



Interstride

## Case Study

Franklin & Marshall College streamlines international ambassador program to increase engagement

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## Background

Franklin & Marshall College (F&M) is a vibrant liberal arts college where international students make up 50% of freshmen applications and 20% of the total student population. Recognizing that their international student ambassador program is a pivotal tool in F&M's global recruitment strategy, Hannah Kim, the Associate Director of International Admission, sought to streamline its processes.

Knowing that there was a more effective method than matching prospects through email and a spreadsheet, and a more powerful way to engage international students, Kim turned to Interstride.

### Interstride products integrated:

- ✓ Student career portal
- ✓ Prospect admissions portal

#### CMC at a glance



- Lancaster, PA
- Liberal arts college
- 20% international students from 50+ countries

## Why Interstride?

F&M is invested in building a diverse campus where international students are comfortable, prepared, and supported throughout their entire journey. Interstride's focus on international students is a key differentiator for Kim. "Tools like Interstride help build that understanding before they even arrive on campus and beyond graduation," Kim shared.

"For many other organizations, international students' concerns, interests, and requirements are an after-thought, and we wanted to work with someone who understands and caters to their unique student experiences as they relate to the application process and international student life," she highlighted.



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There are many other chat applications and providers on the market, but none that we have found are so dedicated to the international student experience like Interstride.

**Hannah Kim**

Associate Director of  
International Admission at F&M

Through Interstride, prospective students can chat directly with ambassadors and admissions officers. On Kim's end, she can access engagement data on Interstride to see how the most engaged prospects are interacting with the F&M community. "I appreciate having the monitor feature to check in on our ambassadors," to see what questions prospects are asking and how ambassadors are responding.

Kim and her team are also able to effectively highlight international students' successes and post-graduation outcomes. "International students care about where graduates are getting jobs," she emphasizes. Knowing what international students value and need, Interstride enables universities to stand out and showcase relevant content and data, all in a singular engagement hub.

## Impact

Through Interstride, the number of connections between prospective and current students has increased significantly in a single semester. Kim emphasizes that the platform not only enhances visibility for managing the ambassador program but also greatly reduces manual work for her and her team. "It's a big load off of us," she shared.

With more time back, Kim can focus on crafting a stellar experience for prospective students and embracing what she loves most about her work at F&M. "I love getting to meet people from diverse backgrounds. Our international students are some of our best students on campus, and I truly believe that each year I am meeting students who will change the world for the better."

**Having also implemented Interstride's career portal for current international students and alumni, newly enrolled students at F&M will continue to receive tailored career support through graduation.**

## Interstride Admissions Portal

Power your recruitment strategy with Interstride for Admissions. Meaningfully engage and convert international applicants to enrolled students.

[interstride.com/admissions](https://interstride.com/admissions)