



2023 Wisr Virtual Communities Enrollment Yield Report

Measuring the impact of peer-to-peer
connections and virtual community on yield

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Overview

About Wisr Virtual Communities (Wisr)

Wisr is a digital platform that allows colleges and universities to create private, university-branded networks for their prospective and admitted students. This type of virtual engagement space is a critical tool in recruiting Gen Z students, who have a desire for personal connection and authentic information about their future academic home.

Wisr makes it easy for students to “find their fit” by allowing them to join general and niche communities, explore relevant discussion threads, and connect with their peers, including student ambassadors. Engagement with Wisr is also a top predictor of yield among partners

Finally, through a powerful combination of user analytics, automated emails, and EAB-led training, enrollment leaders can leverage Wisr to maximize staff efficiency and scale student communication throughout the recruitment cycle.

About Enroll360

Enroll360 is EAB’s next-generation recruitment ecosystem, designed to deliver marketing campaigns that are responsive, personalized, and precisely timed. Through a tailored partnership of best-in-class marketing and enrollment solutions, our goal is to facilitate as many right-fit matches as possible between prospective students and your school.

About This Report

Each year, EAB publishes a Wisr Yield Report to shed light on how Wisr Virtual Communities drive impact at our partner colleges and universities. We work with schools across the country, including a mix of public, private, and selective institutions. This report examines a subset of those partners.

Among other key findings, we learned:

- ▶ Average yield rates across participating universities continue to decline year over year, but students who join Wisr yield at higher rates than students who do not join Wisr.
- ▶ Average student engagement within Wisr networks increased compared to previous years.
- ▶ Students who download the Wisr iOS mobile app yield at higher rates compared to students who do not.

Introduction

A new generation of students, Gen P—or students whose past few years have been defined by the pandemic and its aftermath—are redefining the college-search process. During the most intense phases of the pandemic, student search behaviors changed dramatically in response to high school and college closures, fears about health and safety, and increased financial hardships on families.



For more insights on Gen P, download our recent insight paper: **"Recruiting Gen P."**

[GET THE INSIGHT PAPER →](#)

EAB surveyed more than 20,000 high school students to get insight into how their college-going behaviors have been influenced by their experiences during the pandemic.



Students are questioning the value of education

12% increase in students reporting college isn't worth the cost since 2019¹



Mental health concerns are shaping Gen P's college search

8% increase in students feeling "not mentally ready" as their reason for opting out of college since 2019; of particular concern among first-generation and lower-income students (28% vs. 22%), who report not feeling mentally ready and having concerns about mental health and well-being at levels above those of their peers¹



Students have concerns about academic preparedness

26% of students surveyed by EAB selected "whether I'll be successful in college" as a top concern¹

These student concerns have likely contributed to the continued decline in average yield. Despite this trend, Wisr users still yield at substantially higher rates than non-Wisr users. As traditional college-going student populations shrink, schools become more competitive, and as anxieties mount, it remains imperative for enrollment leaders to address these concerns head-on and provide welcoming spaces for students.

Virtual spaces such as Wisr help students build a community early in their college journey, feel supported, and find answers to their important questions.

1. Results from EAB's 2023 Student Communication Preferences Survey

Methodology

In July 2023, EAB compiled data from fifteen partnering colleges and universities to evaluate the impact that Wisr Virtual Communities had on student yield. Participating institutions provided student deposit status and dates that were matched with Wisr application behavioral data.

The study includes a broad array of institutional types—public and private; large, medium, and small; urban and rural—with historical yield rates (IPEDS 2021) ranging from 8% to 66%. The institutions cited collectively accepted more than 144,467 incoming first-year students.

Reference Figure:
Participating University Yield Data

Partner School	Type	Location	Size	2021* IPEDS Yield Rate
Partner School 1	Private, 4-year	Southeast	Medium	48%
Partner School 2	Private, 4-year	Midwest	Small	21%
Partner School 3	Private, 4-year	West	Large	18%
Partner School 4	Private, 4-year	Northeast	Small	36%
Partner School 5	Private, 4-year	Northeast	Medium	66%
Partner School 6	Private, 4-year	Northeast	Small	17%
Partner School 7	Public, 4-year	West	Medium	10%
Partner School 8	Public, 4-year	Midwest	Small	18%
Partner School 9	Private, 4-year	Southwest	Small	13%
Partner School 10	Private, 4-year	Midwest	Small	9%
Partner School 11	Public, 4-year	Midwest	Medium	18%
Partner School 12	Private, 4-year	Southeast	Small	8%
Partner School 13	Private, 4-year	Northeast	Large	21%
Partner School 14	Public, 4-year	Midwest	Small	18%
Partner School 15	Private, 4-year	Southeast	Small	20%

* Last recorded IPEDS Yield Data

2023 Wisr Yield Results

1 Students Who Join Wisr Are More Likely to Deposit

Consistent with historical findings, our 2023 analysis supports the fact that students who join Wisr are more likely to deposit.

