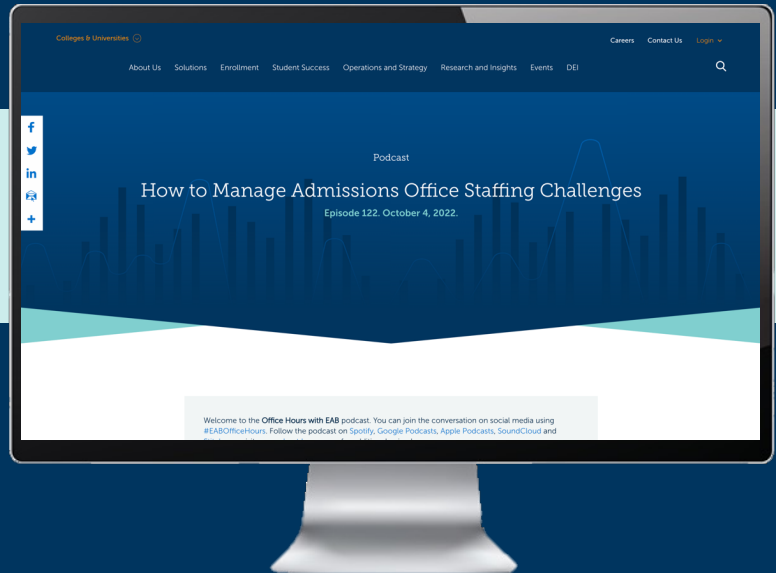


Our Webinar Will Begin Shortly



Check out our latest podcast episodes!

And don't forget to subscribe to EAB's Enrollment Blog: pages.eab.com/enrollment-blog-subscribe.html





EAB

Wisr Enhancements: Build Stronger Communities & Maximize Staff Efficiency

Increase Yield with New Insights, Adoption Tools, and Product Features

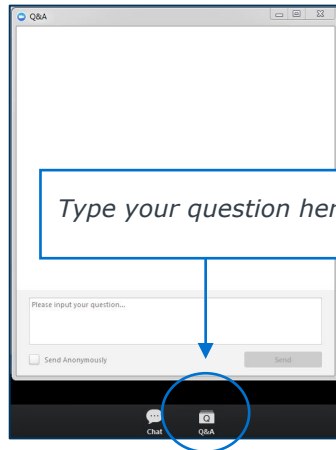
Wisr Virtual Communities

Connecting to Audio



Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.

Today's Speakers



Evan Moore

*Associate Director, Partner Success
Digital Experience*

EMoore@eab.com



Keishla Ceaser-Jones

*Senior Director, Partner Success
Digital Experience*

KCeaser-jones@eab.com



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.

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



Competition for student attention is high 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



Promoting student belonging to your campus is important



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



Leveraging digital tools to amplify and focus your recruitment effort is necessary

Gen Z Also Has Specific Expectations for College Search

They want to hear directly from their peers

They want to connect around personal identities and shared interests

They want to access information on demand

They want a safe and secure place to interact



Successful partners help students feel a sense of belonging by making it easy for them to connect with trusted sources, find answers to their questions, and find groups they identify with.

