

THE GUIDE TO **FUTURE-PROOFING** YOUR ADMISSIONS PROCESS

HOW TOP SCHOOLS ARE ADAPTING TO
MODERN ADMISSIONS BY BALANCING THE
TRADITIONAL WITH NEW TECHNOLOGY



Kira Talent



This guide was crafted by Kira Talent to support schools as they transform their admissions process.

Kira works with more than 1100 programs worldwide to build applicant-first assessments that help schools identify and select their best-fit students.

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THE GUIDE TO FUTURE-PROOFING YOUR ADMISSIONS PROCESS

After a decade of slow growth, the COVID-19 pandemic brought large-scale change to higher education admissions in a very short period of time. Although the forced shift to virtual admissions didn't come without challenges, the positive impacts inherent to a digital process are giving admissions teams several reasons to keep them around long-term.



Evolving admissions processes have correlated with significant growth in Diversity, Equity and Inclusion (DEI) for both applications and enrollment.

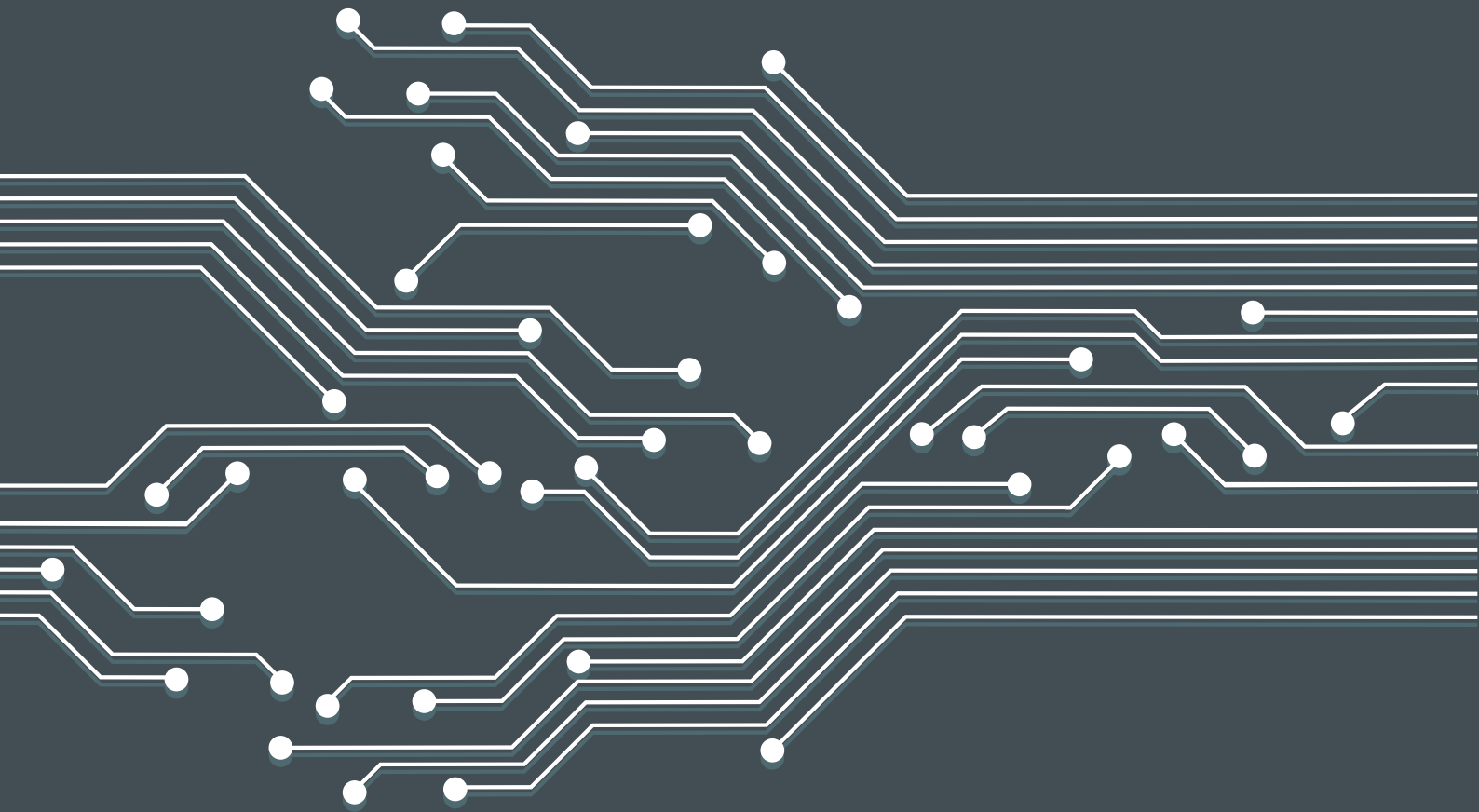
Increased accessibility and investment in holistic assessment have inspired more first-generation, low income and ethnically diverse students than ever to apply to colleges and universities. Across the United States between 2020 and 2021, schools saw a 20% increase in applications from first-generation students and a 24% increase in applications from racially and ethnically underrepresented students.

