



# Wisr

Scaling High-Touch Engagement Across Your Admit Pool

Marketing and Enrollment Solutions | [Enroll360](#)

# Today's Presenters



## John Knific

*Managing Director, Wisr*  
jknific@eab.com



## Ian Watt

*Managing Director, Partner Success, Enroll360*  
iwatt@eab.com

# “Yield Season” Does Not Begin in February



***Enroll360 Premier Solutions*** to Help You Succeed at Each Stage of the Funnel



**Cultivate**



**Apply**



**Aid**



**Yield**

# Enroll360 Yield



Advanced Predictive Analytics that Focus Outreach to Admitted Students

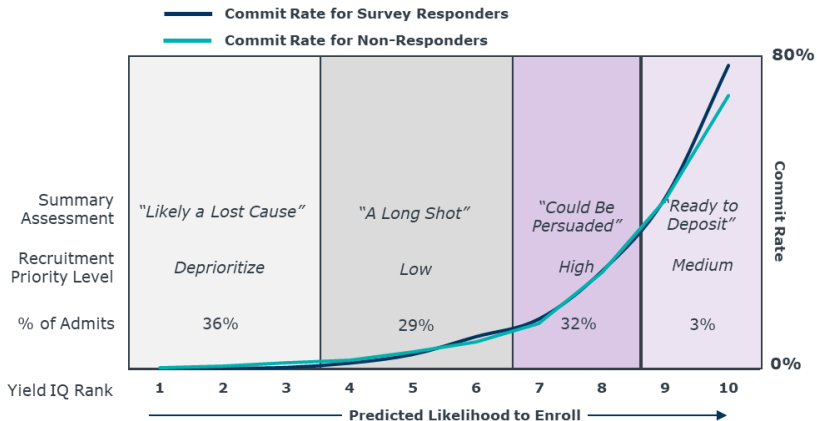
## Survey Results Plus Advanced Data Science



