



WISR VIRTUAL COMMUNITIES

Lynn University Shares Best Practices to Improve Yield and Combat Melt with Virtual Community

Today's Presenters



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Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Unlock Every Recruitment Advantage with Enroll360

Enroll360 Solutions to Succeed at Every Stage of the Funnel

Our solutions deliver results, powered by an unrivaled recruitment ecosystem.



Cultivate



Apply



Aid



Yield

Enroll360 Products to Elevate Student and Family Engagement

Audience Generation

Foster awareness, influence, and applications with the leading **college exploration platforms**.

Cappex

Intersect

Greenlight Match

Global Match

Digital Experience

Engage Gen Z in **interactive virtual platforms** that tell your brand story and build affinity.

**YouVisit
Virtual Tours**

**Wisr Virtual
Communities**

Digital and Web Strategy

Optimize your website and digital strategy to engage and convert prospective students.

**.EDU Content
Strategy**

SEO

Transfer Recruitment

Facilitate the transfer process and boost enrollment through best-in-class technology and marketing.

**Transfer
Portal**

**Transfer
Marketing**

Yielding and Diversifying Your Class Has Become Increasingly Difficult



Competition

Students are **applying to more schools** than ever before

8.5 applications per student on average during the past enrollment cycle



You must still compete for student attention post-admit.



Connection

Students want to **feel a sense of belonging** before they commit

23%+ increase in students searching for diversity-related terms within Naviance



You must make students feel welcome on your campus.



Capacity

Enrollment teams are being **asked to do more with less**

35% of higher ed employees say they are likely or very likely to look for a new job in the next year



You need powerful tools to amplify and focus your recruitment effort.

Wisr Is a Private, University-Branded Network That Allows You To...

Facilitate Safe and Secure Connections

1

Permission-based site access to ensure privacy

Searchable profiles for easier connection

One-on-one messaging for relationship building

Build Community Around Specific Topics

2

Customizable communities based on student population

Topic-based discussions to encourage dialogue

Virtual and in-person event promotion

Maximize Staff and Ambassador Efficiency

3

Data insights to guide outreach and predict yield

EAB-led trainings for staff and ambassadors

Automated emails to scale communication

2.7X

more likely for depositing Wisr users to make at least one connection

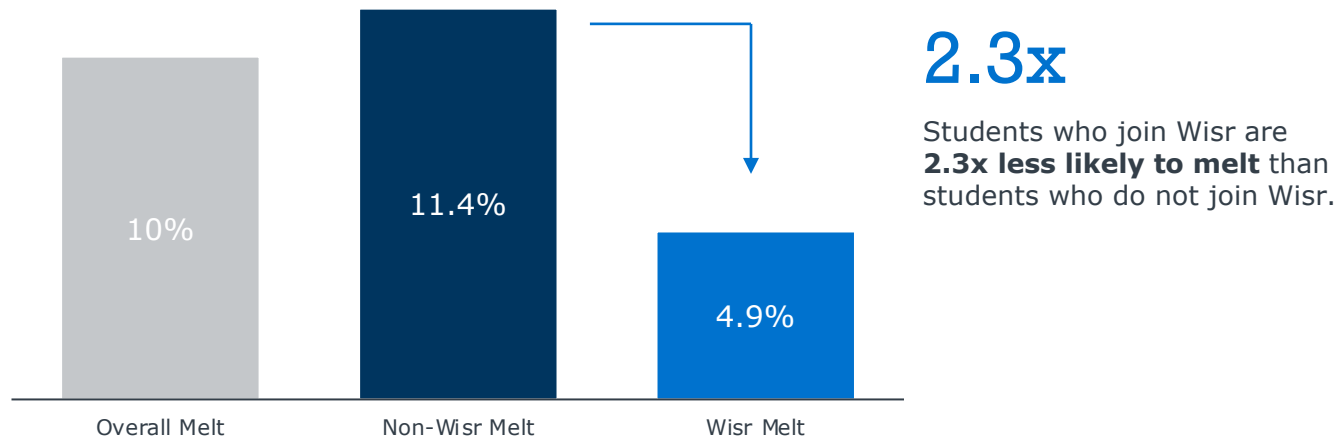
3.5X

more likely for Wisr users to deposit compared to non-Wisr users

Students Who Join Wisr Melt at Lower Rates

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.