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

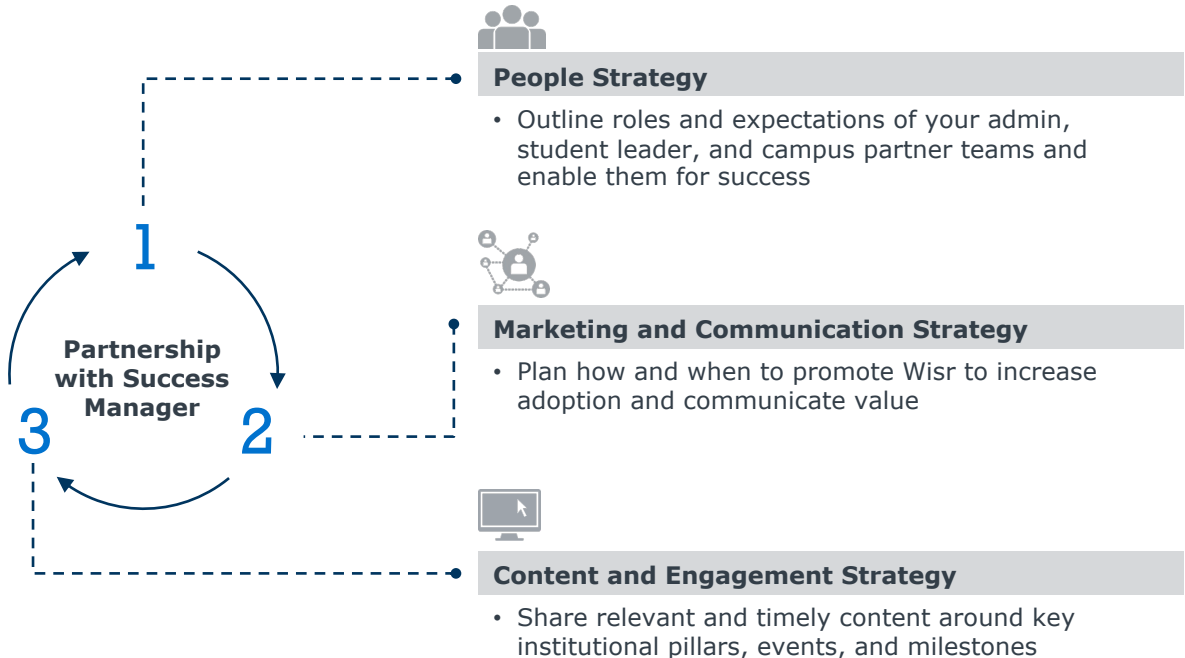
2.7X

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

A Successful Wisr Strategy Is Multifaceted



People Strategy

- Outline roles and expectations of your admin, student leader, and campus partner teams and enable them for success



Marketing and Communication Strategy

- Plan how and when to promote Wisr to increase adoption and communicate value



Content and Engagement Strategy

- Share relevant and timely content around key institutional pillars, events, and milestones