Behind the scenes, admissions teams learned how to leverage purpose-built technology to bring fresh insights, as well as to enhance their existing processes, saving them hours of administrative work.

And while some mourn the loss of pre-pandemic processes, leading schools have found ways of melding tech with tradition to pave a new path forward in admissions.

Whether it's a campus tour that makes an applicant fall in love with a school, or a discussion with a current student that sells them on a program, a few adjustments can help future-proof these time-honoured components for a new generation of applicants.

Discover where top schools are taking advantage of the new normal with three tech solutions to enhance the admissions process, and what pieces they're adapting to suit modern admissions with two traditional components to keep around.



3

TECH SOLUTIONS TO
ENHANCE YOUR PROCESS

1. CONDUCTING INTERVIEWS ONLINE



Reduces cost and travel barriers, and increases accessibility



Supports a more attractive admissions process for international and out-of-area applicants



Increases efficiency for admissions teams

1. CONDUCTING INTERVIEWS ONLINE

The virtual interview is a cornerstone of the modern admissions process.

As applicants often apply to more than one school, the travel and time costs associated with in-person interviews quickly add up – putting admissions out of reach for many hopeful students.

By removing those barriers, virtual interviewing can make your admissions process more accessible to a wider range of applicants, both at home and abroad.

“I didn’t have to look far to find applicants who were pro-virtual interviews,”

shared journalist Eric Krebs. Researching the costs associated with medical school applications and interviews, and the barriers that they present for many applicants, Krebs found that 51% of American medical students come from the wealthiest 20% of households, with 24% coming from the top 5% alone.

1.CONDUCTING INTERVIEWS ONLINE

Behind the scenes, virtual interviews have also brought significant benefits to the admissions process.

By helping streamline repetitive tasks and increase efficiency, virtual interviews enable admissions teams to spend more time nurturing top applicants.

Discover how these schools are investing in virtual interviewing processes that are powering a new era of accessible admissions.

Click on a logo to learn more





1. CONDUCTING INTERVIEWS ONLINE

THE UNIVERSITY OF NEVADA,
LAS VEGAS GRADUATE COLLEGE

UNLV USES VIRTUAL INTERVIEWING TO ENROLL A MORE DIVERSE COHORT

Highlights:

- Increased cohort diversity by over 11%
- Reduced time and cost barriers associated with interviewing
- Created an efficient and scalable interviewing process for a small team of four

CHALLENGE:

In 2014, the University of Nevada, Las Vegas (UNLV) Graduate College took on the task of incorporating holistic practices into the admissions process of 150 graduate programs with approximately 6,000 yearly applicants.

As a small team of only one recruitment specialist and three admissions professionals, they needed a method of interviewing that would provide the insight they needed without overwhelming the team.

A photograph of a UNLV campus scene. In the foreground, there are two vertical banners on poles, both featuring the UNLV logo in white on a red background. The banners are positioned in front of a modern building with large glass windows. There are trees and a palm tree visible in the background. The scene is brightly lit, suggesting daytime.

1. CONDUCTING INTERVIEWS ONLINE

**THE UNIVERSITY OF NEVADA,
LAS VEGAS GRADUATE COLLEGE**

SOLUTION:

Starting with the Doctor of Physical Therapy (DPT) Program, the university transitioned from on-campus interviews to an Asynchronous Assessment in Kira Talent. Through timed video and timed written questions, UNLV enabled each of their programs to improve the applicant experience and reduce cost and travel barriers.

RESULTS:

"In 2014, around 33% of our graduate students identified as minority students," shared Kara Wada, the Assistant Dean of Admissions & Enrollment Management at UNLV. "Since starting with Kira, we're up more than 11% with 44.9% of our enrolled graduate students identifying as minorities."

[Read their story](#)



1. CONDUCTING INTERVIEWS ONLINE

THE UNIVERSITY OF WASHINGTON,
FOSTER SCHOOL OF BUSINESS

FOSTER SCHOOL OF BUSINESS ENGAGES WITH TOP APPLICANTS EARLIER

Highlights:

- Saved time by streamlining the interview process
- Gained a competitive advantage by engaging with top applicants earlier
- Enrolled stronger cohorts by assessing key employability traits

CHALLENGE:

Located in the vibrant seaside city of Seattle, the Foster School of Business at the University of Washington has become a hot attraction for MBA applicants worldwide.

Three years ago, the MBA program saw an unprecedented 74% bump in applicant volume – a volume that has stayed consistent ever since.