## Remarkably Predictive Insights

### Admitted Students by Yield IQ Rank and Recruitment Priority as of March 1 vs. Final Commit Rate

Aggregate Data Across All EAB Yield IQ Partners



# From Insight to Action: Enroll360 Yield Helps Focus Staff Time and Energy



5

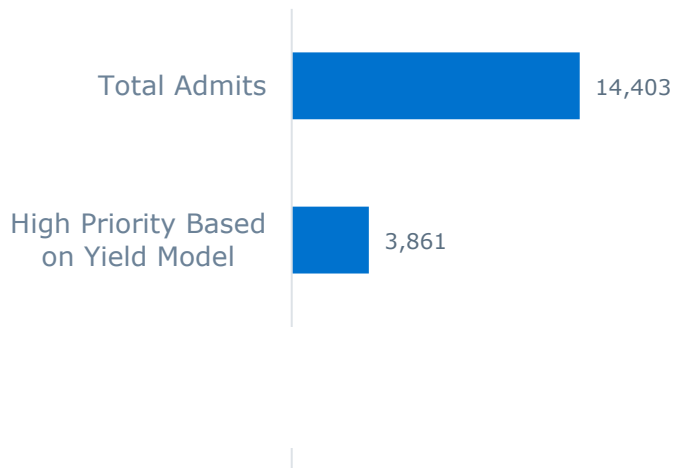
## University A: Admit Pool



# From Insight to Action: Enroll360 Yield Helps Focus Staff Time and Energy



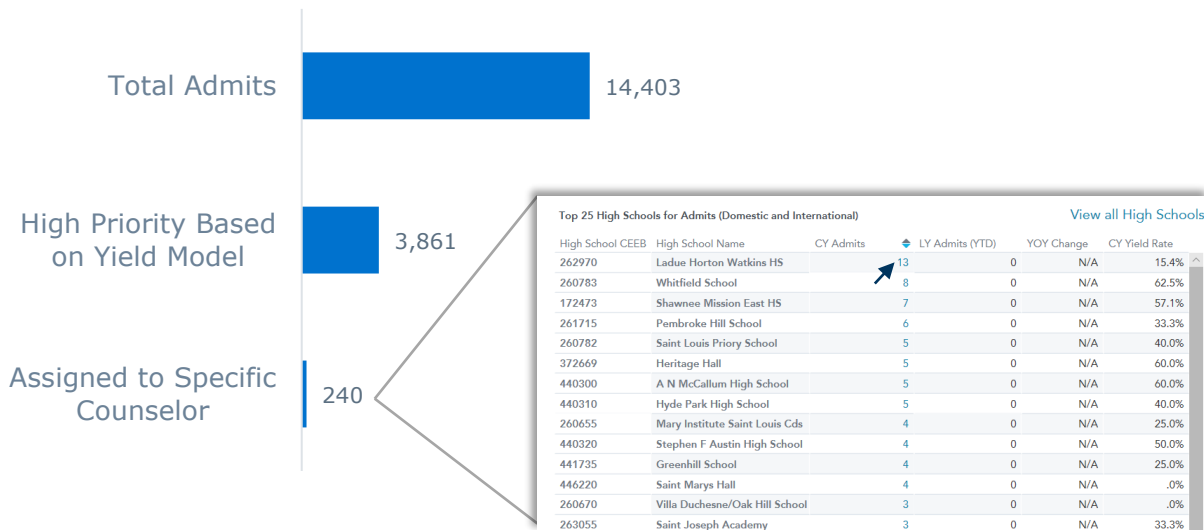
## University A: Admit Pool



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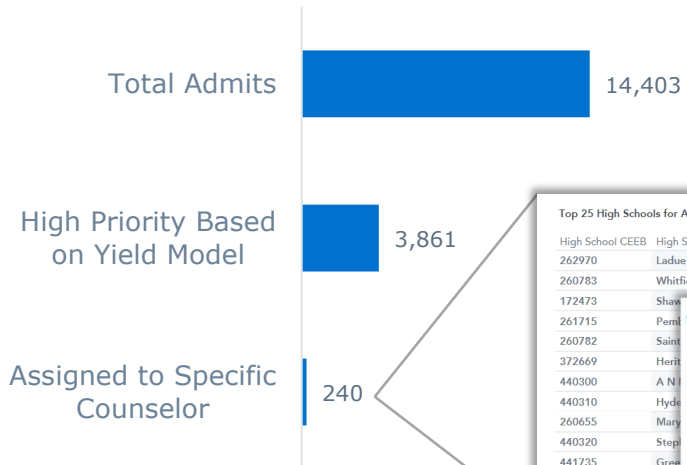
## University A: Admit Pool



# From Insight to Action: Enroll360 Yield Helps Focus Staff Time and Energy



## University A: Admit Pool



Top 25 High Schools for Admits (Domestic and International) [View all High Schools](#)

High School CEEB	High School Name	CY Admits	LY Admits (YTD)	YOY Change	CY Yield Rate
262970	Ladue Horton Watkins HS	13	0	N/A	15.4%
260783	Whitfield School	8	0	N/A	62.5%
172473	Shaw				
261715	Perm				
260782	Saint				
372669	Herit				
440300	A N				
440310	Hyde				
260655	Mary				
440320	Steph				
441735	Gree				
446220	Saint				
260670	Villa				
263055	Saint				

Top 25 High Schools: Admits = 262970, Ladue Horton Watkins HS

Entry Tr	Partner	Last	First Na	City	Stab	High School P	High School C	Phor	Eme	Course	Academic	Inde	
Fall	937955	B	Sc	Sain	Miss	Ladue Hortoe	262970	3146	sopl	wabhal	5		
2021	039235	B	ha	Sl	Sain	Miss	Ladue Hortoe	262970	3146	sbor	wabhal	3	
	332748	h	s	Cl	Sain	Miss	Ladue Hortoe	262970	3146	chlo	wabhal	8	
	85430K	L	an	M	er	Sain	Miss	Ladue Hortoe	262970	3146	mag	wabhal	1
	543152	L	sar	Er	Sain	Miss	Ladue Hortoe	262970	3146	ek64	wabhal	6	
	310874	h	unz	Rj	Sain	Miss	Ladue Hortoe	262970	3146	ryar	wabhal	3	
	745825	C	z	lu	la	Fror	Miss	Ladue Hortoe	262970	5735	lzyz	wabhal	9
	78357E	P	e	Ar	Sain	Miss	Ladue Hortoe	262970	3146	ajpc	wabhal	3	
	923915	P	ill	Kr	ri	Sain	Miss	Ladue Hortoe	262970	2155	kati	wabhal	7
	93238J	R	lee	M	el	Sain	Miss	Ladue Hortoe	262970	3146	mdt	wabhal	9
	662977	S	ite	Le	Sain	Miss	Ladue Hortoe	262970	3146	loil	wabhal	4	
	220265	S	n	Su	rl	Sain	Miss	Ladue Hortoe	262970	3146	sam	wabhal	7
	335245	S	Er	Sain	Miss	Ladue Hortoe	262970	3146	omil	wabhal	9		