3.9x Students who joined Wisr before depositing were 3.9x more likely to deposit than students who did not join Wisr

When looking at students who joined Wisr for the Entering Class of 2023, students of color¹ constituted 53% of the sample—a 12% increase from 2022. While overall yield for this demographic has declined compared to 2022, students of color who join Wisr are still more likely to deposit than students of color who do not join Wisr.

Among partners who provided data specific to students of color, these were the average yield rates:

4x Students of color who joined Wisr were 4x more likely to yield than students of color who did not join Wisr

38% Average Wisr yield rate for students of color who joined Wisr before depositing

9% Average non-Wisr yield rate for students of color

For partners that provided data specific to Black/African American admitted students:

- **39%** Average Wisr yield rate for students who joined Wisr before depositing
- **10%** Average non-Wisr yield rate

For partners that provided data specific to Hispanic admitted students:

- **36%** Average Wisr yield rate for students who joined Wisr before depositing
- **9%** Average non-Wisr yield rate

Actions:

Ensure you are leveraging Wisr as part of your diversity recruitment efforts.

Of the fifteen schools that shared their 2023 yield data, all of them saw significantly higher yield rates for Wisr users compared to non-Wisr users, reporting 40%–91% yield rates.

Partner School	Type	Location	Size	2020* IPEDS Yield Rate	2022 Yield Rate from University Data	2022 Wisr Cohort Yield Rate	2022 Non-Wisr Cohort Yield Rate	Multiplier**
Partner School 1	Private, 4-year	Southeast	Medium	48%	57%	84%	31%	2.72
Partner School 2	Private, 4-year	Midwest	Small	21%	21%	92%	63%	4.13
Partner School 3	Private, 4-year	West	Large	18%	17%	61%	52%	4.36
Partner School 4	Private, 4-year	Northeast	Small	36%	32%	79%	61%	4.06
Partner School 5	Private, 4-year	Northeast	Medium	66%	63%	95%	77%	2.70
Partner School 6	Private, 4-year	Northeast	Small	17%	17%	59%	60%	6.37
Partner School 7	Public, 4-year	West	Medium	10%	8%	77%	62%	9.83
Partner School 8	Public, 4-year	Midwest	Small	18%	17%	96%	69%	7.20
Partner School 9	Private, 4-year	Southwest	Small	13%	16%	86%	40%	3.02
Partner School 10	Private, 4-year	Midwest	Small	9%	11%	96%	53%	6.85
Partner School 11	Public, 4-year	Midwest	Medium	18%	22%	60%	91%	4.55
Partner School 12	Private, 4-year	Southeast	Small	8%	10%	69%	59%	8.36
Partner School 13	Private, 4-year	Northeast	Large	21%	18%	96%	53%	3.63
Partner School 14	Public, 4-year	Midwest	Small	18%	19%	69%	74%	5.45
Partner School 15	Private, 4-year	Southeast	Small	20%	16%	37%	76%	8.23

1. Students of color are defined as any student who did not identify as White, other, or elected not to respond.

* Last recorded IPEDS Yield Data
**Multiplier=Wisr Yield/Non-Wisr Yield

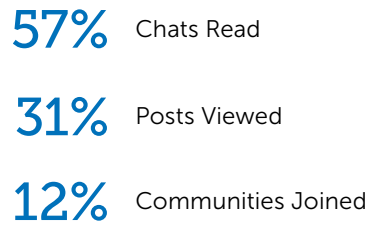
2 Students Are Engaging with Wisr at Higher Rates

This year's analysis revealed a 16% increase in activity per user across all Wisr users (deposited and non-deposited students). Overall, most of the activity gains that we saw fell under Passive Engagement, representing roughly 77% of actions per user gains year over year.

