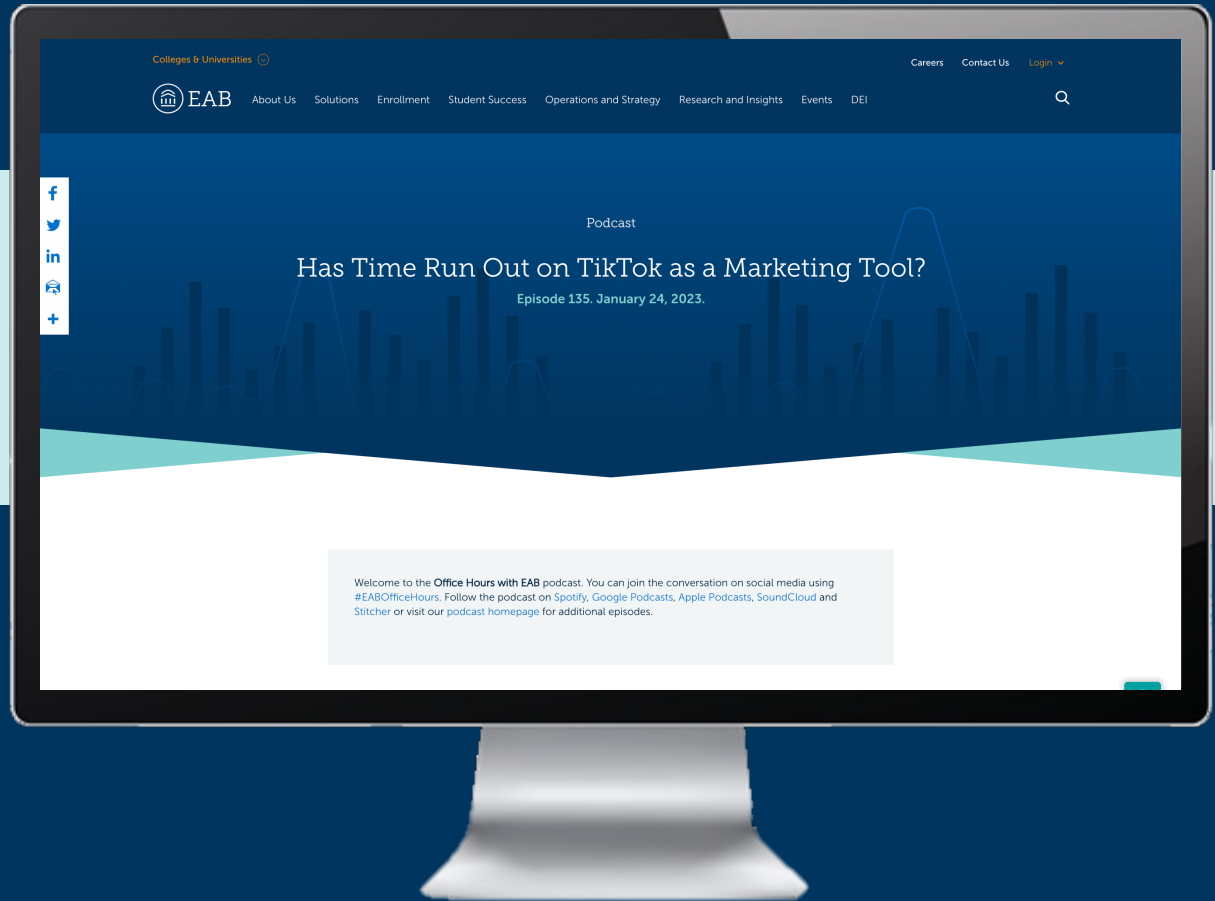


Our Webinar Will Begin Shortly



Check out our latest podcast episodes!

And don't forget to subscribe to EAB's Enrollment Blog





Focus and Scale Your 2023 Yield Strategy

How to Use Wisr to Support Your Community-Based
Enrollment Efforts

Today's Presenters



Evan Moore

*Associate Director
Partner Success*

Email: EMoore@eab.com



Lily Oyarzun

*Senior Partner
Success Manager*

Email: LOyarzun@eab.com

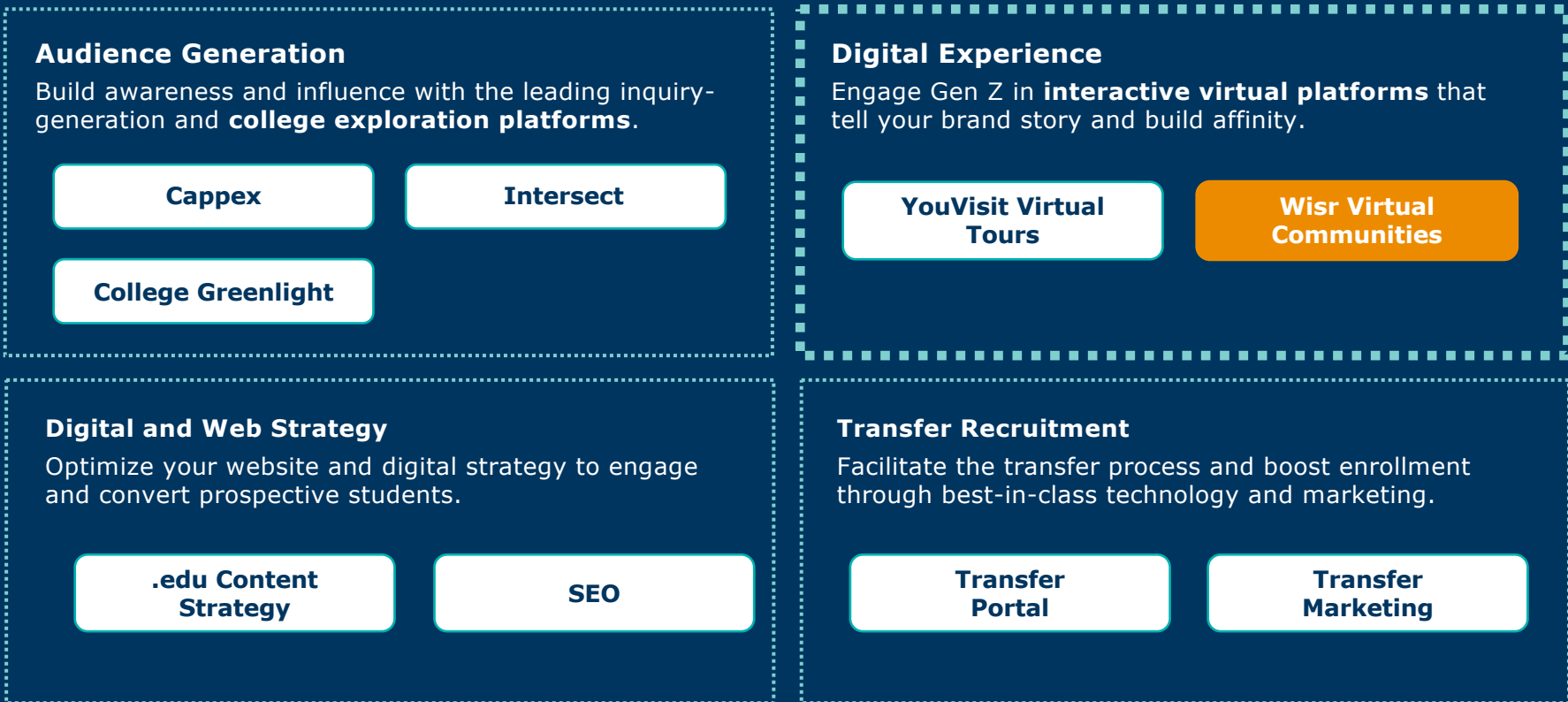
Recruit and Enroll Your Next Class with **Enroll360**