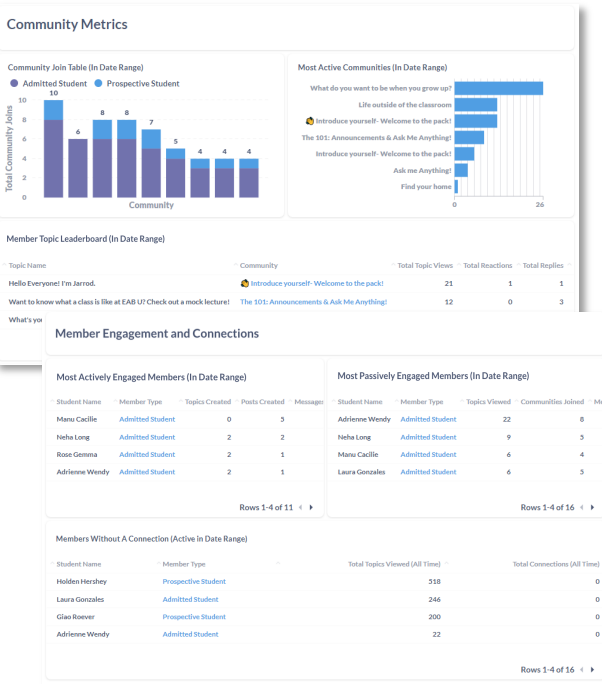


Enhancing Your People Strategy



Enable Ambassadors to Take Control

A New Dashboard to View Community Performance and Inform Strategy



Community Metrics



Engagement Metrics



Ambassador Productivity Tools

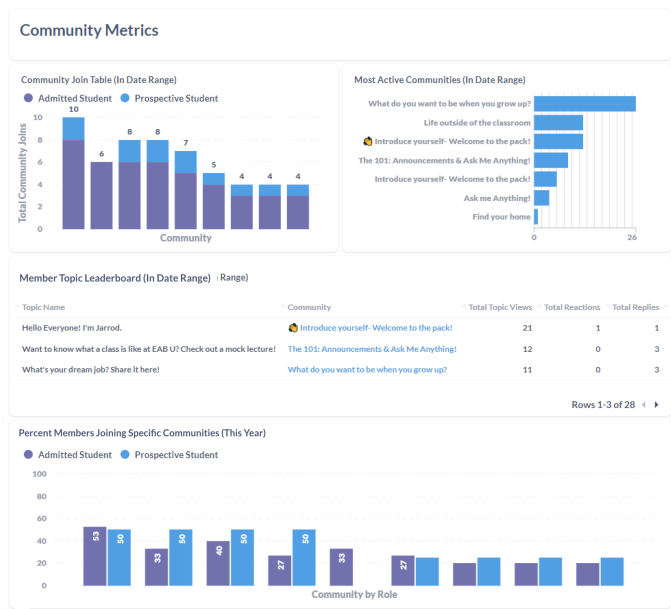


Actionable Insights & More!

Community Metrics

Insight into How Wisr Communities Are Helping to Drive Engagement

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



Dashboard Metrics:

- 1 See community joins by member type
- 2 Understand which communities have the highest and lowest engagement
- 3 See how and where members are interacting with communities
- 4 Track community performance based on join rates, activity, and content interaction

Take Action



Ways to Use Community Metrics Dashboard

88% Percentage of passive activity on Wisr, which includes viewing ambassador-created posts, highly correlates to increased yield rates.



Track total number of joins per community and analyze based on share of total population



Identify communities for content engagement or invitation promotion.



Analyze communities according to activity



Focus ambassador efforts in communities with higher engagement or find communities with room for improvement.

Use this data to reward ambassador efforts or identify community leader best practices.



Analyze discussions by views, replies, and reactions



Learn what members like or want to know more about to allow for refinement of your content strategy to optimize engagement.

Member Engagement and Connection Metrics

Insights into How Members Are Interacting with Wisr Communities

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

Member Engagement and Connections

Most Actively Engaged Members (In Date Range)

Student Name	Member Type	Topics Created	Posts Created	Messages
Manu Cacille	Admitted Student	0	5	
Neha Long	Admitted Student	2	2	
Rose Gemma	Admitted Student	2	1	
Adrienne Wendy	Admitted Student	2	1	

Rows 1-4 of 11

Most Passively Engaged Members (In Date Range)

Topics Viewed	Communities Joined	Messages Read	Total Passive Engagement in Range
Adrienne Wendy	Admitted Student	22	8
Neha Long	Admitted Student	9	5
Manu Cacille	Admitted Student	6	4
Laura Gonzales	Admitted Student	6	5

Rows 1-4 of 16

Members Without A Connection (Active In Date Range)

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

Rows 1-4 of 16

Dashboard Metrics:

- 1 Understand which members are engaging
- 2 Highlight members who are actively and passively engaging
- 3 See what actions members are taking
- 4 View members who have not formed connections

Take Action



Ways to Use Member Engagement and Connection Metrics

81% of deposited students' connections were with other admitted students.



Identify your most actively engaged members



Focus ambassador outreach with swag promotion to the most active members based on discussions created, posts created, and messages sent.



Identify your most passively engaged members



Identify members who are viewing topics, joining communities, or reading chats, and use targeted outreach to engage



Identify passive members without connections



Conduct one-on-one outreach to members without a connection. Be sure your efforts are targeted by prioritizing students with high passive engagement.

Visit the Help Center



Visit the Help Center:

<https://help.wisr.io/>

The screenshot shows the Wisr Help Center interface. At the top, there is a dark header with the 'wisr' logo on the left and a 'Contact' button on the right. Below the header is a grid of 12 help center categories, each with an icon, title, and article count. The 'Ambassador Portal' category is circled in orange.