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



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

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1

Lynn University: Why They Chose Wisr

2

How Lynn Shapes and Promotes Communities to Support Enrollment Efforts

3

Impact and Success

4

Takeaways and Looking Ahead

Introducing Lynn University

Lynn University is an independent college based in Boca Raton, Florida, with more than 3,500 students from more than 100 countries.



LYNN
UNIVERSITY

2,600+

Total Undergrad Enrollment

17%

International Students

56

Undergraduate Majors

6

Colleges



Nationally recognized "Institute for Achievement and Learning," empowering students with learning differences



US News & World Report "Most International Students" for 20th year in a row

Challenge:

Lynn was seeking a platform that would allow their admitted students to make connections. They were hopeful that helping students build relationships with current and admitted students prior to orientation would improve yield.

Traditional Social Networks Don't Support College-Bound Students



Top 5 Limitations of Lynn's Traditional Social Media Platform

- ✘ Unable to personalize
- ✘ Could not track engagement
- ✘ Clunky onboarding/validation
- ✘ No CRM integration
- ✘ Hard to foster connections

Important Considerations When Shifting to a New Platform

Lynn Focused on These Priorities



Onboard Members Into the Network

Get the established group of members to switch platforms and adopt a new space to connect with each other.



Drive Members to Specific Communities

Build communities that resonate with this population of students and their families.



Adopt a New Mindset on “Success”

Understand that passive engagement does not mean a lack of interest and that there are different ways students feel comfortable engaging.

