are an extension of our team, and are truly invested in helping us achieve our goals. They played a key role last year in helping us bring in a record number of applications."

Alldredge's search strategy is squarely aimed at attracting the right students – those who are a great fit for UT. "Chegg enables us to identify who those students are. They've helped us extend our reach. We have a strong presence in Tennessee," she notes, "and now we are able to reach students in other states and start building our brand. That's a challenge where Chegg is really proving its value."

<http://edu.chegg.com/>

Save time. Save money. Recruit smarter.

“They ‘get’ what makes our program special and how to reach the individuals who are the best match for what we have to offer.”

—Kari Alldredge, Admissions Director, University of Tennessee, Knoxville, TN



Burning bright. *Using Chegg, UT Knoxville remains steadfast in their efforts at building strong classes and attracting the very students they want.*

The traditional model at The University of Tennessee had been that the school’s largest pool of applicants — the top of the funnel — was drawn from names associated with qualifying SAT and ACT scores. “After that, we would have looked at secondary or third sources for leads,” Alldredge explains, “and these would have included names provided by our Chegg partner. Now, we have taken that model and flipped it. Chegg has actually become our *primary* source for leads. That speaks directly to the power of Chegg to attract the very students that we want to bring to our school. For that reason, our largest investment in our search strategy is with Chegg, and we now supplement that with ACT and SAT names.”

Producing Excellent Results

According to Alldredge, the new strategy made possible by the quality of leads originated through Chegg, is producing excellent results. “This is our first year working with the revised model, and we have already exceeded last year’s total as far as freshmen applications. We are pleased to be building another strong class. Unquestionably, the move to this new strategy has been a wise and effective shift.

“Chegg has a platform that is quite broad,” says Alldredge. “When we looked at the success of the leads — the student names that we were actually getting — and the conversion and yield on those leads, we knew

we were on to something very worthwhile. The results are compelling enough to want to make us strengthen our partnership with them to an even greater degree.”

A Partner that Understands

“I find it very exciting to realize that we have a partner that understands recruitment and admissions,” says Alldredge. What makes them so good is that “they don’t just understand the principles in a general way. They ‘get’ what makes our program special and how to reach the individuals who are the best match for what we have to offer. There are a lot of lead generators out there and a lot of companies that tell you they can help you reach your goals. But Chegg is as invested in the process and our goals as we are. In my mind, that’s what sets them apart.”

How does Alldredge feel about recommending Chegg to others? “One of the keys to being a successful enrollment manager is making data-driven decisions,” she says. “You have to be able to make both the quantitative and qualitative decisions that are based on research. Chegg rose to the top when we looked at the success and effectiveness of our lead and search strategy. So it was a pretty easy decision for us. The effectiveness of Chegg leads — and also their broader services — makes them a powerful partner.” ■

FINDING THE RIGHT MATCH

Chegg Enrollment Services allows you to:

- ☑ reach prospective students wherever they are doing their college search online.
- ☑ reach 8/10 students researching schools across the web
- ☑ fill your entire class at a fraction of the cost of traditional methods.

<http://edu.chegg.com/>

Save time. Save money. Recruit smarter.