Category	Article Count
Frequently Asked Questions	15 articles
Getting Started	3 articles
Setting Up Your Profile	9 articles
Strengthening Your Profile	9 articles
Account Settings	6 articles
Making Connections	5 articles
Communities	10 articles
Discussions	4 articles
Messaging	2 articles
Phone Calls	7 articles
Ambassador Portal	1 article

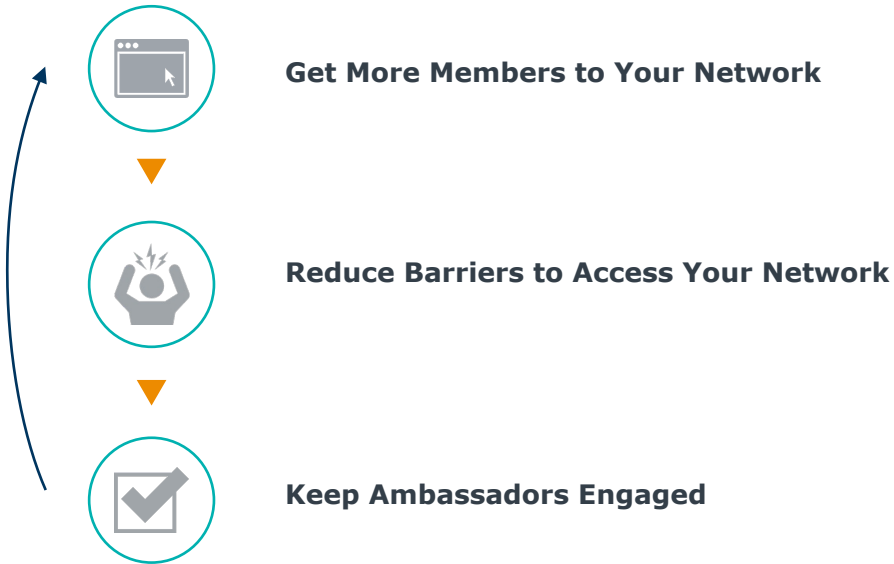
© Wisr 2022. Powered by Help Scout - Log Out



Enhancing Your Marketing & Communication Strategy



A Look into Enhancements That Increase Adoption



Get More Members to Your Network

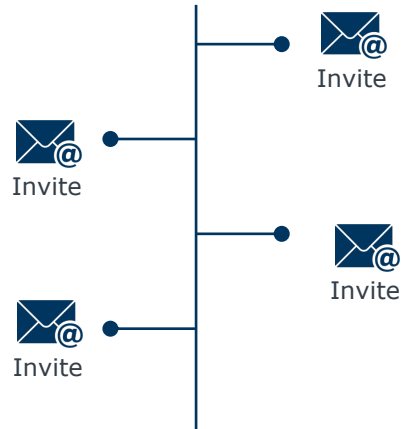
Wisr-Hosted Invites Increase Visibility and Drive Adoption

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



Other Ways Wisr Drives Members to Engage

Daily Discussion Digest

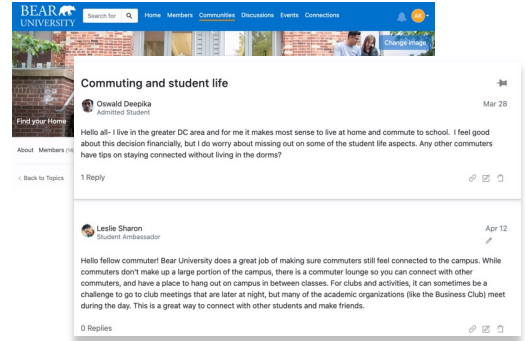
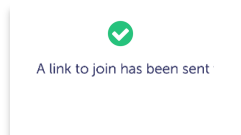
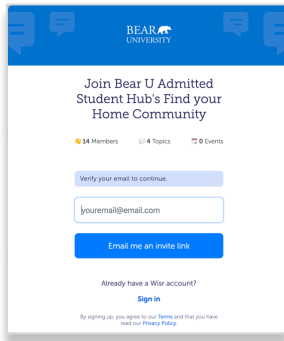
New Chat/Post Notifications

Event Digest

Reduce Barriers to Access Your Network

Dynamic Landing Pages Simplify the Member Sign-In Process

Visit Landing Page → Verify Email → Explore Community



Streamlined Implementation

Reduce admin steps by bypassing the pre-verification requirement



Simplified Marketing

Customize marketing and communication materials by driving to unique landing pages