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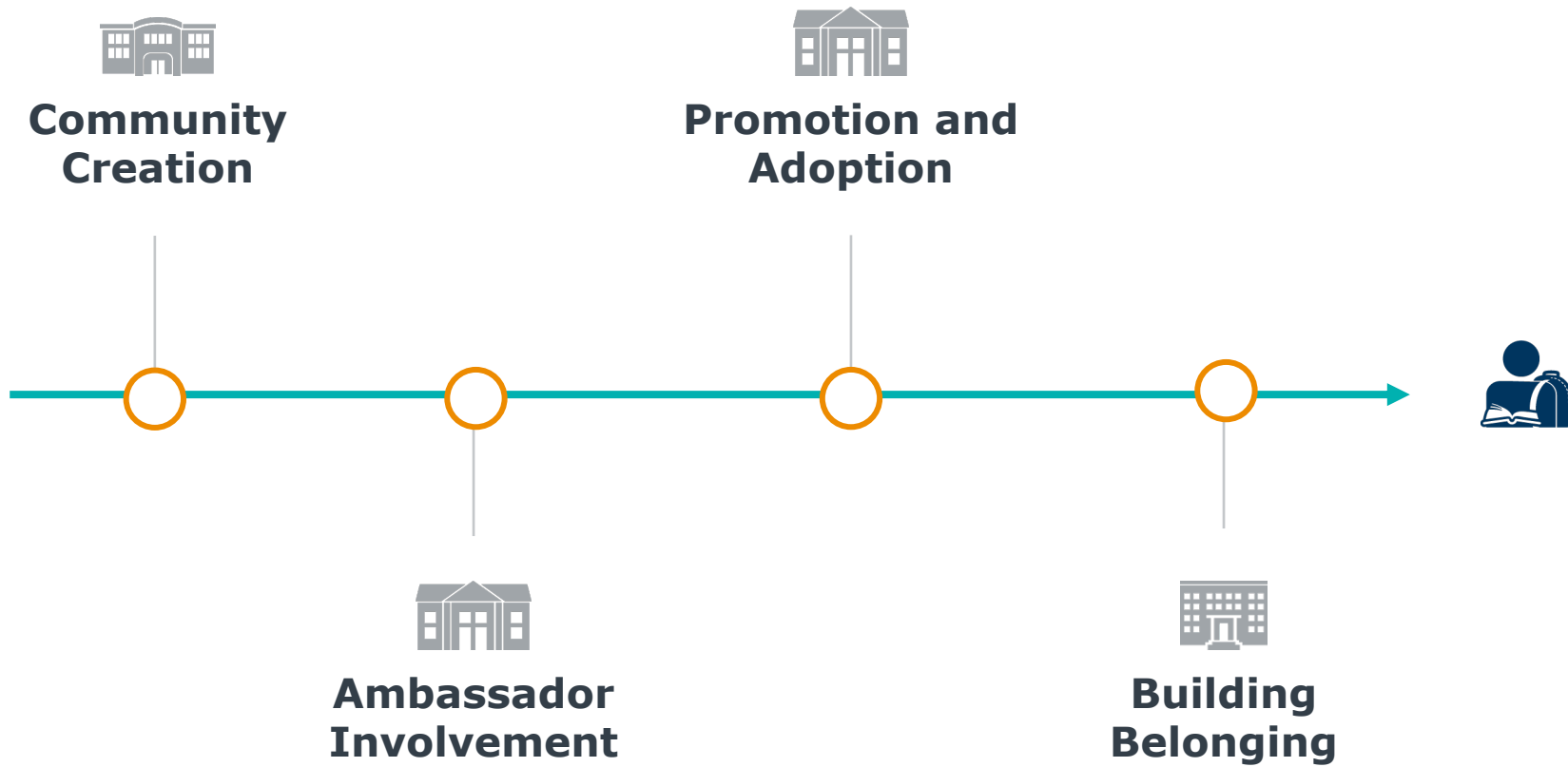
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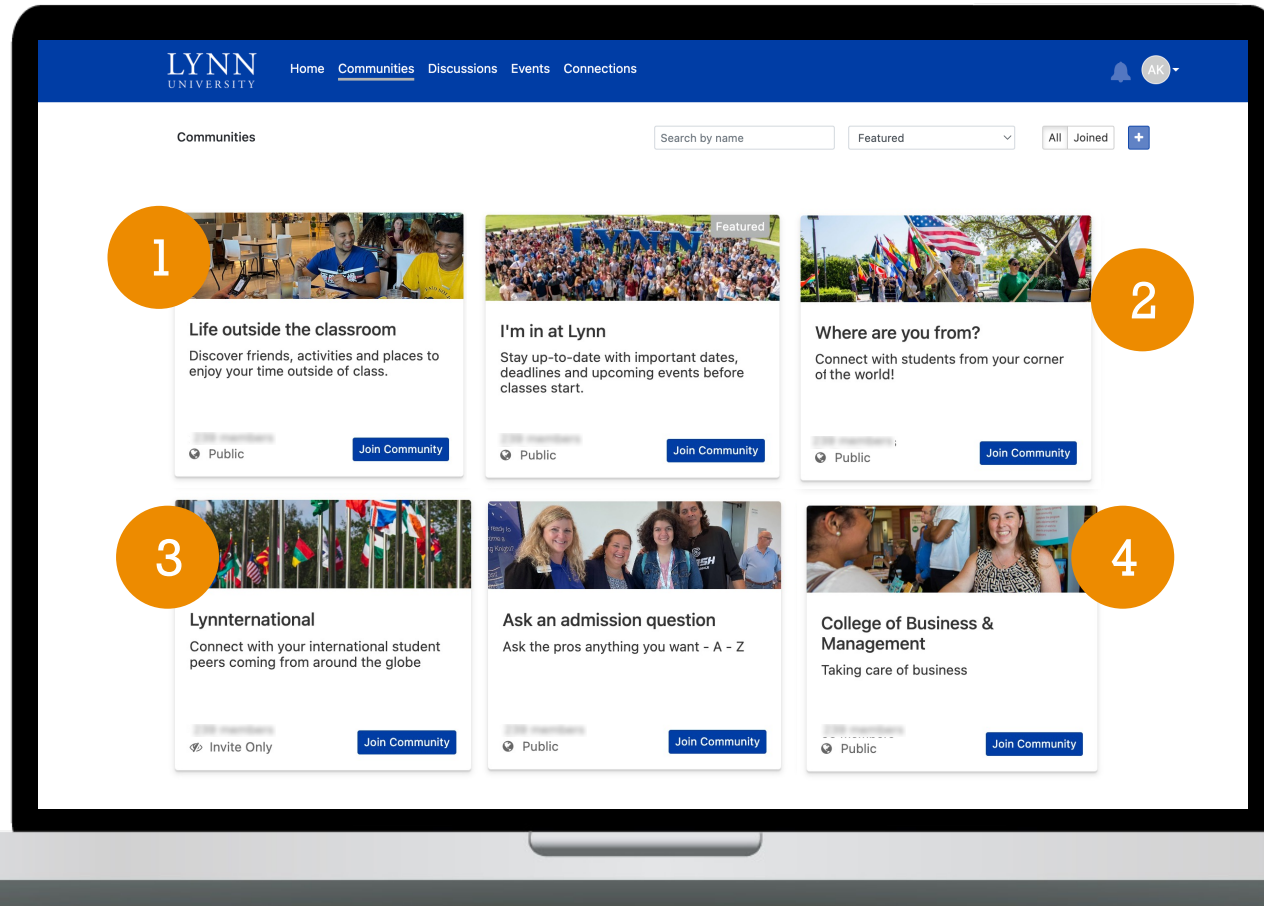
Takeaways and Looking Ahead

