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

![Graph showing overall melt rates: 10% for overall melt, 11.4% for non-Wisr melt, and 4.9% for Wisr melt.]

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

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>Non-Wisr Melt</th>
<th>Wisr Melt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small, Public 4-Year</td>
<td>24.7%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Medium, Private 4-Year</td>
<td>14.8%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Large, Public 4-Year</td>
<td>8.9%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

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