SPRINGPATH CLIENT STORY

Albertus Magnus College

Connecting Prospective Students. Supporting Admissions Growth.

AI RECRUITMENT-DRIVEN CONNECTIONS

ASK SPRINGPATH STUDENT ENGAGEMENT



Students exploring opportunities with Ask SpringPath

COMPLEMENTARY PODCAST CAMPAIGN



Albertus Magnus College — Admissions Podcast

THE CAMPAIGN

Albertus Magnus College partnered with SpringPath to engage prospective students and support its broader recruitment marketing strategy.

Through the Ask SpringPath app, students explored educational opportunities, developed their interests, and created profiles that supported qualified student connections with the institution.

The campaign complemented Albertus Magnus College's existing marketing efforts, including its SpringPath podcast campaign.

CAMPAIGN DETAILS

SERVICE
AI Recruitment-Driven Connections

PLATFORM
Ask SpringPath

COMPLEMENTARY CAMPAIGN
SpringPath Podcast

CAMPAIGN RESULTS

4,127

QUALIFIED STUDENT LEADS

Generated through students using the Ask SpringPath app.

12%+

INCREASE IN STUDENT APPLICATIONS

Reported by Albertus Magnus College during the campaign season



"Our podcast campaign was a positive impact to our overall marketing strategy this season, which helped increase student applications over 12%"

Carli Colavolpe
Admissions Counselor, Albertus Magnus College

HOW IT WORKED · ALBERTUS MAGNUS COLLEGE

From Student Engagement to Meaningful Admissions Connections.

THE STORY

Albertus Magnus College worked with SpringPath to expand prospective student engagement and support its recruitment marketing strategy.

SpringPath's combination of institutional podcast content and the Ask SpringPath student exploration platform helped introduce students to educational opportunities and develop qualified prospective student connections.

THE ENGAGEMENT

Students used Ask SpringPath, SpringPath's free AI-powered college and career exploration platform, to explore educational pathways, programs, and institutions.

Through the platform, students developed profiles reflecting their educational interests and preferences.

THE CONNECTIONS

4,127

QUALIFIED STUDENT LEADS

Student engagement through Ask SpringPath generated qualified leads for Albertus Magnus College, creating opportunities for admissions follow-up.

THE ADMISSIONS IMPACT

12%+

INCREASE IN STUDENT APPLICATIONS

Albertus Magnus College reported an increase in student applications during the campaign season.

Admissions Counselor Carli Colavolpe identified SpringPath's podcast campaign as a positive contributor to the institution's overall marketing strategy.









THE STUDENT JOURNEY

ASK SPRINGPATH ENGAGEMENT → STUDENT PROFILES → 4,127 QUALIFIED STUDENT LEADS → ADMISSIONS FOLLOW-UP

Expand Your Reach. Engage More Students. Empower Your Admissions Team.

See AI Recruitment-Driven Connections in Action.

Book a Demo

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