Getting Started with 'In at Lynn'



You Don't Have to Reinvent the Wheel for Your Community Strategy

Lean on What You and Your Team Already Know to Build Successful Communities



1 Audit Existing Platforms

2 Poll Your Ambassador Team

3 Segment Your Big Buckets

4 Leave Room for Exploration

Student Ambassador Buy-In is Important to Success



Convey Value and Share Benefits

- ✓ Eliminate the use of personal social media and phone number details
 - ✓ Make a paid program
 - ✓ Reward leading ambassadors for their work
 - ✓ Centralized place to manage conversations and view activity and insights
 - ✓ Push notification reminders
 - ✓ Enablement trainings
-



Set Reasonable Expectations

- ✓ Flexible scheduling
 - ✓ Clear assignments
 - ✓ Appropriate workload assignments (be sure to grow ambassador program as memberships grow)
-



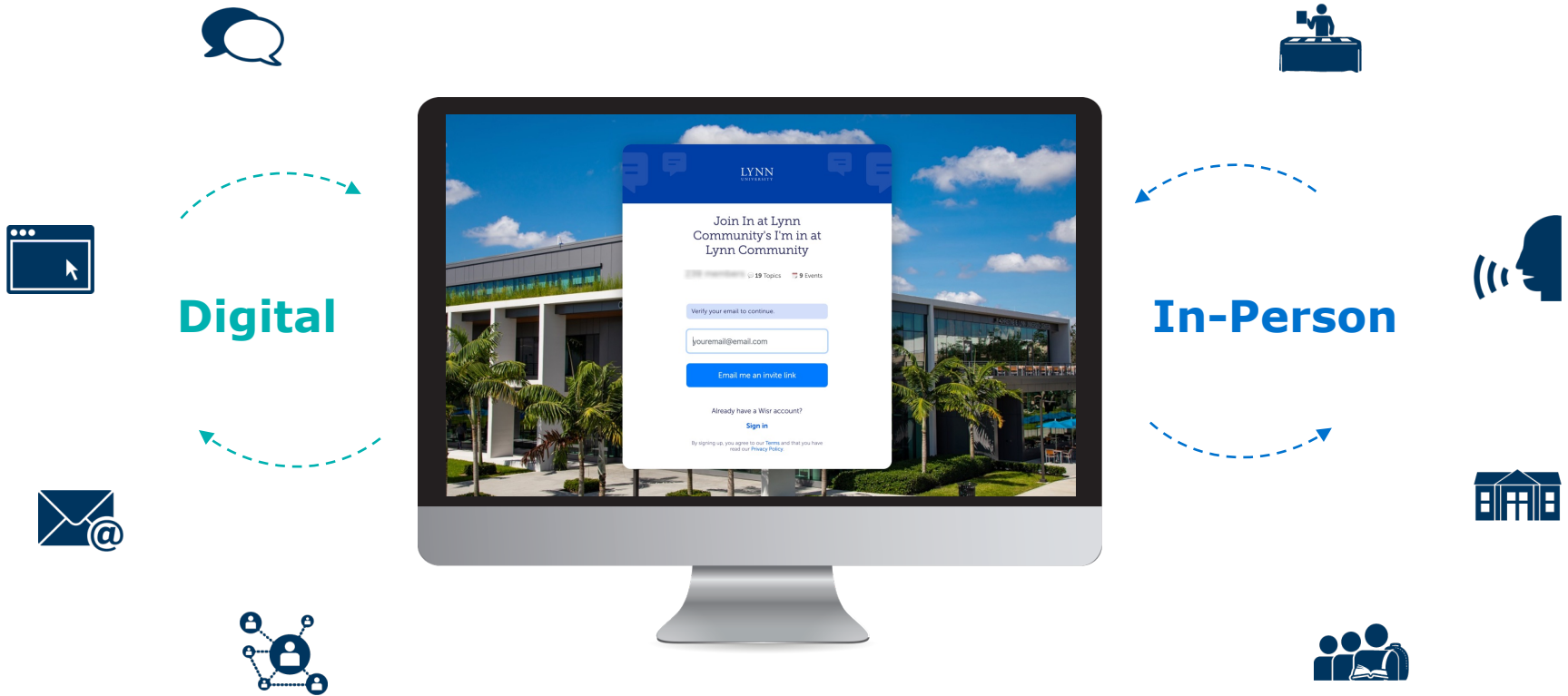
Give Ambassadors Space

- ✓ Let students feel empowered to take charge and get creative
- ✓ Encourage different post types for both passive and active engagement
- ✓ Mix up the recipient list(s) so outreach doesn't get stale
- ✓ Give guidelines but not a script to keep authentic and personal

Wisr is a Compliment to Existing Recruitment Efforts

60%

Average increase in community joins when including Wisr in a text campaign



Lynn University's Microsite

Integrating Wisr Virtual Communities with Your Admitted Student Campaign

The screenshot shows the Lynn University microsite interface. At the top, there's a navigation bar with 'LYNN UNIVERSITY' logo and links for 'Connect', 'Visit', 'Deposit', and 'Contact us'. Below the navigation, there are filters for 'What you may have missed (12)', 'Coming soon (4)', and 'View all (17)'. The main content area displays a grid of posts:

- April 2**: The heart of campus (Image of a modern building at night)
- March 25**: Outside the classroom (Image of students with a colorful board)
- March 16**: Your new hangout (Image of students on a lawn)
- March 8**: Meet the Class of 2027 (Image of a group of students)
- March 1**: Food for thought (Image of a student eating)
- Feb. 23**: Get the fundamentals (Image of a modern building)
- Feb. 5**: Around the world (Image of students with flags)
- Jan. 30**: Inside housing (Image of a student in a room)