Enroll360 Solutions to Succeed at Each Stage of the Funnel

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



Enroll360 Products for Student and Family Engagement



A Snapshot of the Past Three Years

No Segment Has Been Safe from Declining Demand

Change in Undergraduate Enrollment by School Segment Fall 2019 to 2022*

Private Nonprofit 4-Year	-4%
Public 4-year	-6%
Public 2-Year	-14%

“Although the decline has slowed and there are some bright spots, **a path back to pre-pandemic enrollment levels is growing further out of reach.**”

Doug Shapiro, Executive Director,
National Student Clearinghouse Research Center



*Preliminary data for Fall 2022 enrollment.

Recruitment Challenges Persist—and Compound Each Other

Even with the Pandemic Behind Us, Meeting Your Enrollment Goals Will Still Be Difficult

Fewer Available Students

Market Share Disruption

Demographic Cliff



-12%

Change in the population of 18-year-olds 2025–2035

Nonconsumption



-7%

Decline in proportion of high school graduates enrolling in college from 2016 to 2020

Test Optionality



15%

of students in a 2022 survey said they applied to a school because it was test-optional



+ An Ongoing Staffing Crisis in Higher Education

Resulting in High Turnover and Inexperienced Staff



+ The Complexities of Marketing to Today's Teens

An Exploding Number of Channels and Higher Student Expectations


Enrollment Leaders Must Double Down On Students Who Express Interest

...and They Need to Lean on their Institution's Community to Support Prospective Student Needs

Prospective and Admitted Students Are Looking to...

Find Connections

Hello all! I'm Rose!

 Rose Gemma
Admitted Student

Last active Jun '22
7 views

Any other computer science majors out there? I started prototyping my own app in High School and I really want to learn more about computer science so maybe I can make this a reality! Outside of programming, I love movies and filmography. I've been producing...

[1 Reply](#)

I'm Oswald (he/him), a future Gender and Environmental Studies double major

 Oswald Deepika
Admitted Student

Last active Jun '22
13 views

Hey all! I'm a graduating HS senior leaning towards Bear University because of the proximity to the capital and their strong social justice programs. In particular, I'm passionate about environmental studies and gender studies. I really believe these are to...

[3 Replies](#)

Get Answers

New to the area!

 Paige Guido
Admitted Student

Last active 9d
5 views

Hi all, excited to be accepted to Bear University. Wondering what fun things there are to do on the weekends?? I am worried everyone goes home on the weekends. I am traveling far from home, won't be able to jump on a flight.

[2 Replies](#)

Key dates and deadlines

 Roman Monroe
Student Ambassador

Last active Nov '22
29 views

The dates you need to know! * Early Decision application due: 12/1/2021 * Regular application due: 1/15/2022 * Decisions issued: 3/15/2022 * Deposit deadline: 5/1/2022 * Orientation dates: June and July 2022

[1 Reply](#)

Build Belonging

Double Major Advice and Assistance

 Claire Abimbola
Admitted Student

Last active Oct '22
16 views

Hello, My name is Claire Abimbola and I am double majoring in Psychology and Biology. I will continue after my studies to pursue a career as a psychologist and entrepreneur. I would like to assist any of my peers who are also double majoring with navigating the pr...

[2 Replies](#)

Mental Health at Bear University

 Arianna Wolfram
Student Ambassador

Last active Jun '22
12 views

College is a time of change and growth. Take care of our mental health! Here are a few resources I've found useful. * Counseling and support services * Meditation classes at Health and Wellness center * Self-care Saturdays: a weekly event sponsored by stude...

[1 Reply](#)

Confidence in a decision to attend

Wisr 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 member 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

4 Focus Areas for Your Institution This Yield Season

1

**Get Members to
Your Network**

2

**Keep Members
Engaged and Informed**

3

**Build Meaningful
Relationships**

4

**Inform Your
Recruitment Strategy**



Get Members to Your Network

Wisr-Hosted Invites Increase Visibility and Drive Adoption

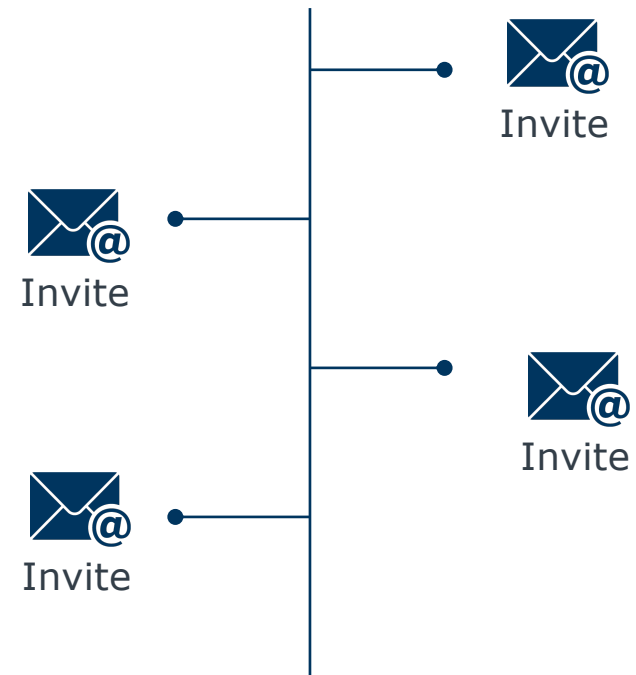
Delegate your email invitation strategy with **Wisr-Hosted Invites**



A Wisr-owned email campaign supports your member invitation strategy:

- ❑ Customizable templates
- ❑ Integrated branding
- ❑ Partner-preferred messaging cadence

Note: Wisr-Hosted Invites are a complement to your institution-owned invites.