With a significant increase in applicants needing to be reviewed, but without significantly more resources, the school needed a way to assess applicants prior to their live interview in order to ensure that they were moving the right applicants on to the interview stage.



1. CONDUCTING INTERVIEWS ONLINE

THE UNIVERSITY OF WASHINGTON, FOSTER SCHOOL OF BUSINESS

SOLUTION:

Foster decided to add an extra step in their admissions process and have all applicants complete an Asynchronous Assessment with Kira Talent.

The timed-video assessment allows the MBA team to better screen applicants prior to their real-time admissions interview. Where the team used to coordinate live interviews with up to 65% of applicants, they're now able to make better-informed decisions earlier in the process, saving their limited time to connect with closer to 45% of applicants in real-time interviews.

RESULTS:

Foster has observed an increase in leadership abilities and participation across all students, but especially amongst admitted international students.

"Kira is helping us interview the right candidates," explained Erin Town, the Director of Admissions for Foster's Full-time MBA.

Now that they're able to focus their efforts, the MBA program has become far more efficient in their admissions process, enabling them to send offers out to top applicants earlier.

[Read their story](#)

QUEEN'S UNIVERSITY PRIORITIZES APPLICANT AND REVIEWER EXPERIENCE

Highlights:

- Seamlessly conducted their MMI online
- Enhanced marketing opportunities for the program
- Received high praise from applicants on the personalization of the interviewing process

CHALLENGE:

"Even before the pandemic, there was a push within the School of Medicine to transition to virtual," explained Dr. Eric Prost MD, FRCPC, an Assistant Professor at Queen's School of Medicine.

"The travel cost related to in-person interviews, both in terms of the effect on the environment as well as the financial cost to applicants, was something we were keen to address in our process."

In order to make it happen efficiently and effectively, the school needed a platform that could provide hands-on support behind the scenes, as well as opportunities for the admissions team to market the program.

A photograph of a large, multi-story stone building with a prominent tower and arched windows, partially covered in green ivy. The building is set against a clear blue sky with some trees in the foreground.

1. CONDUCTING INTERVIEWS ONLINE

QUEEN'S UNIVERSITY, SCHOOL OF MEDICINE

SOLUTION:

In conjunction with their traditional written application components, Queen's had applicants complete a timed video and timed written assessment, as well as an MMI in Kira Talent. The school's dedicated Kira Success Manager helped the admissions team design, build, and run both components, providing hands-on support for applicants and reviewers.

By incorporating custom, pre-recorded videos into the Kira platform, Queen's was able to showcase not only views of campus, but the personalities and spirit of the faculty and residents' group.

RESULTS:

The virtual interview mirrored our traditional MMI and did a great job of recreating the process," shared Dr. Susan Ilkov-Moor MD, FRCPC, an Assistant Professor at Queen's School of Medicine.

"We got feedback from an incoming student that they loved the opening video we had with Dr. Prost introducing the program" added Dr. Ahila Vithiananthan BHSc. Hons., MD, a current psychiatry resident at Queen's School of Medicine. "They also specifically commented on the quality of questions that Queen's asked in the Asynchronous Assessment and the MMI, compared to some other programs."

[Read their story](#)

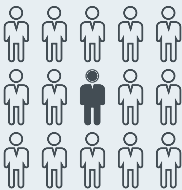
2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS



Helps your team identify more qualified applicants



Provides grounds for more defensible admissions decisions



Helps your school stand out from the crowd

2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

The rise of test-optional policies has led to an increasing need for soft skills assessments in the modern admissions process.

Although traditional methods of GPA cutoffs and test-score thresholds have been shown to be only marginally effective in identifying applicant potential, they do provide a data point on which to differentiate top applicants from a field of submissions.

Whether or not standardized testing makes a come-back in the long term, leading schools will need to rely on more holistic data to support defensible admissions decisions.

2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

Adding a soft skills assessment can not only provide insight into an applicant's cognitive and non-cognitive skills, it can also help admissions teams increase their applicant yield by identifying hidden gems within their own applicant pool.

Discover how schools are adding valuable applicant insights to their admissions decisions by using virtual assessments to evaluate applicant soft skills and character traits.

Click on a logo to learn more





2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

THE UNIVERSITY OF DETROIT MERCY,
SCHOOL OF DENTISTRY

DETROIT MERCY GAINS A COMPREHENSIVE VIEW OF APPLICANTS WITH MORE INSIGHTFUL DATA

Highlights:

- Achieved an over 99% interview completion rate
- Supported more defensible admissions decisions
- Identified and enrolled well-rounded and successful future dentists

CHALLENGE:

For many years, the University of Detroit Mercy School of Dentistry relied on cognitive variables and an in-person interview to assess and admit students. But as these cohorts progressed through the program and landed on the clinic floor in their third and fourth years, the school noticed that while students were academically very strong, several were missing the mark with their interpersonal skills.