# “Official” Information Only Goes So Far



*The ability to review easily accessible, authentic feedback has become an expectation before making virtually any purchase decision*

# Enroll360 Yield + Wisr

## A Powerful Combination to Enhance Enrollment Yield

Enroll360  
Yield

**Understand**  
your  
admitted students



**Engage**  
your  
admitted students

- ✓ Data-informed, focused, efficient **staff engagement**
- ✓ Gain forward visibility into enrollment outcomes
- ✓ Understand nonyielding students' decisions
- ✓ Scalable, authentic **peer-to-peer influence and engagement**
- ✓ A force multiplier for existing approaches to high-intent students
- ✓ A rich new source of data to feed into your Yield models

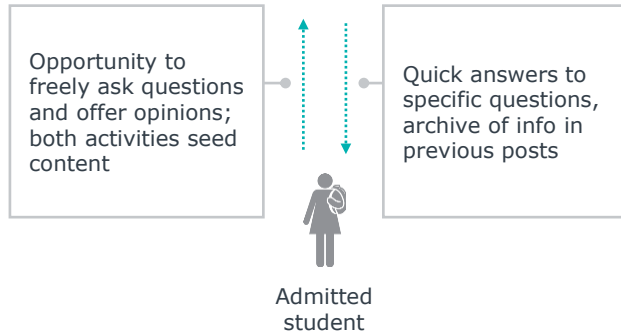
# Seeking a Social Solution

## Social Media's Unfulfilled Promise

### Promise

*Scaling Intensive Engagement  
Via Crowdsourcing*

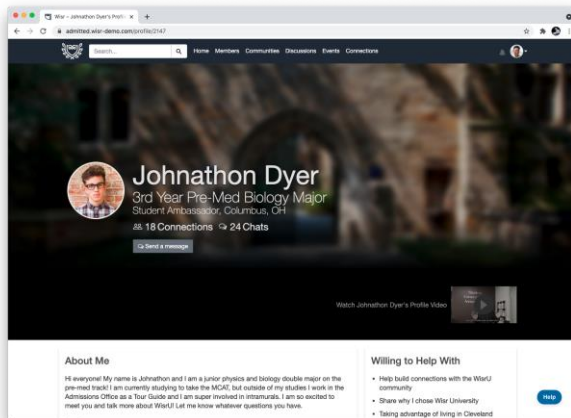
Your School's  
Admitted-Student Facebook Group



### Reality

*Limitations of Traditional Social Media  
as a Yield-Management Tool*

- Distractions
- Uneven content quality
- Limiting site architecture
- Siloed
- Data rationing
- Platform rejection
- Lukewarm commitment



## Easily Manage Student & Campus Ambassadors at Scale

- Ambassador Roles/Training
- Management Dashboard
- Step-by-Step Playbooks

## Provide Students with Relevant and Personalized Content

- Sub-Community Support
- Indexed Q&A
- Automated Email Digests

## Gain Insight Into A Student's Likelihood to Apply and Yield

- Optimized for Enrollment
- Engagement Scores
- Predictive Yield Dashboard

# Campus Ambassadors

## Wisr Lowers the Hurdle to Mobilize Campus Evangelist and Experts

### Three Types of Wisr Ambassadors



Student ambassadors



Faculty/staff ambassadors



Alumni ambassadors

Representative responsibilities:

- ✓ Respond to inbound student questions
- ✓ Post in communities to drive momentum
- ✓ Reach out to students with low engagement

A cast of hundreds



# Campus Ambassadors

Ambassadors Receive **Live Training** and On-boarding Support from Wisr

The screenshot shows a web browser window with the URL `welcome.wellesley.wisr.io`. The page title is "The Wellesley 101!". Below the title, it says "We're excited to have you on board. We just need a bit of information to get started." The form is divided into two main sections: "Personal Info" and "Professional Info".