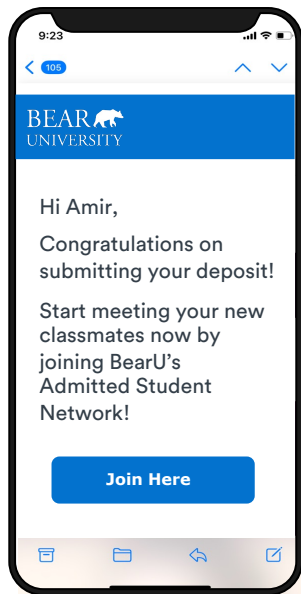


Strategies to Maximize Your Invitation Strategy

Express Value at Important Moments and Reduce Barriers to Enter Your Community



Send Personalized Messaging at Moments of High Excitement



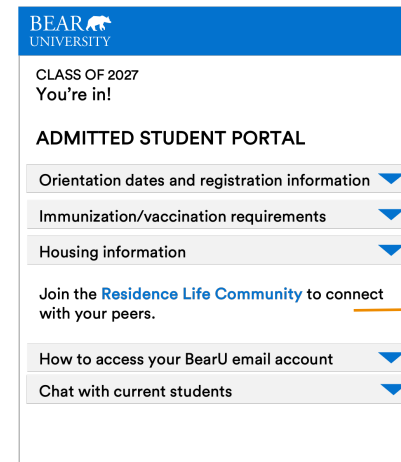
Examples of Moments of High Excitement:

- After formal acceptance
- When deposits are due
- After a deposit is submitted
- Once registered for a campus visit
- Once registered for orientation

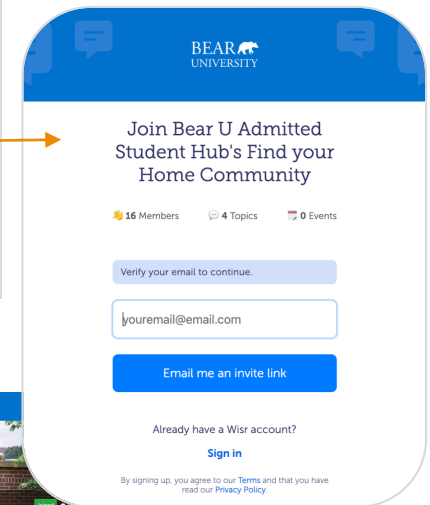


Simplify the Member Sign-In Process with Dynamic Landing Pages

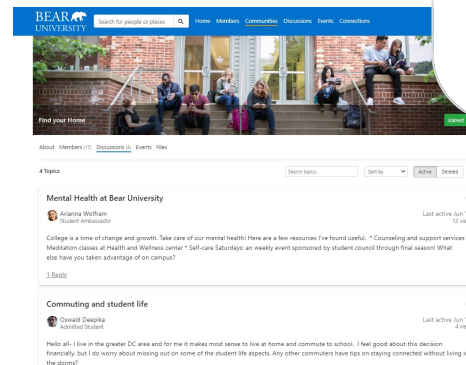
1. Admitted Student Portal



2. Dynamic Landing Page



3. Explore Community



A Partner That Is Increasing Adoption with Wisr-Hosted Invites

Challenge:

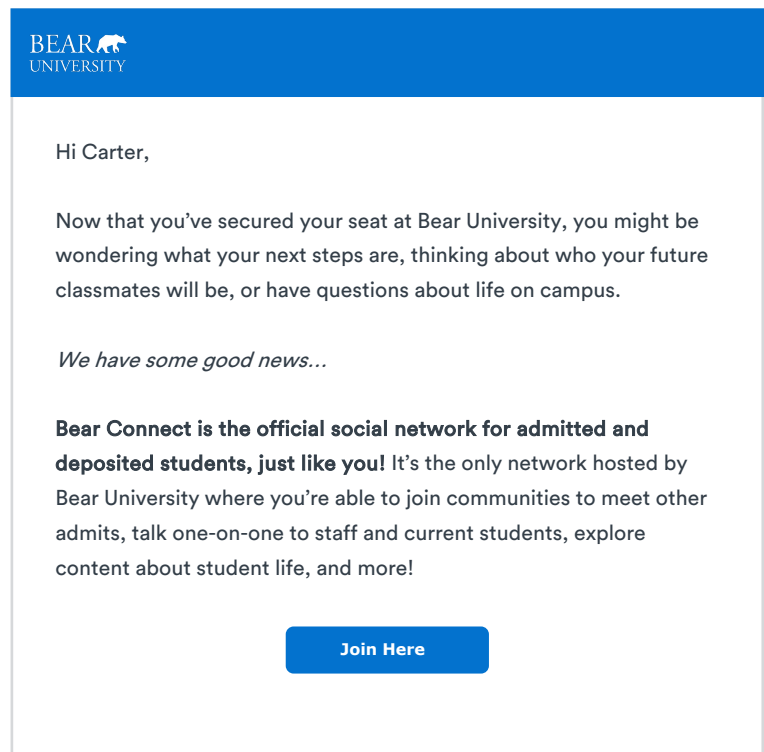
This partner was inviting members to join their online community via email but were **not getting the volume of sign-ups** it was hoping for.

Solution:

