Algoma University Improves Undergraduate Study Permit Approval Rate Through ApplyBoard Partnership

Since 2017, Algoma University and ApplyBoard have worked together to streamline Algoma's international student application process and drive enrolment in undergraduate programs. Raising Algoma's study permit approval rate for undergraduate students was critical to the success of these goals.

As part of these efforts, ApplyBoard organized local events and webinars about Algoma's undergraduate programs, targeted to the company's global network of trained and vetted recruitment professionals. The ApplyBoard team also shared their market knowledge to localize scholarships and bursaries, making this financial aid more effective. Through feature automation, Algoma's application turnaround times became more efficient. Campus diversity flourished, and student visa approval rates improved.

> "ApplyBoard and Algoma worked together to build awareness around Algoma's affordable, flexible undergraduate options to a global student audience. This led to international undergraduate enrolment growing from 7 percent to 25 percent of international student enrolment over the last couple of years."
>
> *Nisha Darmwal, Senior Manager, National Recruitment, ApplyBoard*

Algoma UNIVERSITY

MAIN CAMPUS

Sault Ste. Marie, Ontario

CHALLENGES

- Attracting international students to undergraduate programs
- Budget limitations
- Slower turnaround time
- Student visa acceptance rates

RESULTS

- **24%** overall study permit approval rate increase between 2019 and 2023
- **85%** undergraduate study permit approval rate for ApplyBoard students (2023)

Structured for Success

Today, as international student enrolment is capped nation-wide, higher visa approval rates are more important than ever. To help ensure international students are able to pursue their study abroad goals, ApplyBoard uses a refined screening process. It leverages the skills of our highly qualified Customer Experience (CX) team and an online platform powered by artificial intelligence.

> This multi-layered approach works: students who use the ApplyBoard platform have historically been **approved at a 30% to 50% higher rate** for their Canadian study permit than students who don't.

Within the ApplyBoard platform, tools like dynamic Application Success Scoring use our historical data to calculate the potential success of a program application. This improves applicant quality while helping students set realistic expectations.

Once a program application is ready for review, ApplyBoard's CX Evaluations team confirms it has valid documents and test scores before it's set to "Ready to Submit." This means Algoma's team spends less time on ineligible or incomplete student applications.

Plus, through improved process automation, **students from select countries can now receive an offer letter from Algoma on the same day they apply,** provided their application meets principal criteria and all documents are in order.

Developing Sector-Wide Trust

Timely application turnaround retains student interest. Accurate applications build trust. ApplyProof helps future Algoma students do just that. Think of ApplyProof as a digital lockbox for official documents. It's built into Algoma's systems, and allows documents to be securely uploaded and shared instantly. So, when students include their offer letter from Algoma in their study permit application, immigration officials can easily check the digital original on ApplyProof to validate its authenticity.

Looking Forward

Ultimately, this partnership has had many positive outcomes, from faster application turnaround times to higher visa approval rates for Algoma's international students. In fact, per Immigration, Refugees and Citizenship Canada (IRCC) data, overall study permit approval rates for students at Algoma improved from 54% in 2019 to 67% in 2023—nearly 10% more than the national average of 58%. The 2023 study permit approval rate is even higher for undergrad students who apply through ApplyBoard, at 85%.

Working together has given teams from Algoma and ApplyBoard countless opportunities to improve the international student application experience. Through collaboration, our teams have built stronger processes for students and administrators, and ultimately improved international students' chances of success.

The ApplyBoard Study Permit Approval Advantage

Our platform steers applicants toward **programs tailored to their skills, goals, and budget**. So, they're more likely to be seen as a bona fide student by IRCC.

Pre-screening **checks applications for legibility, completion, and red flags**. This helps to eliminate candidates with low study permit approval chances.

Our ApplyProof solution builds trust in key documents, including LOAs, financial support documents, and language test scores.