

How One School Leveraged a Wisr Virtual Community to Support and Yield More Underrepresented Students

Public University in the Northeast with 6,000+ Undergraduate Students

Challenge:

This institution was looking for a way to centralize their admitted-student communications and allow admitted students to connect with one another. They also wanted to provide a virtual space where admitted students could socialize and build community, even before stepping foot on campus.

Solution:

In 2021, this school partnered with Wisr Virtual Communities to build an Admitted Student Network that:

- ▶ Extended their reach beyond traditional social media with the added benefits of privacy and security
- ▶ Allowed students to engage in public and private conversations specific to their needs, interests, and identities (e.g., honors program community)
- ▶ Provided data and analytics to inform their overall recruitment strategy and individual outreach

Impact:

By engaging with relevant public and private communities on the Wisr platform, admitted students not only developed a greater sense of belonging but also deposited at a much higher rate than their peers who did not join Wisr.

The platform also supported underrepresented students, including first-generation and international. Their engagement on the platform was a strong indicator of intent to enroll and allowed this institution to further improve its campus diversity.

A Closer Look at Wisr's Impact with Underrepresented Students

EC22 yield rates for students who joined Wisr before depositing compared to those who did not join Wisr:

3.4x

higher for **first-generation** students (47% vs. 14%)

3.5x

higher for **Black/African American** students (35% vs. 10%)

3.8x

higher for **Hispanic/Latinx** students (34% vs. 9%)

Impact Highlights

Entering Class 2022

4.6x

Higher yield rate for students who joined Wisr before depositing compared to students who did not join Wisr

3.4x

Higher yield rate for first-generation students who joined Wisr before depositing compared to first-generation students who did not join Wisr