

anyadir education

Recruiting Students from India

for

Illinois Institute of Technology Chicago

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1. Overview

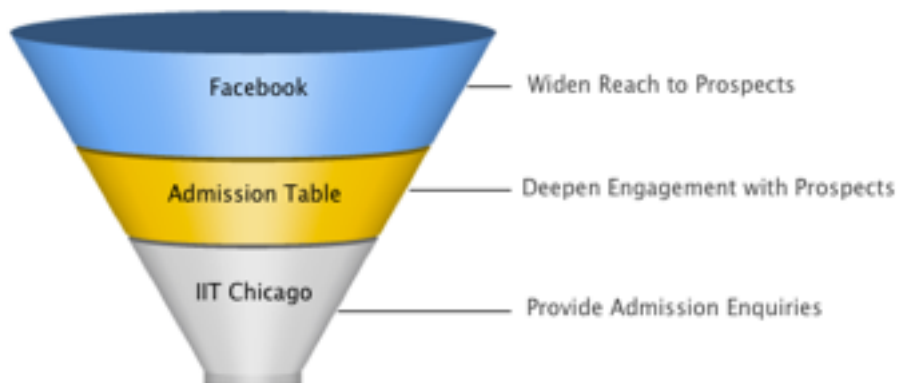
Anyadir Education has developed a proprietary Recruitment platform, named Admission Table (www.admissiontable.com), to help universities reach-out to, engage with, and recruit students from India.

Illinois Institute of Technology Chicago (IIT Chicago) is a Tier I private research university based out of USA. It offers hybrid MS program in electrical engineering and computer science in India. Students can do one or two semesters in India through online classes and pursue remaining at the campus.

To strengthen its brand and enhance its engagement with the prospective students, IIT Chicago partnered with Anyadir.

During a period of 3 months between May 2013 and July 2013, Admission Table generated 1,261 admission enquiries for Fall 2013 admission session of IIT Chicago. 37 of these prospective students submitted their documents and IIT Chicago is following-up with the remaining prospects.

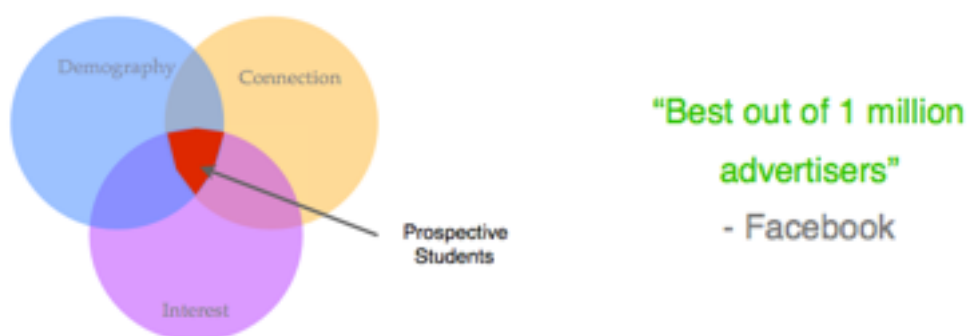
2. Admission Table - How it works?



With ubiquity of Facebook, most of the prospective students for international higher education are on Facebook, spending over 700 minutes per month in various social activities.

Admission Table uses a unique social marketing strategy to reach-out to the right prospective students over Facebook, engages with them through insightful content and meaningful services and generates admission enquiries for IIT Chicago.

i) WIDER REACH



Admission Table has developed a unique three-pronged marketing strategy to reach-out to the right prospective students based on

1. their demographic profile (age, education, location etc)

2. people they are connected with over Facebook
3. their interests

An example of a campaign executed by Admission Table is shown here, which has been viewed by 164,928 prospects during the campaign period.

Facebook recently acknowledged that Admission Table's marketing is among the best out of a million advertisers over Facebook.



ii) DEEPER ENGAGEMENT



For a student, joining a university is a life-changing decision that needs accurate information and in-depth deliberation. She requires a lot of engagement not only with the admission office of the university but also with the other applicants, students and alumni of the university.

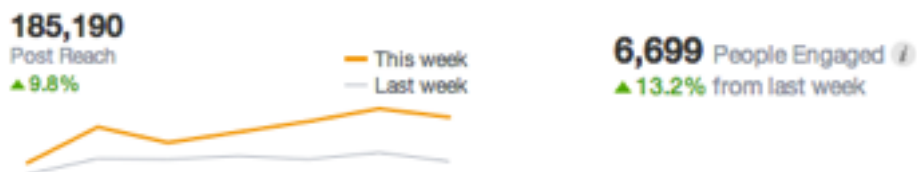
Admission Table looks at student recruitment as a social process in which many people influence the decision process of the prospective student. Accordingly, it has a number of social elements built into it to foster deeper engagement with the prospective students.