A large white box is overlaid on the bottom right of the screenshot, containing the text: "Good for anytime. A Lynn hoodie is a stylish choice for class, the UC and everywhere in between." Below this text is an image of a white hoodie with "LYNN UNIVERSITY" printed on it. At the bottom of the box, it says: "Don't forget to join the In at Lynn community to see if you win."

Lynn's Admitted Student Microsite:

- 1 Keeps Students Coming Back**

Sharing timely content and what's coming up next has students visit on an ongoing basis.

 - ▶ Drive from posts to relevant Wisr Communities for continued exploration (e.g., Life Outside the Classroom community)

- 2 Delivers Important Information**

Keeping students up to date creates a sense of urgency and fear of missing out.

 - ▶ Drive from posts to events
 - ▶ Encourage becoming a member of a community to be sure they get push notifications

- 3 Drives Engagement**

Promoting incentives, such as Lynn swag, encourages students to start engaging in a different way.

 - ▶ Make signing up for Wisr a requirement to win
 - ▶ Track passive and active engagement in Wisr

Don't forget to join the In at Lynn community to see if you win.

Drive to Virtual Community In-Person



Tour Guides



On-campus promotion



Event Staff



Student events



Counselors



1x1 on conversations

Example of QR code on event flyers:

Join your future
classmates in the student-
only group:

In at Lynn Community



Wisr Supports a Range of Lynn's Engagement Initiatives

Additional Ways Lynn Incorporates 'In at Lynn' in Outreach

1

1x1 Ambassador Outreach

- Ambassadors are provided with a new group of Wisr members and content guidance for weekly/biweekly messaging.

2

Email and SMS Marketing

- Targeted outreach to specific groups includes links that drive directly to relevant Wisr communities.

3

Physical Mailers

- T-shirt mailings sent to deposited students include inserts that promote signing up for Wisr as a call-to-action.

4

Targeted Social Ads

- Ads aimed towards admitted students drive to microsite and includes a giveaway where winners must be a Wisr member.

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Wisr Insights Inform Lynn Where to Focus Outreach

Track Who Has Onboarded

View which members have not onboarded and encourage them to finish building their profile as a touchpoint.