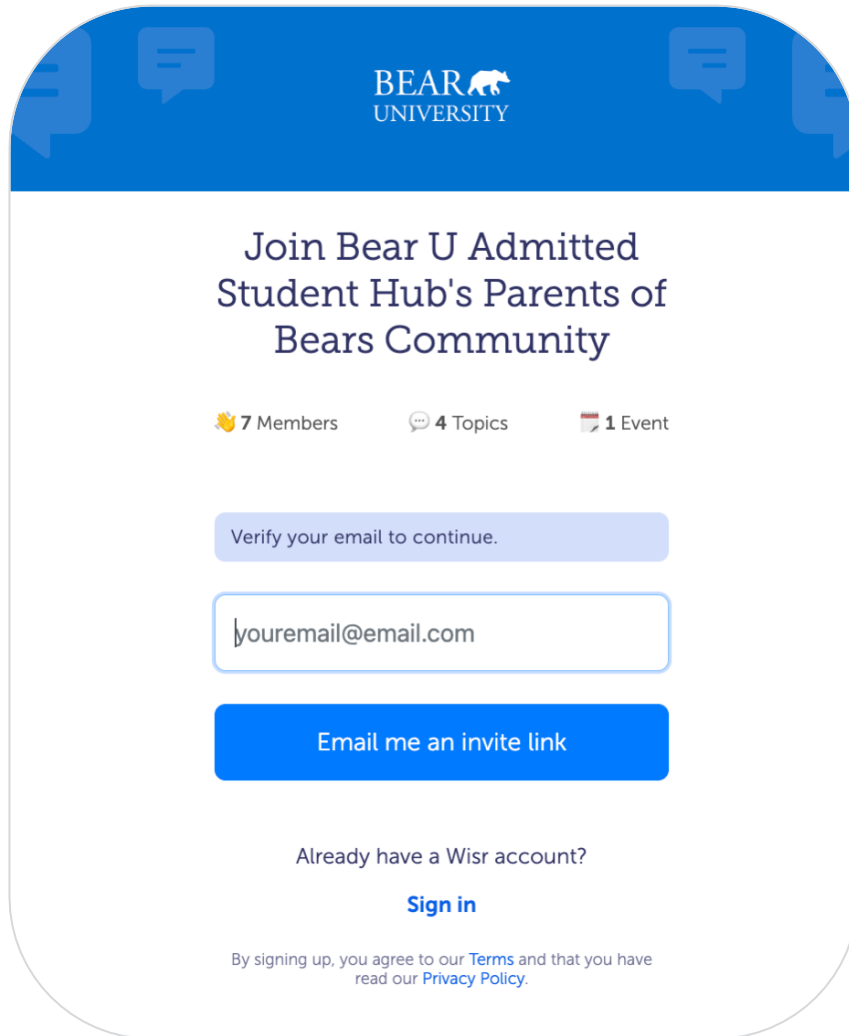
In combination with their established institution-owned invitation strategy and promotion on student resource pages, this partner **leveraged the support of Wisr-Hosted Invites** to set up a drip campaign tied to their academic calendar and **student milestones** (e.g., being accepted).

Impact:

By leveraging Wisr-Hosted invites, this partner saw a **15% increase in adoption** within 45 days of launching invitations.



A Partner That Is Increasing Adoption with Dynamic Landing Pages



Challenge:

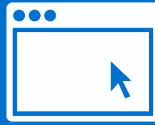
This partner was looking to get **more parents** into the online community created just for parent support.

Solution:

In addition to their one-off email invitation strategy, this partner **leveraged the support of Wisr-Hosted Invites** to set up a drip campaign that drove to their parent community's **Dynamic Landing Page**.

Impact:

By leveraging Wisr-Hosted Invites that drove parents directly to the Parent community through **Dynamic Landing Pages**, this partner saw a **61% increase** in adoption within two weeks of launching invitations.

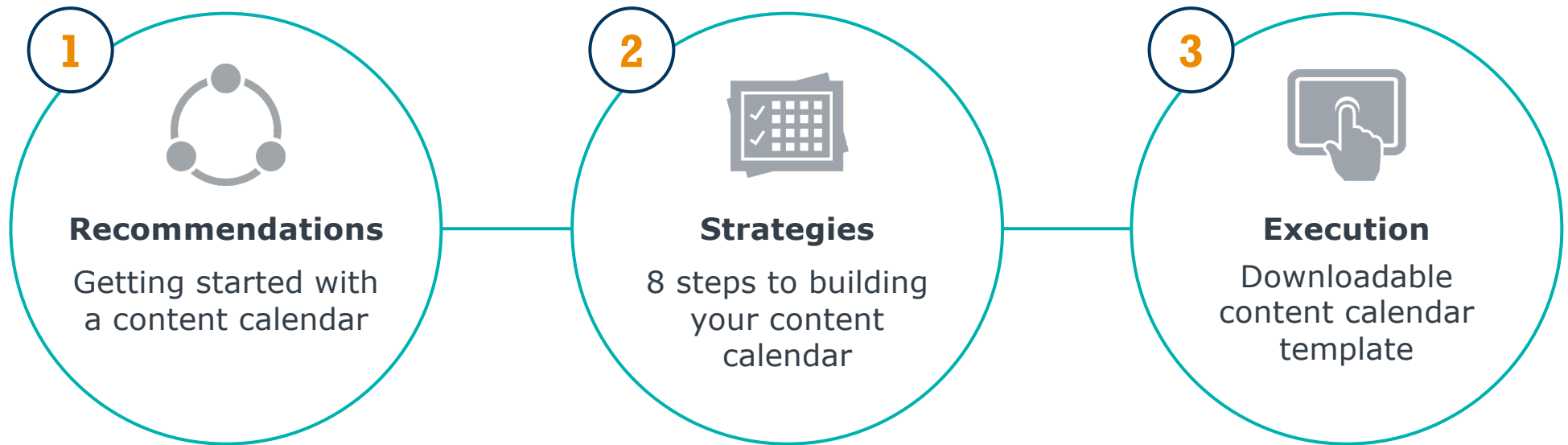


Keep Members Engaged and Informed

Quality Content Is the Foundation For Effective Online Engagement

Build a Content Calendar to Keep Members Engaged

Wisr Is Here to Support Your Team



2.9X

Wisr students who deposited were 2.9x more engaged than Wisr students who did not deposit.

88%

of overall engagement on Wisr is "passive," which includes consuming discussions and chats.