“We knew we needed more data points beyond just the cognitive variables in order to make better admissions decisions,” shared Dr. Steven Chang, the Director of Admissions at Detroit Mercy Dental.



2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

THE UNIVERSITY OF DETROIT MERCY, SCHOOL OF DENTISTRY

SOLUTION:

Since 2016, Detroit Mercy Dental has used Kira Talent to add new depth to the school's admissions process. Receiving over 2000 applications per cycle, the Detroit Mercy Dental admissions team invites up to 85% of its applicants to complete both a Kira assessment and a face-to-face interview.

"We keep the GPA and DAT scores hidden until after the live interview, in order to reduce the potential for Halo bias," explained Dr. Chang. "We want to create a level playing field and ensure that we're really measuring something different through these interviews."

Through the timed written and timed video responses of a Kira assessment, reviewers get an authentic picture of who applicants are off the page. "Not all students have to have a 4.0 GPA," shared Dr. Chang. "Their soft skills are far better indicators of how successful they will be as a healthcare provider and ultimately our goal is to graduate the best dentists."



2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

THE UNIVERSITY OF DETROIT MERCY, SCHOOL OF DENTISTRY

RESULTS:

Since implementing their Kira assessment, Detroit Mercy has not only seen an increase in applications, they've also had over 99% of applicants complete their assessment and interview.

“Applicants jump at the chance to express who they are as a candidate,” shared Dr. Chang. “With Kira, we’ve found that there are so many candidates who didn’t have the greatest cognitive score on their application, but when we look at their Kira scores and their interview scores they’re exceeding expectations.”

“These are the candidates who the faculty are excited to teach,” he continued. “They’re excited to mould them and help them become great dentists because they can see that they have great potential.”

[Read their story](#)



2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

**NOTRE DAME UNIVERSITY,
MENDOZA COLLEGE OF BUSINESS**

MENDOZA COLLEGE OF BUSINESS FINDS HIDDEN GEMS IN THEIR APPLICANT POOL

Highlights:

- Helped uncover an additional 10% of qualified applicants who would have otherwise been missed
- Brought consistency to the admissions process across multiple programs
- Integrated with Slate to streamline the process

CHALLENGE:

Mendoza College of Business found it difficult to get a true understanding of applicants' academic and social capabilities through standard application materials such as resumes, transcripts, test scores, and essays. And while interviewing applicants provided those additional insights, conducting face-to-face interviews with every applicant was not scalable for the school's small admissions team.

"We needed a structured way to provide our admissions committee with more in-depth insights into our candidates, prior to sending out invitations to interview," shared Maria Stutsman y Marquez, Director of Graduate Recruiting & Admissions at the University of Notre Dame's Mendoza College of Business.

A photograph of the Notre Dame University building, featuring a prominent golden dome and Gothic-style architecture with arched windows. The building is set against a clear sky with some greenery in the foreground.

2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

NOTRE DAME UNIVERSITY, MENDOZA COLLEGE OF BUSINESS

SOLUTION:

In 2015, the school added a timed video and timed written assessment through Kira Talent as a way to give applicants the ability to exhibit their full potential, while simultaneously streamlining the overall process for the admissions team.

The video and written responses provide reviewers with a more holistic perspective on each applicant while allowing them to evaluate applicants on their own schedules. Kira's Slate integration further simplifies the process, allowing reviewers to view the responses with the rest of a candidate's application.

RESULTS:

Mendoza now has a better sense of their applicants earlier in the admissions process. Since 2015, the school has expanded their use of Kira assessments across multiple graduate business programs.

"With our old process, we were missing up to 10% of applicants who were hidden behind low test scores," shared Debby Herczeg, Assistant Director of Admissions at Mendoza School of Business.

"Now we have an efficient way to see and hear from everybody before we decide whom we invite to a formal interview," added Stutsman y Marquez. "We can conduct fewer interviews because we're able to make more confident decisions about whom we are interviewing."

[Read their story](#)

2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

THE UNIVERSITY COLLEGE DUBLIN,
MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL

UCD SMURFIT INCREASES APPLICATIONS AND DEEPENS UNDERSTANDING OF APPLICANTS

Highlights:

- Increased applications by 27%
- Increased offers by 6.5% and acceptances by 8.2%
- Helped attract diverse international applicants

CHALLENGE:

In addition to their MBA, the UCD Michael Smurfit Graduate Business School offers more than 20 specialized master's programs. Each year, these programs attract a diverse mix of domestic and international applicants.

As part of their commitment to holistic review, Smurfit's admission team wanted to evaluate their applicants beyond their paper application. While they loved the idea of interviewing every applicant in person, it wasn't feasible given the size of their admissions team.