Easier Sign-In

Get members into communities faster by minimizing the required onboarding fields

How to Use Dynamic Landing Pages: Prospective Hub

Best Practices to Drive Member Joins

Prospective

Get as many students as possible into your Network

Add to .edu

Drive to specific communities from relevant pages

E.g., Engineering community from Engineering program page

Integrate in Social Media

Direct students from social media into communities

Personalize Emails/Texts

Link to unique landing pages without pre-verification link requirement

Enhance Direct Mailers

Use QR codes linked to unique landing pages for brand awareness

1. Your .edu

BEAR UNIVERSITY

Admissions ▼ Campus Life ▼ Academics ▼

Interact with Current Bear Ambassadors about Student Life!
Don't feed the bears!

[Click Here](#)

2. Dynamic Landing Page

BEAR UNIVERSITY

Join Bear U Life outside of the classroom Community

18 Members 4 Topics 1 Event

Verify your email to continue.

[Email me an invite link](#)

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

By signing up, you agree to our Terms and that you have read our Privacy Policy.

3. Explore Community

BEAR UNIVERSITY

Change Image

Life outside of the classroom [Join Community](#)

About Members (10) Discussions (4) Events Files

Public
Visible to Prospective Student, Student Ambassador, Staff or Faculty Ambassador, and Admitted Student
Created 8 months ago

Intermural sports, fraternities and sororities, student clubs and more!

From study abroad to life in Washington, DC, what is it like to be a bear outside of the classroom?

[Join Community](#)

How to Use Dynamic Landing Pages: Admitted Hub

Best Practices to Drive Member Joins

Admitted

Get a specific population into the right communities

Add to Admit Portal

Drive to specific communities from relevant pages

Segment Audiences

Share specific communities to member types where pre-verification flow is difficult
E.g., parents

Reengage Admits

Direct students to specific communities or use in secondary emails to incentivize them to join

Enhance Direct Mailers

Capitalize on post-admit mailers by driving to impactful communities

BEAR UNIVERSITY

CLASS OF 2027
You're in!

ADMITTED STUDENT PORTAL

Orientation dates and registration information ▼

Immunization/vaccination requirements ▼

Housing information ▼

Join the [Residence Life Community](#) to connect with your peers.

How to access your BearU email account ▼

Chat with current students ▼

How to Use Dynamic Landing Pages: Alumni

Best Practices to Drive Member Joins

Alumni

Get more alumni in your Network to start connecting

Add to Alumni Page

Drive to Network from alumni portal without worrying about updating email addresses

Include in LinkedIn

Meet alumni where they are

Use in Donation Requests

Give alumni a meaningful way to engage outside of monetary donations

Leverage at Alumni Events

Use QR codes on flyers to get alumni directly into your Network at in-person events

BEAR UNIVERSITY
Alumni
Strengthening BearU One Relationship at a Time
Higher Education
6,603 followers

9 people from your school work here · 30 employees

+ Follow Visit website More

Home About **Posts** Jobs People Events Videos

BearU Alumni + Follow ...
6,610 followers
4d · 🌐

Interact with current BearU College of Business students to share your knowledge and experience!
You can start to connect by [visiting here](#).
#BearUCommunity #BearUAlumni

Automated Nudges Keep Ambassadors Engaged Based on Their Activity

Automated nudges help congratulate ambassadors on success and/or encourage them to engage with your Network.

Nudge Types:



Success:

- First connection made
- First topic or post made in a community



Reengagement:

- No connection for 30 days
- Last login more than 2 weeks ago
- No posts or reactions made for 30 days

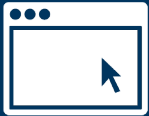
Hi Colleen,

Great work, you've made your first connection on Wiser!

We'll notify you when your connection responds. While you wait, [post a discussion topic](#) for more members to interact with!

Not sure where to start? Join an existing thread with a follow-up conversation.