8 Steps to Building a Content Calendar

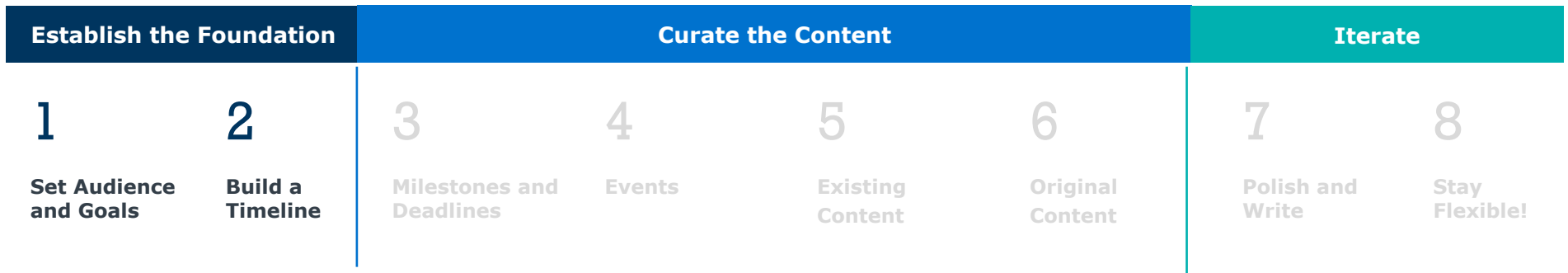


	A	B	C	D	E	F	G	H
	Date	Status	Assigned	Title	Description	Video Source	Image Source	Pinned
1					You're admitted to college - congratulations! What's next? Start by connecting with your future classmates: 1. Where are you from? 2. What are you going to study? 3. What stood out to you about Stanford?		No image	Yes
2	Pre-Launch	Approved	Site Admin	You're in! What do you do now?				
3	Pre-Launch	Published	Ambassador #1	What are you most excited for?	You might be overwhelmed with things to do right now: you're finishing your senior year, planning your next steps, and making sure everything is checked off on your todo list. But... don't let the stress take center stage. Share what you're most excited about at college below!	(video link from YouTube)	Image of Stanford basketball game (file destination)	No
4	Sunday, January 15, 2023	Concept	Ambassador #2	Share 2022 Year in Review video from Stanford YouTube page				
5	Wednesday, February 1, 2023	Needed			By being admitted to college, you have already set yourself apart. But at college, it's all about coming together as a community. If you're just joining us as a Regular Decision student, share a few things below! 1. Where are you from? 2. What are you going to study? 3. What stood out to you about this college?			Yes
6	Saturday, February 18, 2023	Draft	Ambassador #1	Welcome to our Regular Decision admits!				
7	Tuesday, March 7, 2023	Needed						
8	Friday, March 24, 2023	Needed						
9	Monday, April 10, 2023	Concept	Ambassador #2	Promote late-April admitted student visit day	CTA: Register link			No
10	Thursday, April 27, 2023	Concept	Ambassador #1	May 1 decision excitement post.	CTA: deposit if you haven't.			No
11	Sunday, May 14, 2023	Needed						
12	Wednesday, May 31, 2023	Needed		Roommate release day! Promote the housing				

Content Calendars:

- Allow you to manage your limited time
- Keep messaging on brand and on goal
- Protect against competing priorities
- Create accountability for large teams
- Measure messaging success
- Concentrate on the big picture

8 Steps to Building a Content Calendar



Goal

Provide a space for students to get a sense of community related to on-campus housing

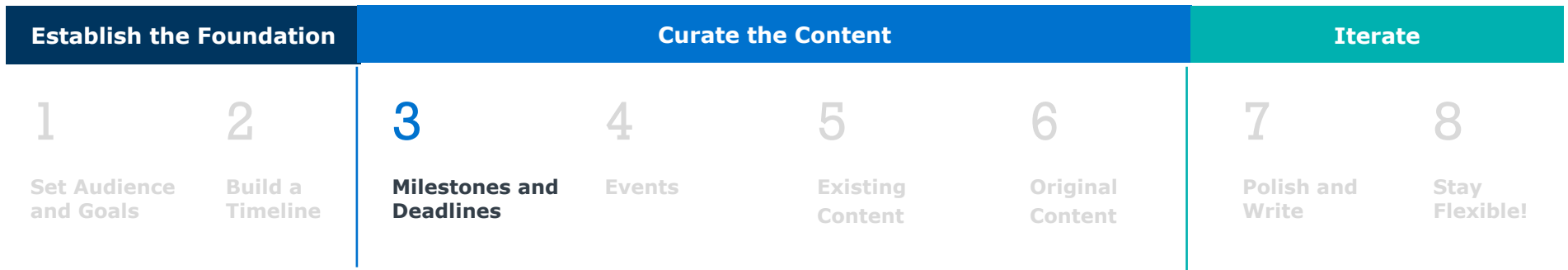
Audience

First-year freshmen and transfer students choosing to live on campus next year

Date	Content Idea
March – Week 1	
March – Week 2	
March – Week 3	
March – Week 4	
March – Week 5	
April – Week 1	
April – Week 2	

Date	Content Idea
April – Week 3	
April – Week 4	
May – Week 1	
May – Week 2	
May – Week 3	
May – Week 4	
May – Week 5	

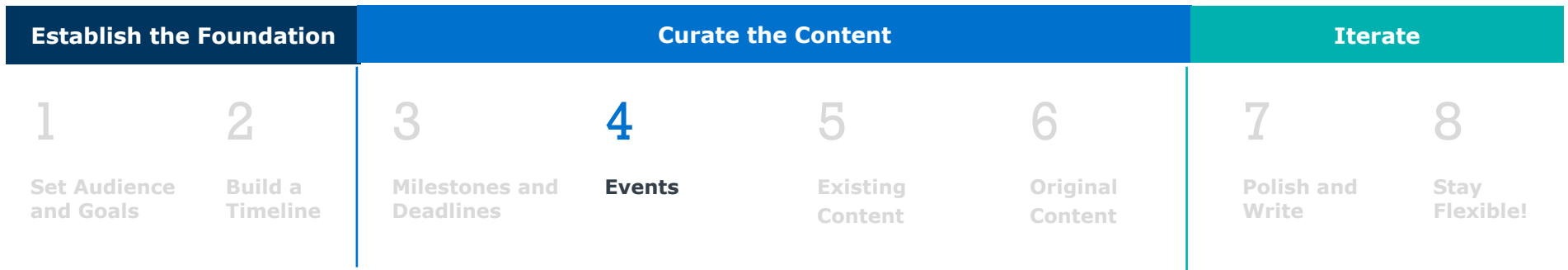
8 Steps to Building a Content Calendar



Date	Content Idea
March – Week 1	Milestone: Housing Application Open
March – Week 2	
March – Week 3	
March – Week 4	
March – Week 5	
April – Week 1	
April – Week 2	

Date	Content Idea
April – Week 3	
April – Week 4	
May – Week 1	Deadline: Housing Applications Due
May – Week 2	
May – Week 3	
May – Week 4	Milestone: Residence Hall assignments begin to release
May – Week 5	