2. ADDING A STRUCTURED ASSESSMENT OF SOFT SKILLS AND TRAITS

THE UNIVERSITY COLLEGE DUBLIN,
MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL

SOLUTION:

In 2017, Smurfit developed their Asynchronous Assessment with Kira Talent to help find and evaluate their best-fit students through a series of timed written and timed video questions. With every applicant completing their assessment on-demand, Smurfit's admissions team was able to review submissions from each applicant without exhausting their resources.

RESULTS:

Within two admissions cycles, UCD Smurfit saw a 27% increase in applications, a 6.5% increase in offers to applicants and an 8.2% increase in acceptances.

Smurfit cites a deeper understanding of who their applicants are and how they might fit into the program as a key factor behind these increases. Being able to identify and nurture applicants who were more likely to accept a position in their programs ensured they were investing their time for the greatest chance of success.

[Read their story](#)

3. INTEGRATING SCORING AND ANALYTICS



Saves time for admissions teams



Supports more defensible admissions decisions



Reduces room for error and double entry

3. INTEGRATING SCORING AND ANALYTICS

Whether it's streamlining application submissions, managing student records, or organizing data for admissions committees, the adoption of CRM platforms has taken the traditional paper processes and elevated them, creating a system that is more efficient, more transparent, and more accurate.

It's time to do the same for applicant scoring and analytics.

Robust interviewing and assessment platforms now offer in-platform scoring and analytics options. Using custom rubrics built directly into the platform, this tech can eliminate the manual labour involved with collecting, organizing, and inputting scores into a spreadsheet from paper rubrics, saving admissions teams hours of work. Transitioning from manual to automatic also helps prevent small mistakes – like a mistyped score or lost comment card – from creating problems down the line.

3. INTEGRATING SCORING AND ANALYTICS

With built-in analytics, those scores can then lead to in-depth insights into applicants as well as reviewers. From establishing applicant fit, to monitoring inter-rater reliability, access to this information helps keep the entire process consistent and transparent – mitigating the potential for bias.

Discover how the University of Waterloo is saving 20+ hours with integrated scoring and analytics.





3. INTEGRATING SCORING AND ANALYTICS

THE UNIVERSITY WATERLOO, SCHOOL OF PHARMACY

THE UNIVERSITY OF WATERLOO SAVES 20+ HOURS WITH INTEGRATED DATA ANALYSIS

Highlights:

- Saved 20+ hours of work for the admissions team
- Increased interview completion rate to 97.6%
- Supported more defensible admissions decisions

CHALLENGE:

At the University of Waterloo School of Pharmacy, the interview is a cornerstone of the admissions process. Traditionally taking place on campus, the process required an immense amount of behind-the-scenes work. So when the school decided to transition the interviews online, Kaitlin Bynkoski, the Director of Admissions & Undergraduate Affairs at the School of Pharmacy saw an opportunity to improve the efficiency of their existing processes.

“What we needed was a tool that was built with our team and our process in mind,” explained Bynkoski.

A photograph of the University of Waterloo School of Pharmacy building, a modern structure with red and grey panels and large glass windows. In the foreground, there is a large black sign that reads "UNIVERSITY OF WATERLOO".

3. INTEGRATING SCORING AND ANALYTICS

THE UNIVERSITY WATERLOO, SCHOOL OF PHARMACY

SOLUTION:

Partnering with Kira Talent, Waterloo transitioned their fundamental skills assessment from its traditional paper format to an Asynchronous Assessment, where applicants completed video and written responses to the school's custom questions. They were then able to complete what previously was an in-person interview with Kira's real-time video interviewing solution.

"The combination of Kira's Live Interviewing and Asynchronous Assessments was a home run for us," shared Bynkoski. "We could have our real-time interaction with applicants and our structured skills assessment and use both data points to create more comprehensive evaluations of our applicants."

As reviewers scored their assigned applicants, Kira's real-time analytics dashboards provided key data points for the admissions team. Where in previous years Bynkoski had spent countless hours organizing the interview scorecards, inputting the data into their system, and then analysing and reviewing it all, with Kira it was already taken care of.

"Applicants and reviewers are finished when they leave the interview weekend, but for the administration, there's still weeks and weeks of work that goes into organizing, inputting, and analyzing all this data," shared Bynkoski. "With Kira, all that information was in my hands instantly."

A photograph of the University of Waterloo School of Pharmacy building, a modern structure with large glass windows and a brick facade. In the foreground, there is a large sign that reads "UNIVERSITY OF WATERLOO".

3. INTEGRATING SCORING AND ANALYTICS

THE UNIVERSITY WATERLOO, SCHOOL OF PHARMACY

RESULTS:

With Kira Talent, Bynkoski and her team saved over 20 hours of admin work.

“Having everything, including the scores from both our fundamental skills assessment and panel interview, recorded and organized in one platform and downloadable at the click of a button, saved us around 5 minutes of data entry per applicant,” she explained. “That means that this cycle, we saved more than 20 hours of admin work, and ultimately, this enabled us to spend more time completing a thorough and holistic file review.”

