

FOR IMMEDIATE RELEASE

Washington State University Selects Cialfo's Explore Digital Recruiting Platform to Boost Engagement with International Students

Explore by Cialfo seamlessly connects university with students from 1,600+ international high schools worldwide

PULLMAN, Wash. (May 17, 2021) – Washington State University, a top research institution with an enrollment of 19,900 students, has announced the selection of Explore by Cialfo, an AI-driven platform, to extend its recruiting reach and directly engage with more than a quarter of a million international high school students using the platform.

Cialfo works to create a one-of-a-kind network that brings universities, high school counselors, parents and students together throughout the recruitment journey. Used by students across 100 countries, Cialfo not only forges a global network but also aids international applicants through every step of the process: researching potential institutions of interest, completing assessments and surveys, meeting with counselors, tracking tasks and deadlines, selecting schools, attending virtual college fairs, and ultimately, submitting final applications.

According to Daniel Saud, PhD and Director of Undergraduate International Admissions, Recruitment & Marketing, WSU's International Program has experienced consistent growth in the number of international students with a current enrollment of 1,603 students representing 98 different countries. The new partnership with Cialfo will help WSU build on their success by leveraging the platform to reach even more students and achieve their year-round goals, despite challenges presented by COVID travel restrictions and other restraints.

Saud said, "We are excited to partner with Cialfo in increasing higher education access to students across the globe. Washington State University is committed to advancing, extending and applying knowledge through global engagement. This partnership allows us to deliver on that mission to the schools in more than 100 countries where students use Cialfo to apply to colleges and universities. We look forward to increasing the reach of our Cougar spirit and inspiring future Cougs."

Washington State University joins a growing number of prestigious U.S. universities, including University of Pennsylvania and Boston University, among others, who are using Explore by Cialfo to reach more international students, foster more personalized connections based on students' interests and goals and maximize their recruiting budgets and resources while reaching recruits from markets that may not have been otherwise attainable.

"We are thrilled to work with Washington State University and help them continue to build on their world-class International Program using Cialfo to reach even more students in today's ever competitive landscape. This partnership brings Cialfo yet another step closer to our goal of

making higher education accessible to more than 1 million students across the globe,” said Cialfo CEO and Co-Founder Rohan Pasari.

About Washington State University

Washington State University (wsu.edu) is a public research university committed to its land grant mission to provide academics, research and service relevant to the 21st century. As a leading federal research university rated in the top 11% of research institutions nationally, WSU inspires and challenges the next generation of problem solvers with faculty that encourage discovery and spark creativity among civic-minded students. WSU has campuses in Pullman, Spokane, Tri-Cities, Vancouver and Everett, Washington, the online Global Campus, four research centers and Extension services in all 39 state counties.

About Cialfo

Cialfo is a leading platform connecting students, higher education institutions, counselors and parents through technology-driven solutions. More than 250,000 students from over 100 countries attending 1,600 leading international high schools use Cialfo to dream, plan and achieve their goals. Higher education institutions leverage Cialfo’s solutions to attract and engage diverse, international and qualified potential students.

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