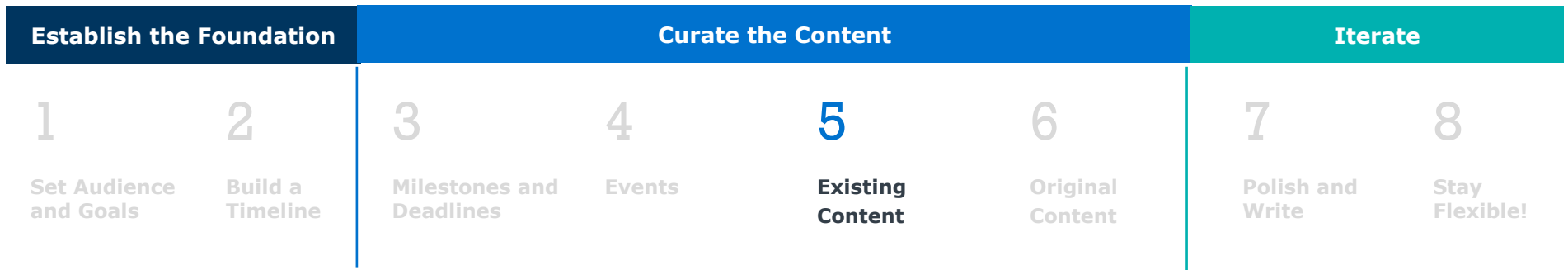
8 Steps to Building a Content Calendar



Date	Content Idea
March – Week 1	Milestone: Housing Application Open
March – Week 2	
March – Week 3	Event: Dining Hall Ask Me Anything Promotion
March – Week 4	
March – Week 5	
April – Week 1	
April – Week 2	

Date	Content Idea
April – Week 3	
April – Week 4	Event: Admitted Student Open House Highlights
May – Week 1	Deadline: Housing Applications Due
May – Week 2	
May – Week 3	
May – Week 4	Milestone: Residence Hall assignments begin to release
May – Week 5	Event: Students arrive at Residence Halls for Summer Orientation

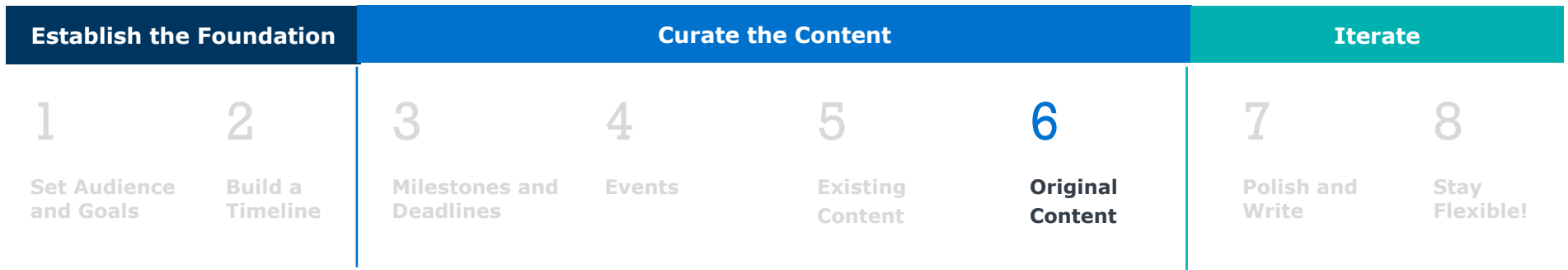
8 Steps to Building a Content Calendar



Date	Content Idea
March – Week 1	Milestone: Housing Application Open
March – Week 2	
March – Week 3	Event: Dining Hall Ask Me Anything Promotion
March – Week 4	Existing Content: YouVisit Dining Hall Tour
March – Week 5	
April – Week 1	Existing Content: Honors Hall walk-through video
April – Week 2	

Date	Content Idea
April – Week 3	Existing Content: How to Find a Roommate blog post
April – Week 4	Event: Admitted Student Open House Highlights
May – Week 1	Deadline: Housing Applications Due
May – Week 2	
May – Week 3	Existing Content: Packing List webpage
May – Week 4	Milestone: Residence Hall assignments begin to release
May – Week 5	Event: Students arrive at Residence Halls for Summer Orientation

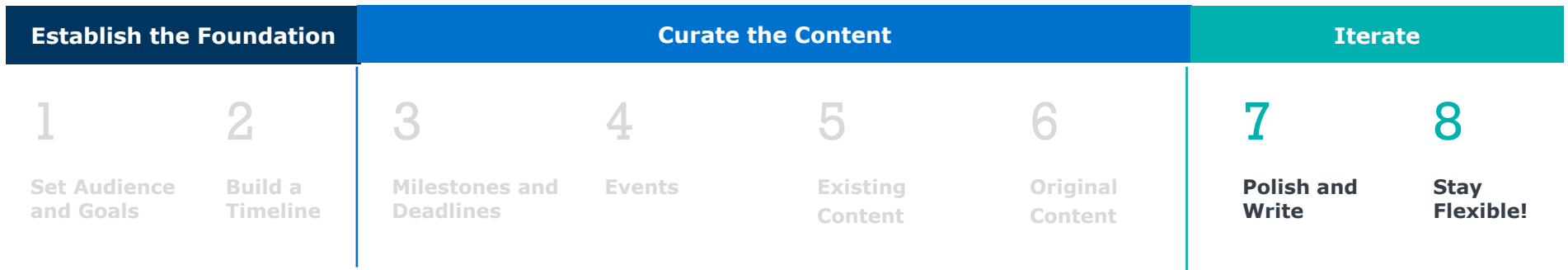
8 Steps to Building a Content Calendar



Date	Content Idea
March – Week 1	Milestone: Housing Application Open
March – Week 2	Original Content: “What is the scariest part of moving away?” post
March – Week 3	Event: Dining Hall Ask Me Anything Promotion
March – Week 4	Existing Content: YouVisit Dining Hall Tour
March – Week 5	Original Content: Emoji poll about what you are most excited about
April – Week 1	Existing Content: Honors Hall walkthrough video
April – Week 2	Original Content: New ambassador post with photos showing how to do laundry

Date	Content Idea
April – Week 3	Existing Content: How to Find a Roommate blog post
April – Week 4	Event: Admitted Student Open House Highlights
May – Week 1	Deadline: Housing Applications Due
May – Week 2	Original Content: Student ambassador post about moving back home after finals
May – Week 3	Existing Content: Packing List webpage
May – Week 4	Milestone: Residence Hall assignments begin to release
May – Week 5	Event: Students arrive at Residence Halls for Summer Orientation

8 Steps to Building a Content Calendar



Date	Content Idea	Title	Description	CTA
March – Week 4	Existing Content: YouVisit Dining Hall Tour	So real you can almost taste it...	<p>EAB University is known for its dining halls. We're talking...</p> <ul style="list-style-type: none"> - Over 100 options per day - Three modern locations - Dietary options for vegetarians, gluten-free, and more! <p>And did we mention all-you-can-eat ice cream?</p> <p>Take a look for yourself in our 360-degree dining hall tours!</p>	https://youvisit.com/campus-dining-hall-tour

So real you can almost taste it...