**Personal Info**

- Personal Info: John Knoff, Cleveland/Akron, Ohio Area
- Member Type: Student Ambassador

**Professional Info**

- How will you connect with others?: Learn about getting involved in... Learn about outcomes and ho...
- Interests

Below these sections, there is a paragraph: "We'll use your selections to connect you with The Wellesley 101 members who share your interests in the areas you choose. Select all that apply." This is followed by the question: "How do you plan to achieve their goals?"

There are several selection boxes, one of which is highlighted in green:

- Share my experience as a first-generation college student (highlighted in green)
- Talk about my path to choosing my major
- Talk about getting involved in academic research
- Talk about the transition to college and Wellesley
- Share how Wellesley prepares its students for life after college
- Share why I chose Wellesley
- Help build connections with the Wellesley community

At the bottom, there are buttons for "Next Step" (highlighted in green), "Previous Step", and "Help".

We'll use your selections to connect you with The Wellesley 101 members who share your interests in the areas you choose. Select all that apply.

How do you plan to achieve their goals?

I am willing to talk about my experience as a first-generation college student.

Share my experience as a first-generation college student

Talk about my path to choosing my major

Talk about getting involved in academic research

Talk about the transition to college and Wellesley

Share how Wellesley prepares its students for life after college

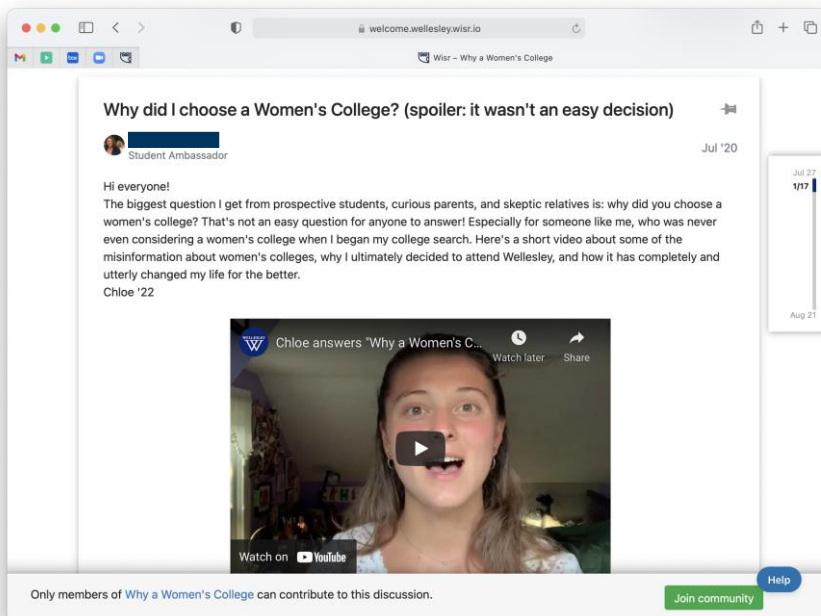
Share why I chose Wellesley

Help build connections with the Wellesley community

Help build connections with the Wellesley community

# Campus Ambassadors

## Ambassadors Start the Engagement 'Flywheel' Effect by Posting Stories



The screenshot shows a Facebook post in a browser window. The browser address bar shows 'welcome.wellesley.wisr.io'. The page title is 'Wisr - Why a Women's College'. The post is titled 'Why did I choose a Women's College? (spoiler: it wasn't an easy decision)'. The author is a 'Student Ambassador' with a profile picture of a woman. The post text reads: 'Hi everyone! The biggest question I get from prospective students, curious parents, and skeptic relatives is: why did you choose a women's college? That's not an easy question for anyone to answer! Especially for someone like me, who was never even considering a women's college when I began my college search. Here's a short video about some of the misinformation about women's colleges, why I ultimately decided to attend Wellesley, and how it has completely and utterly changed my life for the better. Chloe '22'. Below the text is a video player with a play button. The video title is 'Chloe answers "Why a Women's C...' and it has 'Watch later' and 'Share' options. At the bottom of the post, there is a message: 'Only members of Why a Women's College can contribute to this discussion.' and a green 'Join community' button. A blue 'Help' button is also visible. On the right side, there is a vertical timeline showing 'Jul 27' and '1/12'.