“I think most people see the front end of the Kira experience and appreciate the design and functionality, but they don’t even realize everything that’s going on in the background,” continued Bynkoski. “We could see all our interviewers’ scores, monitor if anyone was consistently scoring above or below average, and make adjustments if needed.”

“We were able to show our admissions committee that we had multiple reviewers and their averages were the same, which helped us make more defensible decisions. In a paper-based system, you would never be able to get the level of analytic data that you get from Kira’s platform.”

[Read their story](#)





2

TRADITIONAL
COMPONENTS TO KEEP
AROUND

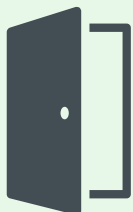
1. EXPERIENCING CAMPUS



Attracts students by showcasing the campus atmosphere and school community



Creates a touchpoint to keep applicants engaged



Gives applicants a glimpse of their future possibilities

1. EXPERIENCING CAMPUS

For many schools, on-campus interviews have a twofold task of assessing applicants while also showing off program facilities and campus culture. But while the traditional method of combining a campus tour with an in-person interview may seem like a convenient setup, it presents a lot of hurdles for both the school and the applicant.

From flights or gas, to hotels, to time off work or family obligations, the costs of travelling to interviews can easily pile up. And given the competitiveness of many programs, it's not uncommon for applicants to pay for a visit to a school they won't get an offer from.

Even for those who can afford it, the stress surrounding interview days can make it less than ideal for selling the on-campus experience. When applicants should be absorbing the atmosphere, their minds may still be on the interview.

Separating the interview from the tour is a great way for schools to maintain the benefits of both while eliminating the barriers.

1. EXPERIENCING CAMPUS

“We see a substantial difference in how we’re engaging students to come to see campus when it’s an open invitation and not a requirement,” shared Kaitlin Bynkoski, the Director of Admissions & Undergraduate Affairs at the University of Waterloo School of Pharmacy. “It’s a fun invitation to come and experience the atmosphere on campus, and it’s their choice whether or not to do so. Not wanting or being able to incur that cost does not affect their candidacy for the program.”

Discover how these schools are bringing campus tours back - with some innovative improvements.

Click on a logo to learn more



1. EXPERIENCING CAMPUS

PURDUE UNIVERSITY,
COLLEGE OF VETERINARY MEDICINE

PURDUE UNIVERSITY MAKES CAMPUS VISITS MORE ACCESSIBLE

Highlights:

- Relieved the pressure of mandatory interview travel with an “offered student day”
- Saved applicants thousands of dollars in travel costs
- Supported more defensible admissions decisions

CHALLENGE:

Out of the 1600 applicants who apply to the College of Veterinary Medicine at Purdue University each year, only 84 talented students are offered a spot. In years past, Purdue used on-campus interviews to evaluate applicants’ soft skills, traits, and passion for veterinary medicine. Taking place over a span of two days, 300-350 applicants were awarded a 25-30 minute interview with a program faculty member.

“In veterinary medicine, one of the biggest issues that we’re facing, on a national level, is the education debt load,” shared Lori Stout, the Director of Admissions and Recruitment at Purdue University’s College of Veterinary Medicine. “If we, as a field, are so concerned about student debt load, why are we asking them to incur all the costs associated with these interviews?”

1. EXPERIENCING CAMPUS

PURDUE UNIVERSITY, COLLEGE OF VETERINARY MEDICINE

SOLUTION:

Purdue decided to keep the admissions interview separate from the campus visit.

Transitioning their interviews online, the school replicated the in-person process virtually. And with an "offered student day", Purdue is giving applicants the option to visit the campus after they've received an offer, so that those who would like to see the college before accepting their seat in the program are able to do so.

RESULTS:

"We typically invite 300-350 applicants to interview for our program," explained Stout. "Before, those applicants would have had to travel to campus for their interview day. Now, we can connect with them virtually."

"Our goal is to try to save them money upfront," Stout continued. "Once they've received an offer, they can choose to come to campus and see everything we have to offer."

[Read their story](#)



1. EXPERIENCING CAMPUS

COLORADO STATE UNIVERSITY

COLORADO STATE MAXIMIZES THE VIRTUAL COLLEGE TOUR EXPERIENCE

Highlights:

- Leveraged technology to make the campus accessible from anywhere
- Created one-of-a-kind experiences
- Engaged applicants with an additional touchpoint

CHALLENGE:

“One of the best ways to gauge how well a school fits you is to load up the car for an in-person visit,” shared Mary Alice Truitt from the CSU Office of Admissions. “We know, however, that sometimes life gets in the way and that it’s not always easy to come see us in person.”