[These are the most active topics to date!](#)



Enhancing Your Content and Engagement Strategy



New Platform Features to Improve User Experience

26

Open Up Ways for Wisr Members to Explore Elements of Campus

Integrate your **YouVisit Virtual Tour** into the home page of your Wisr site

▶ Connect your physical campus with online communities

▶ Launch into specific scenes based on time of year

▶ Encourage members to plan a visit

The screenshot displays the Bear University Wisr homepage. At the top, the navigation bar includes the Bear University logo, a search bar, and links for Home, Members, Communities, Discussions, Events, and Connections. The main content area is divided into two columns. The left column features a user profile for Amanda Kelly (AK), an incoming student, and a 'Explore our campus!' section with a YouVisit virtual tour widget. The right column shows a 'Welcome' message and a video player for a '#WeAreEAB' video. Below the video, there are prompts to join communities and connect with people near by.

New Platform Features to Focus Member Search

27

Help Members to Connect with Members You Want Them to Engage With

Scale Member Visibility

Allow admins to specify the pool of members available to connect with

Member Type Default Visibility

Set the default visibility for member types to restrict who is able to see the profile of the corresponding member type. Setting can be overridden by individual profile privacy settings (found at the bottom of personal profile pages).

Admitted Student

- Anyone
- Only certain people
- Only people I reach out to

Save Changes

Parent

- Anyone
- Only certain people
- Only people I reach out to

Save Changes

There are 3 visibility options:

- ✓ Anyone
- ✓ Only certain people
- ✓ Only people I reach out to

Enhance Member Search

Allow members to search for and connect with each other from within Communities

The screenshot shows a community page for Bear University. At the top, there's a blue header with the university logo and a search icon. Below the header is a large image of students sitting on steps, with a 'Join Community' button. Underneath the image are tabs for 'About', 'Members (22)', 'Discussions (4)', 'Events', and 'Files'. The 'Members' tab is selected. Below the tabs, there's a search bar labeled 'Search members' and an 'Active' filter button, both of which are circled in orange. Below the search bar, there are three member profiles listed, each with a profile picture, name, bio, location, and a 'Send a message' button.

Member Type Default Visibility

Set the default visibility for member types to restrict who is able to see the profile of the corresponding member type. Setting can be overridden by individual profile privacy settings (found at the bottom of personal profile pages).

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Save Changes

There are 3 visibility options:

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- ✓ Only certain people
- ✓ Only people I reach out to

Enhance Member Search

Allow members to search for and connect with each other from within Communities

Community Page Screenshot:

- Header: BEAR UNIVERSITY
- Image: Students sitting on steps
- Buttons: Introduce yourself - Welcome to the pack!, Join Community
- Tabs: About, Members (22), Discussions (4), Events, Files
- Search: Search members (circled), Active (circled)
- Members List:

 - Neha Long**
Class of 2026 interested in music, comparative literary studies, and psychology.
Admitted Student
Cerritos, CA
Send a message
 - Laura Gonzales**
Graduating senior interested in biology and business
Admitted Student
Denver, CO
Send a message
 - Rose Gemma**
Interested in computer programming, astrophysics & film production
Admitted Student
Chicago, IL
Send a message

New Content and Engagement Plan

Maximize Impact with Curated Content Planning



6-week Thematic Plan



Upcoming Roadmap

Now

Next

Later

Wisr-Hosted Invites

We'll take on the heavy lifting of sending invitations to your Network



@ Mentions

Tag members in posts and discussions to highlight content and increase engagement



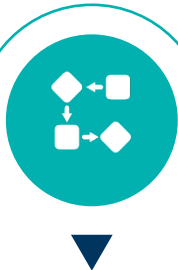
Scheduled Posts

Create content ahead of time to keep the conversation going



Dynamic Landing Pages

Simplified sign-up to get members into your Network faster



E360 Yield Integration

Enhance deposit survey marketing and yield model with Wisr community marketing and engagement data





Engage with the Ambassador Dashboard

Explore your dashboard and schedule a PSM-led training for you and your ambassadors with your PSM



Schedule Your Cycle Kickoff Meeting

Contact your PSM to begin building invite templates, dynamic landing pages, and your content and engagement plan



Review Your Data Integration

Direct questions about data transfer to your PSM

Thank you!





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