Use Wisr as a Milestone

Help admissions counselors prioritize their contact list by using Wisr sign-ups as an important milestone.

Members

Active Pending Invited Pre-Verified Admins Inactive

19 Active Members View ▾

First Name	Member Type	Joined	Onboarded
Terri	Deposited Student	4/9/23, 2:44pm	false
Jaelyn	Deposited Student	3/21/23, 12:21pm	false
William	Deposited Student	3/11/23, 3:29pm	false
Ekaterina	Deposited Student	3/11/23, 3:18pm	false
Trevor	Deposited Student	3/11/23, 2:52pm	false
Emily	Deposited Student	3/11/23, 2:33pm	false
Tiger	Deposited Student	2/22/23, 8:13pm	false
Jasmin	Deposited Student	2/22/23, 10:17am	false
Jaxon	Deposited Student	2/21/23, 12:46am	false
Rachel	Deposited Student	2/6/23, 6:47pm	false

- Submit FASFA
- Sign up for Admitted Student Experience
- Submit Deposit
- Onboard with "In at Lynn"
- Apply for Housing
- Sign up for Welcome Weekend

Touchpoint Strategies:



Promote Events

Share upcoming events for continued engagement.



Leverage Shared Information

Use profile information, such as major, to drive to relevant communities (use DLP's.)