CSU wanted a way to reach and engage more applicants by removing the barriers that prevented them from experiencing campus.



1. EXPERIENCING CAMPUS

COLORADO STATE UNIVERSITY

SOLUTION:

Using videos, images and an interactive virtual tour similar to google maps' street view, the college enabled students to walk around campus from anywhere in the world.

“With features like 360-degree photos, detailed narration and stunning wide-angle visuals, our virtual tour offers an informative, interactive and customizable experience that guides you through about 30 different locations across campus and the greater Fort Collins area,” explained Truitt. “It covers everything you would see on a regular visit.”

RESULTS:

“The virtual tour is designed to make you feel like you’ve arrived on campus for a guided walking tour with mapped out routes that ensure you don’t miss a thing,” Truitt shared.

Many of the photos included in the tour give applicants a unique experience that they wouldn’t necessarily get on a regular guided tour, such as a look inside a lab or a view from the center of the stadium field.

“Nearly all tour stops include at least one 360-degree photo,” added Truitt. “That makes you feel like you’re really standing on campus.”

[Read their story](#)

2. INVOLVING CURRENT STUDENTS



Helps applicants see how they may fit in the program



Offers a relevant perspective and authentic experience



Demonstrates the passion students have for the school

2. INVOLVING CURRENT STUDENTS

Enlisting the help of current students has long been a staple of recruitment and admissions in higher education. From peer-led campus tours to fireside chats, current students are able to give applicants a glimpse of life in the program through an authentic and relatable lens.

As you build out your future-proofed process, give current students an expanded reach.

Through digital events and social media takeovers, schools are able to connect with prospective students in a way that is not only more accessible but more in touch with the modern applicant.

Debra Johns, associate director of admission at Yale University, [highlights](#) “the use of social media to recruit students” as a significant way in which technology has changed admissions.

2. INVOLVING CURRENT STUDENTS

“There are endless opportunities: you could showcase an attractive location and lifestyle with the president of the paddleboard society live streaming a practice session. Or you could highlight graduate success with a Q&A video between a journalism student and a successful graduate. You could even get a student influencer to do a 24 hour Instagram takeover to show what a ‘life in the day of a student’ looks like at your campus,” [suggests market research consultancy Red Brick Research.](#)

Discover how these schools are incorporating current students into their recruitment and admissions processes.

Click on a logo to learn more



Dartmouth



2. INVOLVING CURRENT STUDENTS

THE UNIVERSITY OF MICHIGAN,
COLLEGE OF PHARMACY

THE UNIVERSITY OF MICHIGAN LEVERAGES DIGITAL OUTREACH AND EVENTS TO BETTER ENGAGE APPLICANTS

Highlights:

- Increased the number of applicants interviewed by 53%
- Leveraged social media to connect applicants to current students
- Created additional touchpoints to engage applicants remotely

CHALLENGE:

For the University of Michigan College of Pharmacy, a top-three ranking school in the United States, student involvement with in-person events and on-campus conversations played a significant role in their recruitment strategy. From campus tours to peer lunches, these events helped applicants get a feel for the school's culture and community.

When the COVID-19 pandemic forced schools to cancel all in-person events, the admissions team needed a way to pivot online without sacrificing this key component of their applicant experience.



2. INVOLVING CURRENT STUDENTS

THE UNIVERSITY OF MICHIGAN,
COLLEGE OF PHARMACY

SOLUTION:

Michigan Pharmacy organized and hosted several events running throughout the admissions cycle in order to capture the attention and interest of prospective applicants.

“We centred a lot of our outreach on social media and had current students host Q&As, which helped us meet the applicants where they are,” shared Kristin Heinrich, the Assistant Director of Admissions and Recruiting at Michigan College of Pharmacy.

More formal information sessions were also scheduled for applicants, allowing them to interact with the student services team, as well as current students at various stages of their degrees. “Applicants could ask questions about the student experience, covering everything from the lack of parking, to what rotations are like, to how important it is to connect with faculty,” explained Heinrich.

RESULTS:

With their new digital process, Michigan increased the number of students they interviewed by 53%.

“By taking our process online, we’re able to reach more applicants in unique ways,” Heinrich explained. “We’re able to give applicants a glimpse of their future at Michigan, from applicant all the way to alumnus. All it took was a little creativity and a willingness to adapt our traditional events to get the most out of the online environment.”

[Read their story](#)

2. INVOLVING CURRENT STUDENTS

DARTMOUTH COLLEGE

DARTMOUTH COLLEGE ENLISTS STUDENT AMBASSADORS TO CREATE ENGAGEMENT OPPORTUNITIES FOR APPLICANTS

Highlights:

- Drove a 33% increase in applications
- Engaged current students as campus ambassadors
- Provided helpful tips and on-campus insights directly from students

CHALLENGE:

An applicant's perception of life on campus often weighs just as heavily as the program itself — especially for undergraduate degrees.