Why did I choose a Women's College? (spoiler: it wasn't an easy decision)

Student Ambassador Jul '20

Hi everyone!

The biggest question I get from prospective students, curious parents, and skeptic relatives is: why did you choose a women's college? That's not an easy question for anyone to answer! Especially for someone like me, who was never even considering a women's college when I began my college search. Here's a short video about some of the misinformation about women's colleges, why I ultimately decided to attend Wellesley, and how it has completely and utterly changed my life for the better.

Chloe '22

Chloe answers "Why a Women's C... Watch later Share

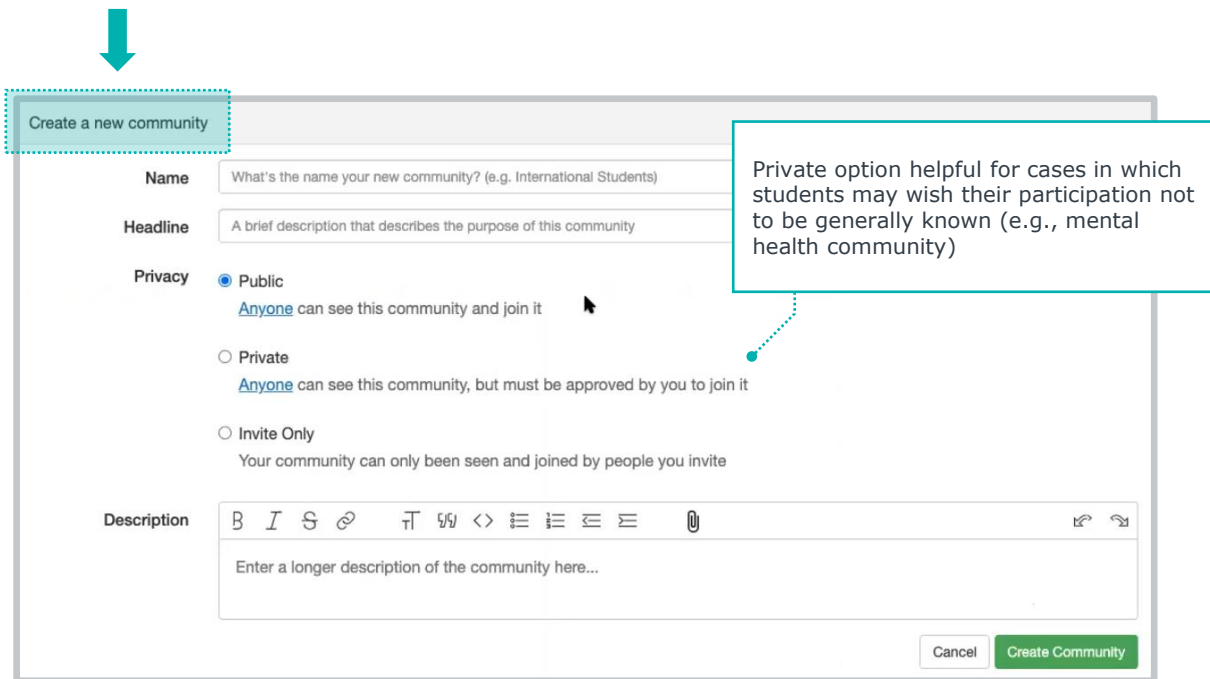
Watch on YouTube

Only members of Why a Women's College can contribute to this discussion.

Join community Help

# Personalization through Communities

Community Customization Allows You to Focus on Unique Audiences



A teal arrow points down to the 'Create a new community' button, which is highlighted with a dashed teal border. The form below contains fields for Name, Headline, Privacy, and Description. A callout box points to the 'Private' option under the Privacy section.

