

## CASE STUDY

## How One Institution Improved Yield with an Admitted-Student Network

Small, Private 4-year Institution in the Midwest

### Challenge:

This institution was looking for a way to build a greater sense of belonging among admitted students. They wanted to enable admitted students to connect with their peers, including both student ambassadors and fellow admits. They also wanted to support underrepresented student populations more effectively.

### Solution:

This institution partnered with EAB's Wisr Virtual Communities to create a branded admitted-student network that gave admitted students an opportunity to hear directly from their peers about important topics. The school was also able to engage specific student populations by creating interest- and identity-based communities that were personalized to their unique needs. This included a parent community, which generated meaningful engagement. They also used their Wisr site to promote relevant events and campus activities.

### Impact:

Through active promotion of their Wisr site via emails, texts, QR codes, and ambassador outreach, this school was able to achieve an 83% Wisr onboarding rate. They also leveraged Wisr's CRM integration capabilities to scale timely and relevant outreach to admitted students. Ultimately, students who joined Wisr before depositing were 6x more likely to yield than students who did not join Wisr. The school also saw strong engagement from parents and families, who were often looking for information within Wisr to support their students. Logistic-oriented posts such as "Fall Checklist" and "Move-In Day" had some of the highest interaction.

### Impact Highlights

# 83%

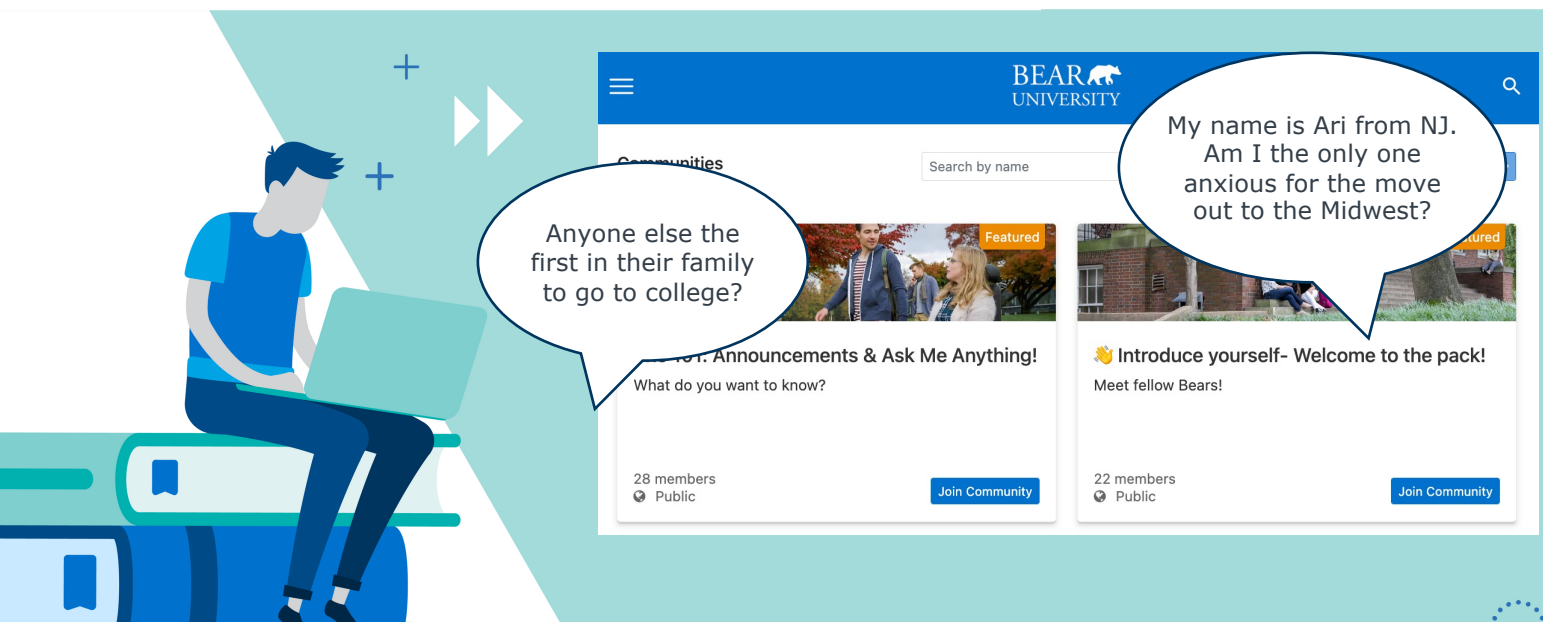
of students who were invited to join Wisr created a profile

# 79%

Yield rate for all students who joined Wisr before depositing compared to 13% for non-Wisr users

# 62%

Yield rate for students of color who joined Wisr before depositing compared to 11% for non-Wisr users



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