



How Webb Institute finds the perfect fit

Webb Institute is a highly selective, undergraduate institution located on a 26-acre, waterfront estate on Long Island's Gold Coast that educates students in the fields of Naval Architecture and Marine Engineering. Building on a 128-year legacy, Webb also provides a full-tuition scholarship to every student who is a United States citizen or Permanent Resident and chooses to enroll at Webb.



Location: Glen Cove, NY

Student Population: 98 students coming from 30 different states

Organization Challenges:

- Limited reach due to small admissions departments
- Unable to target the right type of student
- Lacked brand awareness

"I joined Tallo to see if I could connect with more engineering-focused colleges, and thankfully Webb Institute reached out to me directly. Thanks to Tallo, I've been at Webb for one year so far and I'm absolutely loving it!"



Alex Koziol, College Freshman
Committed to Webb Institute

The Challenge:

As a small college with a small admissions department, Webb is unable to visit as many high schools or take part in many college fairs as other colleges and universities. Furthermore, Webb only offers one academic program, which can be unfamiliar to many high school students. Marketing the Webb Institute and finding students who are a good fit for the institution can, therefore, be difficult.

"Tallo is a great resource for our admissions office! The platform has made it easier than ever before for us to locate and reach out to prospective "Webbies" and show them what Webb is all about! We look forward to using Tallo to find future members of the Webb family."

Lauren M. Carballo, Director of Admissions and Student Affairs
Webb Institute

How Tallo Helped:

Tallo provided the Webb Institute with the opportunity to find and reach out to prospective "Webbies" across the country and start one-on-one conversations. They can get to know students through their profiles and then message select students directly about the institute and the field of Naval Architecture and Marine Engineering. A student, for example, who is interested in engineering and is active in a water sport could be a great fit, but may not know that the major exists.