Dartmouth College boasts a strong campus community and a passionate and involved student body. What the college needed was an accessible way to show it and to create a connection between its students on-campus and its applicants around the world.



2. INVOLVING CURRENT STUDENTS

DARTMOUTH COLLEGE

SOLUTION:

Dartmouth created a webpage to serve as an online hub of information for applicants to read about and connect with current students.

Blog posts written by students share tips and insights on campus life through an authentic and relatable perspective. Featured student profiles also give applicants a window into who their peers would be at the school.

Offering applicants ways to contact student ambassadors via email or video chat, the page helps actively engage applicants and provides them with the resources they need to connect with the Dartmouth community, remotely.

RESULTS:

While the blog saw significant traffic, it was the results at the college that solidified the strategy. Dartmouth experienced a 33% increase in applications, surpassing the previous year's record submission numbers.

Students from all different programs and years have shared stories and given insights into their journey to and at Dartmouth through blog posts such as ["3 Things I Wish I'd Known As a Prospective Student"](#), ["College 101: Living with a Roommate"](#), and ["Starting College From a First-Gen Perspective"](#).

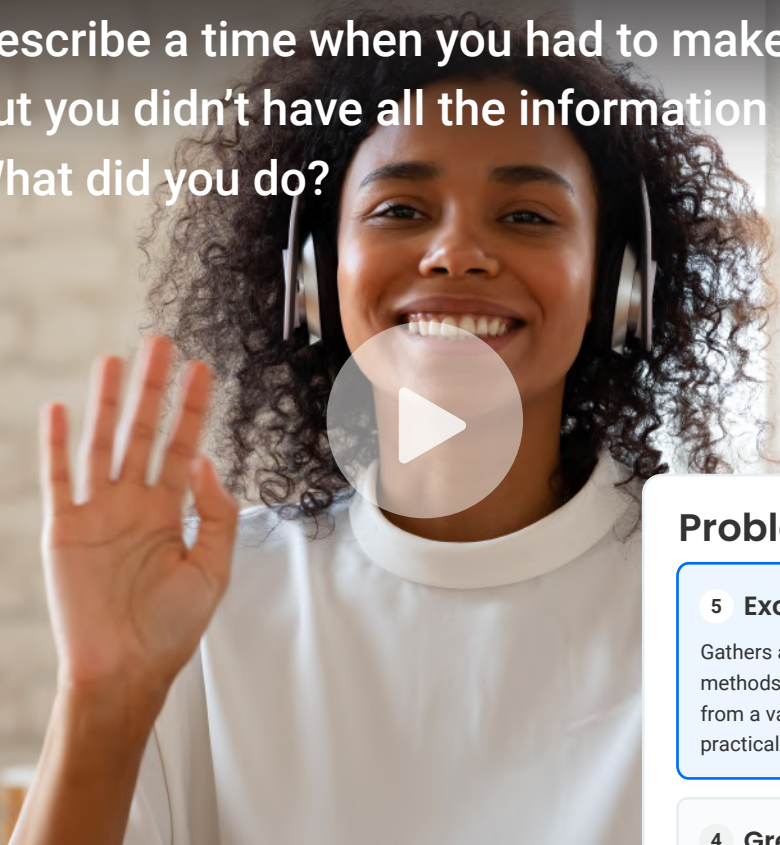
Discover how Kira Talent can help future-proof your admissions process

ASYNCHRONOUS ASSESSMENTS

Engage and evaluate applicants on-demand with customizable timed assessments.

[Learn more](#)

Q1. Describe a time when you had to make a decision but you didn't have all the information at the time. What did you do?



Problem Solving

5 Exceptional

Gathers and analyzes key information using complex methods or several layers deep; integrates perspectives from a variety of sources to arrive at unexpected but practical and effective solutions.

4 Great

Analyzes key information using complex methods and integrates perspectives from a variety of sources to arrive at practical and effective solutions.

LIVE INTERVIEWING

Connect with applicants in real-time, from Multiple Mini Interviews (MMIs) to panel interviews.

[Learn more](#)

The screenshot displays a live interview interface. At the top, a progress bar is shown with a red segment on the left and a grey segment on the right. Below this, a circular profile picture of a woman is labeled "Applicant 1 of 5" with a "LIVE" badge and a timer showing "3:49 remaining". To the right are five circular indicators, the first of which is filled. Below the applicant's video feed, a "Reviewer 1" video feed is visible. A scorecard for "Grit" is shown, with a score of "Exceptional (5)" and a progress bar. The scorecard includes a description: "Demonstrated the ability to overcome obstacles and distractions. Never let setbacks get in the way of accomplishing goals."

Kira's Asynchronous Assessments and Live Interviewing help you meet and assess your applicants more efficiently, effectively, and equitably.

