

# Carroll University Boosts Enrollment by 140%

Carroll University is a small, private university in the United States located minutes from Milwaukee, Wisconsin. Approximately 69% of its student body come from its home state of Wisconsin.

Home to 23 NCAA Division III athletic teams, Carroll began its Keystone partnership with **international student-athlete placement services** from Keystone Sports.

The success of student-athletes both on and off the field served as the pivotal "a-ha moment" for Carroll, prompting the institution to not only solidify its partnership but also expand the utilization of Keystone offerings for overall enrollment growth.

This positive impact, fuelled by the diverse contributions of international student-athletes to the vibrant Carroll community, became the catalyst for the institution's goal to increase its global student population.

With the help of Keystone's suite of SEO-optimized student websites in 33 languages, Carroll University was able to **expand its global brand awareness** and generate leads by getting its degrees in front of students from Europe, South America, and South East Asia.



- Partner since 2019
- Private University
- Wisconsin, USA

# 340%

**increase in  
accepted  
students**

“ Since expanding our partnership in Spring 2022, we have recruited an amazing 6 recruited athletes within the first 2 semesters. ”

“ The listing service has helped generate more than 1500 leads since the start of our partnership. ”

**Oskar Callermo**  
International Admissions Counselor, Carroll University



# “Keystone works in a way we cannot”

With a “micro” international admissions team, Carroll had limited internal bandwidth with which to maintain a consistent and intentional approach to international student recruitment. To maximize brand and lead generation efforts, it turned to Keystone’s UniQuest student engagement and enrollment services to guide potential students seamlessly through application, acceptance and enrollment.

Through a mix of proactive outbound campaigns and managing incoming inquiries, UniQuest was able to become an extension of the Carroll team, responding to student inquiries without being sales-y and without regard to time zone restrictions. According to Callermo, they helped our productivity and efficiency by “keeping the flow of work moving—text, email, WhatsApp messages. They can work in a way that I cannot as a 1-person office.”

“  
With Keystone, there is no need to ‘hope  
for the best.’ You can trust all the  
services and guidance of the company.

Oskar Callermo  
International Admissions Counselor, Carroll University

”

## Results



Helped recruit  
international  
athletes

+6  
in the first 2  
semesters



Global student  
promotion

1500+  
leads



Increased  
international  
enrollments

15  
countries  
+45%