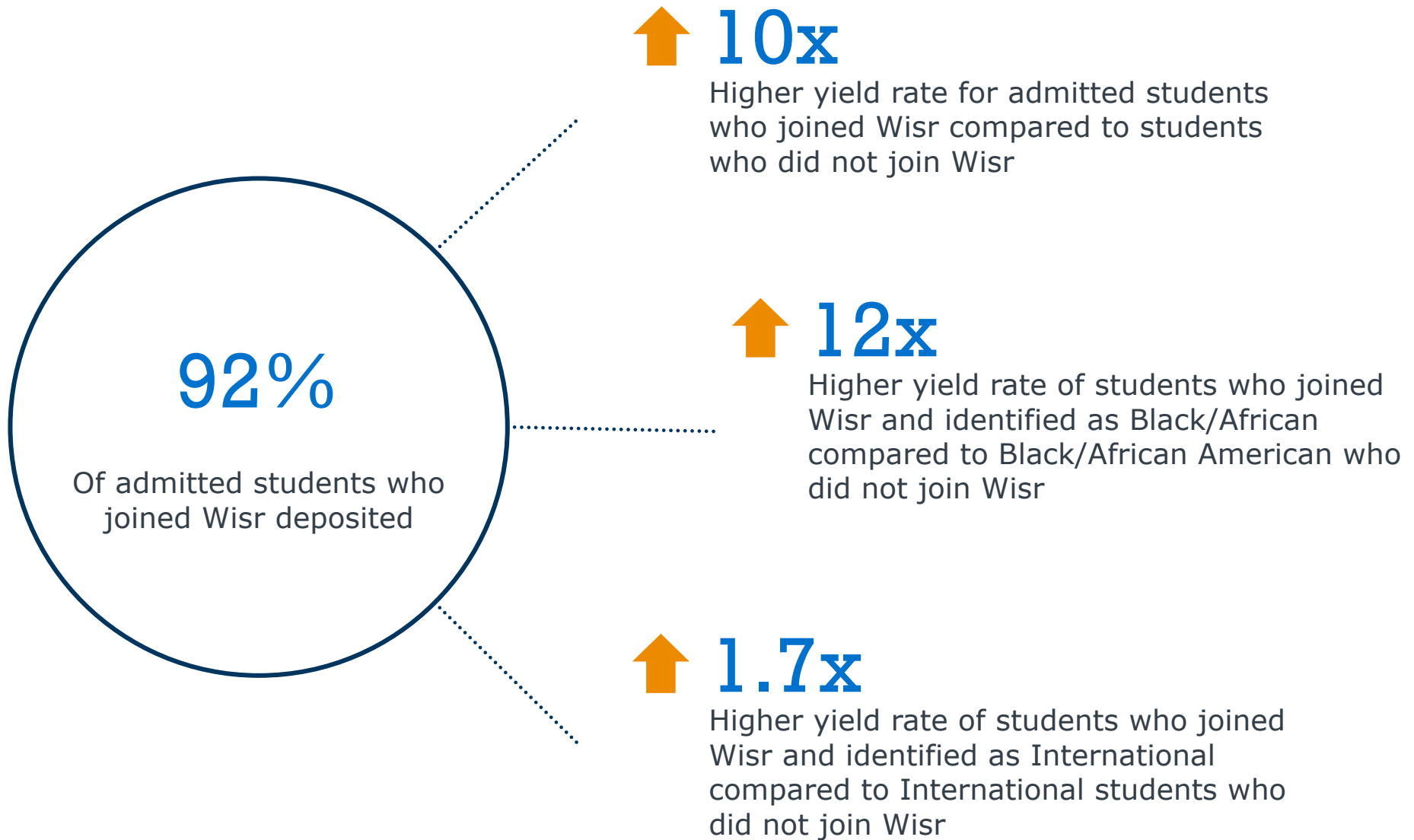


Use Multi-Type Delivery Method

Alternate between community posts and direct messages to keep it natural.

Wisr's Influence on Yield

Students Who Joined 'In at Lynn' Yielded at Higher Rates than Students Who Did Not



Wisr Participation Helps to Mitigate Melt

For the Entering Class of 2022...



3x

Students who join Wisr were 3x more likely to yield than students who did not join Wisr¹



6%

Decrease in overall melt compared to Entering Class of 2021²

Prepare Wisr for Summer Months

Administrator Items

- Reconfigure Ambassador groups and assignments
- Implement broader deadlines and level set expectations for ambassadors
- Update messaging goals from conversational to transactional while keeping it friendly
- Compile and centralize milestones and goals that need to be achieved to inform your ambassadors of student communications

Messaging for Students and Families

- Post very specific information such as summer reading assignments and international student requirements
- Get parents involved
- Normalize the uncertainty that might be happening during this time and offer your support
- Integrate into existing reminders and alerts for important requirements, such as your summer text campaign
- Keep your messaging delivery fresh, both in content type and who is delivering the message

1) 2022 Wisr Yield Report.

2) Overall Melt reduction and Wisr was implemented mid-cycle in 2022.

Success Is More than the Numbers



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- 3 Impact and Success
- 4 **Takeaways and Looking Ahead**

3 Takeaways



It's Okay If Students Aren't Being Vocal

It's important to build content and posts meant for passive viewing. Even if students are not actively replying to and liking posts and discussions, they are seeing the messages and getting important information they need.



Flexibility Is Instrumental to Success

Don't get too comfortable. Just because a strategy is working, this does not mean an alternate strategy won't work better.



Keep the Goal of Connectivity at the Center

Make a community where students feel comfortable to connect with others while seeing important information. Students want to meet other students and not be bombarded with information and checklists.



11X

On average, for every 1 active engagement a user initiated, they took 11 passive engagement actions

Looking Ahead

1



Dynamic Landing Pages

LYNN UNIVERSITY

Join In at Lynn Community's College of Business & Management Community

6 Topics

Verify your email to continue.

youremail@email.com

Email me an invite link

Already have a Wisr account?
[Sign in](#)

2



'Parent Only' Community

LYNN UNIVERSITY

Change image

Parents Join Community

About Members Discussions (8) Events Files

Public

Visible to Deposited Parent, Admitted Parent, Student Admission Ambassador, Faculty/Staff, Admission Counselor, and Peer Leader

Created 7 months ago

When you're here ... you're family!

Congratulations... you're In at Lynn too!! Join this community to connect with other parents, ask questions, and stay updated with all things Lynn.

Join Community

3



New Marketing Integrations

We know that your student looks to you for guidance and support as their parent. Use this guide to keep track of important dates, checklist items and university contacts as your student prepares for the first day of classes on Aug. 21.

Mark your calendar
There are several steps to make sure that you're ready to begin classes. Take note of these four especially important dates this summer.

Find online resources
These online resources organize important university news, information, deadlines and forms so you can easily find everything your student needs to prepare for college.

June 5
Welcome Weekend reservations open

July 10
Online check-in opens

Aug. 1
Weekly updates go

Student resources
[lynn.edu/u/](#)

Parent resources
[lynn.edu/u/](#)

In at Lynn community
[lynn.](#)

Thank you!



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