

THE AWARDS ASIA 2021

Student Recruitment Campaign of the Year

Institution name	O.P. Jindal Global University
Submission title or project name	Student Recruitment at JGU
Nominee/key personnel	
URL	https://jgu.edu.in/admissions/
Submission	<p>Student recruitment was heavily impacted by the Covid pandemic in early 2020, so we began virtual delivery of outreach events, leading to over 800 free webinars and virtual conferences between March and December 2020.</p> <p>We then shifted our social media strategy away from announcements and events to focus more on stories about our students and alumni.</p> <p>Thirdly, we worked with our standardised testing partners to move to an AI enabled, remote proctored testing solution, moving our entire admissions process online.</p> <p>Lastly, we created a Pre-Semester Training, Immersion and General Engagement (PRESTIGE) Programme in order to to build a sense of identity to our cohort of 2020.</p>