

## WISR VIRTUAL COMMUNITIES

# How One School's Peer-to-Peer Network Improved Yield Results for Admitted Students

A small, private, four-year institution located in Florida

### CHALLENGE:

This university was in search of a solution that would provide admitted students with a place to learn more about their school and engage with their peers—both student ambassadors and fellow admitted students. Additionally, this school wanted to implement additional support on melt reduction and to increase yield.

### SOLUTION:

This school partnered with **EAB's Wisr Virtual Communities** to create an "Admitted Students Network" and empowered their student ambassadors to proactively connect with admitted students through one-on-one outreach. Each week, their student ambassadors had dedicated time to engage with discussion posts, especially those that aligned with the school's messaging and priority areas. Much of this work was applied in the summer months as a melt mitigation strategy.



### IMPACT:

As of July 2022, this partner experienced a reduction in summer melt in comparison to the previous year. Additionally, joining a virtual community had a positive impact on an admitted student's likelihood to deposit.

## 10x

higher yield rate for admitted students who joined the Admitted Students Network compared to students who did not

## 12x

higher yield rate for Black/African American students who joined the Admitted Students Network compared to students who did not



## Students Who Joined the Admitted Students Network Yielded at Higher Rates than Students Who Did Not

# 92%

of admitted students who joined the Admitted Students Network deposited.



# 10x

higher yield rate for students who joined the Admitted Students Network compared to students who did not.

### The Admitted Students Network

Powered by  **wisr**  
by EAB

Email

Password

Sign in with email



## The Admitted Students Network Helped to Drive Deposits

# 27%

of students joined the Admitted Students Network *before* depositing

# 8.3x

higher yield rate for students who joined the Admitted Students Network before depositing compared to those who did not join



## The Admitted Students Network Supported Traditionally Underserved Students

2022 yield rates for admitted students who identified as Black/African American:

### Wisr Yield

**73%** Yield rate of students who joined the Admitted Students Network

### Non-Wisr Yield

**6%** Yield rate of students who did not join the Admitted Students Network