

*“This is an absolutely outstanding [program]...Thanks so much — it has made my transition to UNC Charlotte much easier, and much more exciting!”*

*- Incoming Student*

### Company Overview

- a leading public institution within the University of North Carolina system
- located in Charlotte, North Carolina
- has a student population of approximately 21,500

### Challenge

- UNCC wanted to increase the total number of enrolling students
- the University wanted to increase the number of out-of-state students
- UNCC wanted to increase its yield rate as a means to improve both class size and student quality

### Solutions

- UNCC chose James Tower’s AdmissionsGenie product to attract their target students
- James Tower gave the admissions page a fresh look that appealed to prospective students
- to help differentiate UNCC from other area institutions, James Tower created a virtual presentation that illustrated UNCC’s environment, including entertainment and education
- the virtual presentation includes games for Web visitors to play, details about the academics at UNCC, and other information about UNCC

### Results

- UNCC achieved a double-digit increase in their yield rate
- they saw the largest freshman class ever enrolled
- UNCC had an especially strong increase in the number of out-of-state enrollees
- the University saw an improvement in average SAT scores of applicants
- UNCC had an improvement in ethnic diversity