- Examples of "Passive Engagement": Chats Read, Communities Joined, and Discussion Topics Viewed
- Examples of "Active Engagement": Chats Initiated, Chats Sent, Discussion Post Replies, and Discussion Topic Created

When evaluating the Passive Engagement activities per user, over half of all engagement was "Chats Read." Here is a breakdown of the average Passive Engagement activity per user:

While the gains in passive activity were greater, active engagement behaviors in Wisr saw an increase as well.



COMPARED TO 2022

+1

More Active Engagement per user

+3

More Passive Engagements per user



Actions:

- Encourage 1X1 outreach between admitted students and student ambassadors.
- Continue to post regularly and develop engaging content as 31% of passive student activity is posts viewed.
- Leverage Dynamic Landing Page invites to drive more community joins.

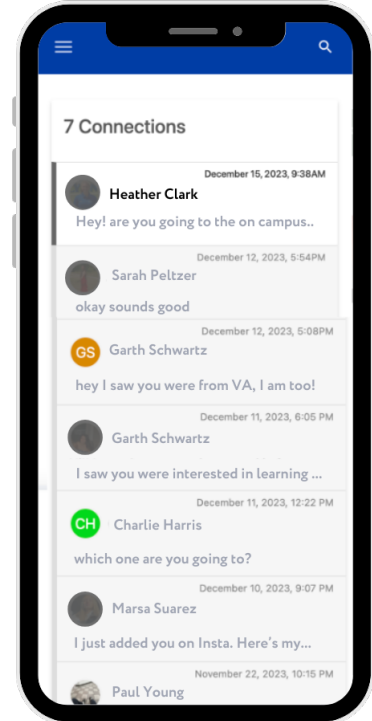
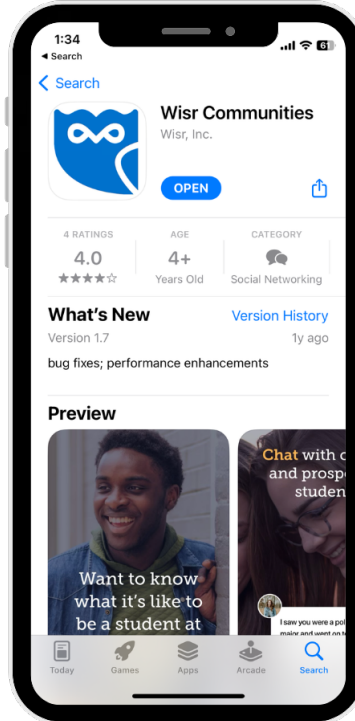
3 Students Who Use the Mobile App Are More Likely to Yield

Consistent with historical findings, another strong indicator of depositing is accessing Wisr via the Wisr Communities iOS mobile app. For the Entering Class of 2023, there was a 14% increase in total mobile app users compared to the Entering Class of 2022. Of those mobile app users, 4 out of 5 students yielded.



Actions:

Promote the mobile app to improve yield outcomes.



Conclusion

The uncertainty of the past few years has heightened concerns related to the value of a college education, and more students than ever are rethinking their path to higher education, resulting in a decline in yield rates across the country. In response, many institutions have implemented new technologies and strategies to help combat student concerns head-on and share about their unique campus communities. Digital tools, such as Wisr, enable schools to communicate with transparency and enable students to form authentic connections with one another.

Forums like this help prospective students build a sense of belonging with institutions as they make their final college decision. Similar to historical findings, this year's analysis revealed strong and direct correlations between Wisr adoption and an admitted student's propensity to yield. EAB findings reveal that students who joined Wisr before depositing were 3.9x more likely to yield in comparison to students who did not join Wisr. More specifically, Wisr had a meaningful impact on reaching and engaging students of color, with our analysis revealing that students of color who joined Wisr before depositing yielded at 4x higher rates than students of color who did not join Wisr.

EAB's 2023 Wisr Yield Study continues to highlight how important it is to provide students with a safe space to find answers to important questions, engage with one another, and build community virtually.

- ▶ If you would like to learn more about the Wisr platform, please [contact us](#) to speak with an enrollment expert.
- ▶ Subscribe to our [Enrollment Blog](#) for the latest insights.

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To speak with an expert or schedule a diagnostic conversation, email eabenrollmentcomm@eab.com.

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