

The Impact Online Communities Have on Reducing Melt

A Look into a Subset of Partners That Successfully Leveraged Wisr to Combat Melt



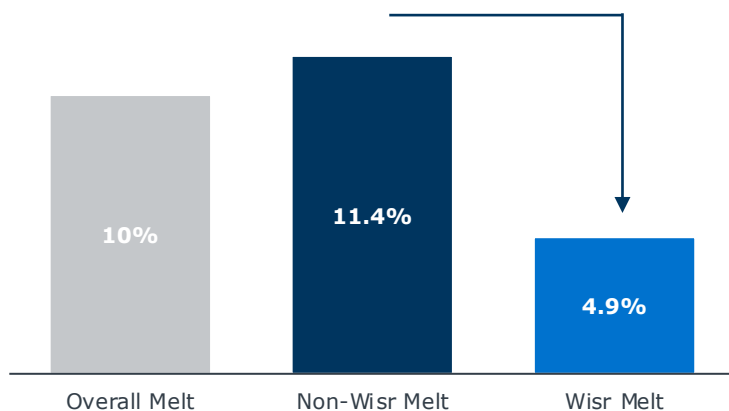
What are Wisr Virtual Communities?

Wisr is a digital platform that allows colleges and universities to create private, university-branded networks for their prospective and admitted students to connect and build a sense of belonging.

For the Entering Class of 2022, EAB did an analysis of a subset of Wisr partners and the effects Wisr had on reducing melt for their admitted students.

Students Who Join Wisr Melt at Lower Rates

A Look at Melt Rate of Students Who Joined Wisr Compared to Students Who Did Not Join Wisr



2.3x

Students who join Wisr are **2.3x less likely to melt** than students who do not join Wisr.

Lift Across a Sample of Institution Types

	Small, Public 4-Year	Medium, Private 4-Year	Large, Public 4-Year
Non-Wisr Melt	24.7%	14.8%	8.9%
Wisr Melt	6.2%	5.6%	2.7%

From May 2022 to August 2022:

Communities with Highest Activity

- Student Introductions
- Residence and Campus Life
- Specific Academic Groups



Month with Most Messages Read

June



Month with Most Topics Viewed

July