Adam Singh
Student Ambassador

Last active 2d
107 views

EAB University is known for its dining halls. We're talking...

- Over 100 options per day
- Three modern locations
- Dietary options for vegetarians, gluten-free, and more!

And did we mention all-you-can-eat ice cream?

Take a look for yourself in our 360-degree dining hall tours!

<https://youvisit.com/campus-dining-hall-tour>

👍 2
3 replies
Reply

Visit the Help Center:

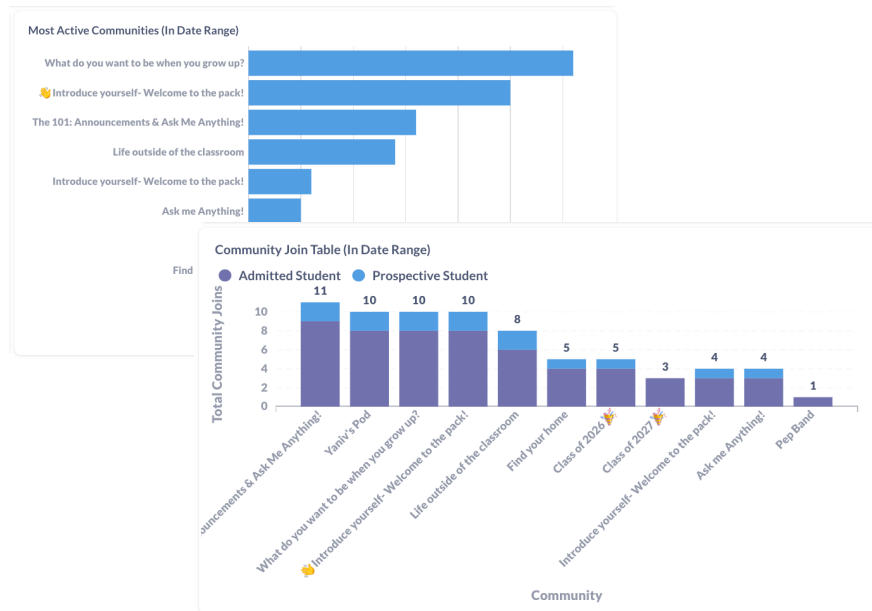
<https://adminhelp.wisr.io/article/536-building-a-content-calendar>

Strategies to Inform Your Content Calendar and Support Engagement

Use Your Ambassador Dashboard to Monitor Member Activity

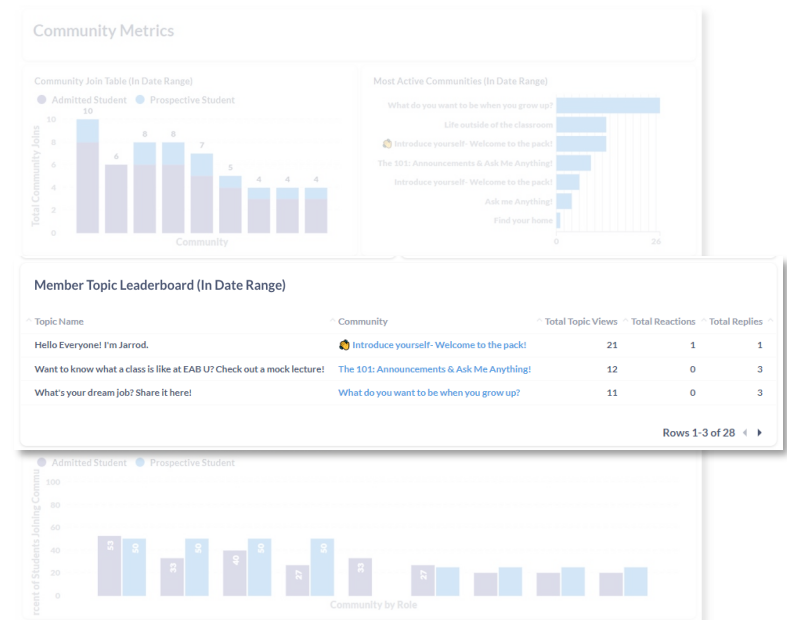
Community Join Table:

Shows which communities are attracting the most members and generating the most activity



Member Topic Leaderboard:

Shows how members are **interacting with topics** posted in communities



Use community activity to determine where to post (e.g., use your busiest communities to share messages you want the most students to see).

Gauge community activity to limit intervention, and leave space for organic growth.

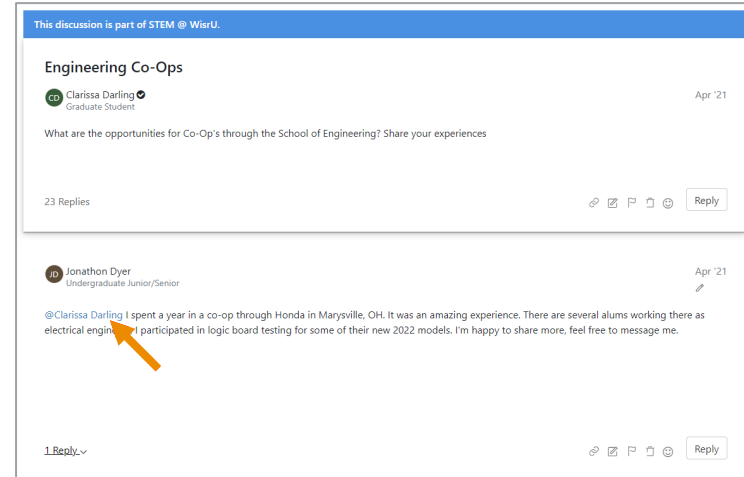
Measure the success of posts by activity such as views, reactions, and replies. Build new posts that use proven and/or new formats, calls to action, or content to improve results.

Keep an eye on passive engagement activity. Wisr students who deposited engaged in passive activities at a rate 2.9x that of non-deposits.

