Video Interview Gives Laney Graduate Admissions the Big Picture

Enables Application Evaluators to See and Hear Each Applicant

Inside

Emory University Laney Graduate School

Atlanta, Georgia

Products:

Admit Video Interview System

Giving evaluators a more complete picture of each applicant — and every applicant the opportunity to make their best first impression

Video Interview makes it possible for every applicant to be seen and heard, even when an in-person interview isn't possible. With this service, interviews can be recorded and reviewed anytime, without appointments or student travel.

Why Video Interview?

"Video Interview gives us valuable information about applicants that can't be captured in an application. It's especially useful for international students, who don't have the option of in-person interviews."
– Ulf Nilsson, Assistant Dean of Operations, Laney Graduate School, Emory University.

The Savings:

Video Interview saves scheduling time and minimizes losses due to missed interview appointments. It also saves student travel and lodging costs related to in–person interviews.

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Business Profile

Emory Graduate School was established in 1919 and was renamed the James T. Laney School of Graduate Studies in 2009, in honor of its seventeenth president. The Laney Graduate School is located in Atlanta, Georgia, the ninth-largest metropolitan area in the United States, and the fifth-largest area for higher education research expenditures. The school offers 40 doctoral and master's programs spanning the humanities, social sciences and natural sciences. During the 2011–2012 academic year, Laney had a total student body of close to 2,000 and awarded 235 Doctorate degrees and 140 Master's degrees. Emory is adjacent to the U.S. Centers for Disease Control and Prevention. Numerous graduate programs engage in extensive research collaborations with the CDC, the Yerkes National Primate Research Center, The Carter Center, and others.

Ranked 20th among national universities, Emory University is a major research university with schools of Arts & Sciences, Business, Law, Medicine, Nursing, Public Health and Theology. Awards and honors recognizing Emory faculty excellence include Carnegie Scholars, Fulbright Fellowship, Guggenheim Fellowship, National Humanities Medal, Nobel Prize, Pulitzer Prize, and U.S. Poet Laureate.

The Challenge

Laney Graduate School admissions offers campus interviews only to a select group of applicants each term. The school was interested in incorporating video technology as a preliminary step to give admissions evaluators more information in their interview invitation process and save time and expense for the university as well as for applicants traveling for interviews. Adding the video interview feature allows programs to see and hear more applicants, and helps them do a better job of selecting the candidates to invite for campus interviews.

The Solution

Assistant Dean Ulf Nilsson agreed to pilot CollegeNET's new Video Interview system with two of the school's graduate programs: Epidemiology and the Masters Program in Development Practice. Prior to this pilot program Emory did not offer in-person interviews to Development Practice applicants.

At the beginning of fall term 2012, the admissions office offered recorded interviews via Video Interview to applicants as an optional addition to their graduate admissions application. Select applicants who applied without Video Interview were also invited to resubmit their application with the interview component. Of the 80 Epidemiology applicants and 35 Development Practice applicants given this option, 50 and 23 applicants, respectively, submitted recorded interviews to Laney Graduate School admissions. Application evaluators in the programs used the recorded interviews to help determine which students would be invited for a follow-up in-person interview.

Video Interview had the greatest impact on Development Practice admissions, where in-person interviews historically had not been offered to applicants. The department had offered international students and Americans applying from abroad the opportunity to interview via Skype, but with limited success. Time zone differences and poor internet connections posed frequent problems for Skype communication. With Video Interview, both of these issues were eliminated because applicants could record interviews on their schedule and Emory evaluators could review them on theirs — and internet connection was much less of a factor.

Conclusion

According to Ulf, "Video Interview involves so little time investment on the part of faculty. It's a very low-effort tool that yields helpful and significant information faculty don't get anywhere else. It makes them more confident about who they are selecting for an in-person interview."

According to an Emory faculty evaluator, "It was terrifically helpful to put a face and voice together with the written material and transcripts. An enormous asset to the admission process."

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