3. IIT Chicago Fall 2013 - What was the outcome?

For Fall 2013 admission of IIT Chicago, an exclusive instance of Admission Table was setup for IIT Chicago, which could be visited at <http://www.admissiontable.com/iit-chicago/>

Awareness and engagement campaigns were executed for a period of three months, between May 2013 and July 2013.

i) REACH THROUGH FACEBOOK

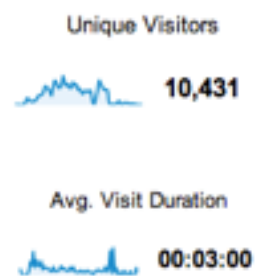


On a weekly basis, Admission Table was reaching-out to over 150,000 prospective students from across India, out of which over 6,000 were engaging i.e liking, sharing or commenting on the content being posted by Admission Table. Above data is for the last week of June 2013.

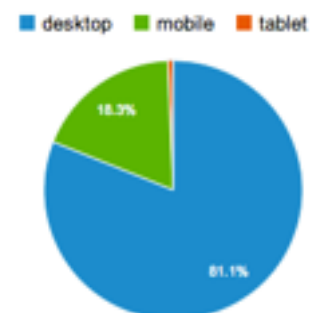
ii) ENGAGEMENT AT ADMISSION TABLE

During the campaign period, over 10,400 prospective students visited Admission Table for IIT Chicago.

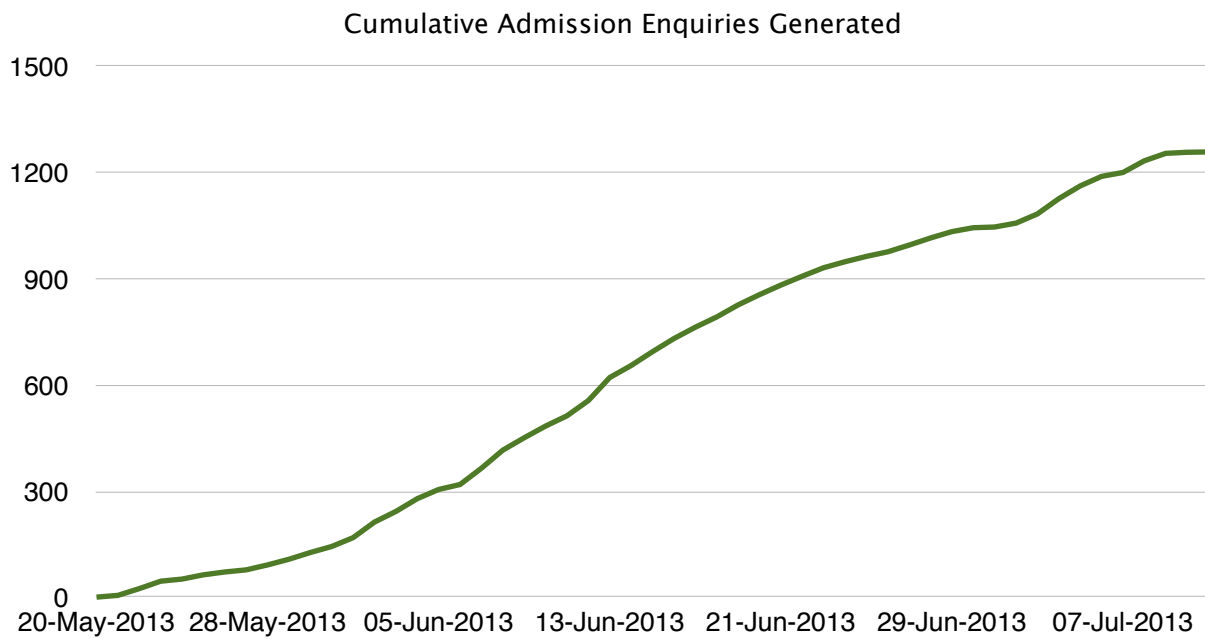
These prospects spent, on an average, 3 minutes to read the program brochure and learn more about IIT Chicago.



18% of prospective students accessed Admission Table over mobile devices. Admission Table works perfectly across all mobile devices, tablets, desktops and laptops.



iii) ADMISSION ENQUIRIES GENERATED



The chart above shows cumulative number of admission enquiries that was generated by Admission Table. All these enquiries were passed-on in real-time to the admission office of IIT Chicago for further follow-up.

ii) ADMISSION ENQUIRIES FROM ACROSS INDIA



Though only 68% of prospective students provided their location details, the map above shows that they are from all across India.

Interestingly, 15% of the prospective students are from Tier II cities. This confirms the rising trend of students from Tier II cities seeking better education, as they are becoming more aware and able to fund their education through either increasing parental incomes or easily available education loans.

4. About Anyadir Education

Anyadir Education aims to bridge the gap between the universities and the international students through the innovative use of technology and social network.

Anyadir Education is based out of California, US. It is being incubated by by 500 Startups, one of the most prestigious startup accelerator based out of Silicon Valley. It is among only 30 startups selected for this program out of 1200 who applied.

Please check out the website to learn more - www.anyadir.us