New! Increase Engagement in Wisr with @ Mentions

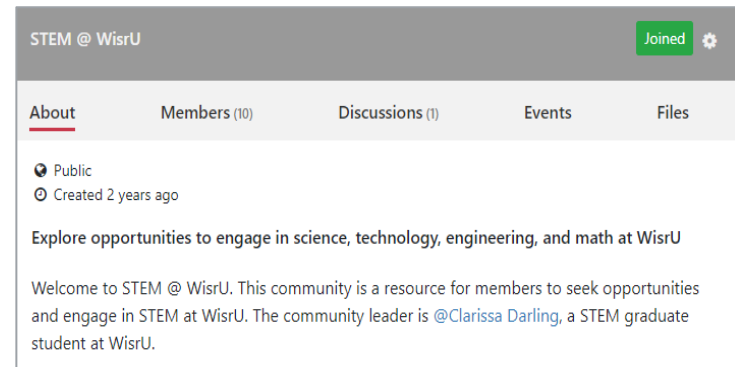
Members and Ambassadors can now tag fellow community members in posts:

- ✓ Draw more attention to relevant information and posts
- ✓ Target messages to members, student ambassadors, or staff
- ✓ Keep relevant topics in one place by adding members to the conversation



Ambassadors and Community Leaders can now be tagged in the About Section of Your Communities:

- ✓ Link directly to relevant Community Leaders in the About section to help students more easily know whom to contact



Other Ways Wisr Drives Members to Engage

Daily Discussion Digest

New Chat/Post Notifications

Event Digest

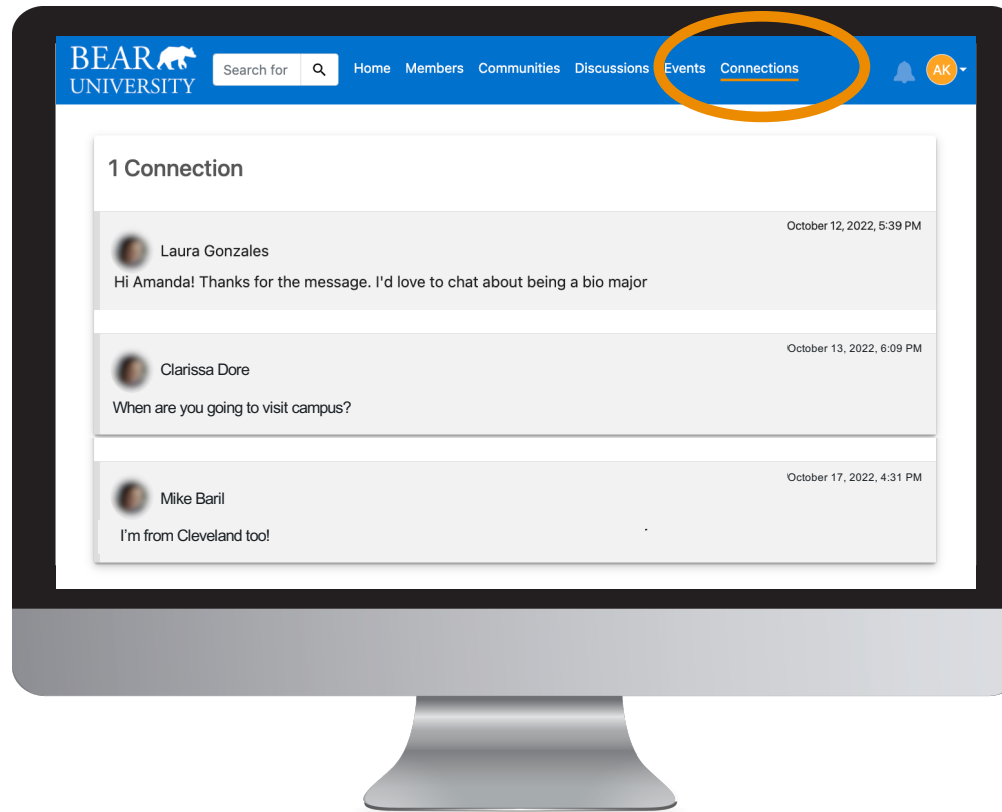


Build Meaningful Relationships

Students Who Make Wisr Connections Have a Higher Likelihood to Deposit

2.7X

Wisr students who deposited were 2.7x more likely to have made at least one connection with another Wisr user compared to non-deposits.



Connections Start with Your Ambassadors

Focus Your Ambassador Efforts

1 Identify Students Ready to Chat:

Track which members have not yet made a connection to focus outreach.

Student Name	Member Type	Total Topics Viewed (All Time)	Total Connections (All Time)
Holden Hershey	Prospective Student	518	0
Laura Gonzales	Admitted Student	246	0
Giao Roever	Prospective Student	200	0
Adrienne Wendy	Admitted Student	22	0

Use the one-on-one chat functionality to reach out to members who have high passive activity but have not connected with another member yet.

Sort the list by “Total Topics Viewed” so you ensure you’re reaching out to highly engaged members with a higher likelihood to respond.

2 Optimize Your Outreach:

View tips and tricks on how to get the conversation started.

The screenshot shows the 'Student Ambassador Toolkit' page. It includes an introduction, a list of five steps to get started, and a section titled 'START MAKING CONNECTIONS' with tips on how to engage with students. A tip at the bottom suggests using emojis in posts.

Introduction
We're so excited to have you participating as as a student ambassador!
Admitted students who had a chat exchange with a student ambassador like you are **6% more likely to enroll**, which shows how influential you and the connections you make are in a prospective student's college selection process.
We've put together this Toolkit to help ensure you are set up to make successful connections. Please take a moment to get started keeping the following mind:

1. [Download the Mobile App](#)
2. [Build your Profile](#)
3. [Use Insights Available in Your Ambassador Dashboard](#)
4. [Tips to Initiate the Conversation](#)
5. [Topic Ideas](#)

START MAKING CONNECTIONS

- ✓ As a student ambassador, you can post in communities and discussions or connect with students directly through 1x1 messaging. As a best practice, we always recommend creating posts that include a call to action.

Tips to Initiate the Conversation:
Whether you need help starting the conversation or are looking for some more ideas, please see below:

- Go to the Ambassador Dashboard "Member Without a Connection" list to skim and use for individual outreach. See how [here](#).
- Share posts that end with a question to prompt reactions. For example:
 - How are you feeling about going away to college?
 - What are you looking to explore when coming to or looking at school?

TIP: Make it fun with emoji posts!
For example: What are you most excited about at WisRU?
🏈 Athletics 🗣️ Meeting New People 📖 Classes

Access the Toolkit [here](#).



Inform Your Recruitment Strategy

Use Wisr Insights to Inform Recruitment Strategy

Sign-ups Within Wisr Are a Great Indicator of Who Your “Maybe” Students Are

#1

Wisr is the largest predictor of enrollment at Colorado State University¹

1

Prioritization

Prioritize Your Outreach

- Filter for students who have signed up for Wisr but not yet deposited.

See More: [How to identify your “maybes”](#)

2

Personalization

Deliver Relevant Messaging

- Use student activity data to align outreach around what they’ve expressed interest in and what they’ve wanted to know more about.



Emails



Paper Mailers



One-on-One Chats



Texts/Calls



202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.