**Create a new community**

**Name**

**Headline**

**Privacy**

- Public**  
[Anyone](#) can see this community and join it
- Private**  
[Anyone](#) can see this community, but must be approved by you to join it
- Invite Only**  
Your community can only be seen and joined by people you invite

**Description**

Private option helpful for cases in which students may wish their participation not to be generally known (e.g., mental health community)



# Personalization through Communities

## Community Leaders are Designated for Specific Areas of Expertise

Community Name	Description	Members
Welcome & Community Overview	Navigating your Virtual Visit to Wellesley	360 members
Navigating Your College Search	Tips and tricks to finding your perfect fit!	558 members
Why a Women's College	All of your women's college questions answered here!	553 members
All About Academics	Learn about Wellesley's impressive variety of educational opportunities!	352 members
Student to Student	All the questions you wanted to ask, but didn't think you could.	296 members
AlumConnect	Meet the world's most powerful women's network	238 members

**Claire Devlin** ✓  
Assistant Professor  
**Community leader**  
2018 Bachelor of Arts - BA in Religion from Wellesley  
Wellesley, MA




**Elizabeth Shirey** ✓  
Attorney, dog enthusiast, Class of '10!  
2010 Bachelor of Arts - BA in Political Science from Wellesley  
2014 Doctor of Law - JD in Law from University of Richmond  
Richmond, VA

**Marissa Sterrett** ✓  
Assistant Director of Admissions

Each community has discussion boards, events, sub-directory of members, file sharing, and a customizable landing page

# Personalization through Communities

Community Customization Allows You to Focus on Unique Audiences

Communities				
	Graham	Yasmin	Yasmin's parents	
Student AMAs	✓		✗	Students only
School of Business		✓	✓	
Parent Hub	✗	✗	✓	Parents only
LGBTQIA+ Center		✓		
Financial Aid and Scholarships	✓	✓	✓	

Users choose what communities to interact with based on recommendations coming from the site, their goals and interests, etc.

# Student Functionality Re-Cap



## Profiles + Chat

Profiles of both students and ambassadors to initiate direct chat exchanges



## Communities

Private or Public groupings of ambassadors, topics and events



## Discussions

Topic-driven posts that can serve as announcements, resource sharing, or general Q&A



## Events

Event distribution within specific communities or site wide



## Digests + Notifications

Smart-triggered communications based on site activity

# Invitations Optimized for Admissions

## CRM and Email Invite Management

slate

Preferred  
Partner  
Program

Pre-built source formats, Wisr fields, and queries to easily import records and auto-invite students through Slate

### Basic Info

Edit Member Info

Name	John Smith
Email	john.knific+wisradmissions@gmail.com
Created At	March 16, 2020, 3:46PM
Member Types	Admitted Student
Unique ID	0184927461
Invite URL	<a href="https://admitted.wisr-demo.com/signup/?invite_code=az">https://admitted.wisr-demo.com/signup/?invite_code=az</a>



Hi Wisr,

Congratulations on your acceptance to Wellesley College! 🎉 We know this is an exciting time full of new opportunities and we're here to help as you navigate your college decision.

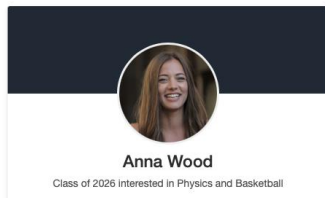
We want to invite you to join #iwillatwellesley Admitted Student Group, a platform for connecting fellow admitted and incoming first year students with the Wellesley community. Here you will have the opportunity to:

- 💬 Chat with current and prospective students, alumnae, and staff
- 📺 View video and photo content curated just for you
- 👉 Engage in virtual sessions exclusively for admitted students

Join now to start the fun!

# Personalization through Communities

At First Log-in, a Prospect Feels like it was Designed Just for Them



A circular profile picture of a smiling woman with long brown hair. Below the photo, the name "Anna Wood" is displayed in bold, followed by the text "Class of 2026 interested in Physics and Basketball".

### Welcome to I Will at WisrU!

Hello 🤗 and welcome 🎉 to I Will at WisrU, the landing page for the admitted Class of 2025. 🎓 To get started, look at the dashboard below & connect with members and communities. 🌟 We're excited to have you here! 🥳

Join a few **Communities** to ask questions, share advice, and participate in group conversations on topics that are relevant to you.

Connect with people near you by searching **New Orleans, LA**.

### Next Steps

Update goals

Based on your goals, here are a few ways to get started.

- Understand financial aid options**
  - Connect with a WisrU Staff member to ask your questions.

Remove goal
- Learn more about living in the city of Cleveland**
  - Ask your peer mentor what their favorite thing about Cleveland is

Remove goal
- Making new friends and connecting with students on campus**
  - Head to the members tab and reach out to current and incoming students there.

Remove goal


### Recommended Communities

- School of Arts and Sciences**  
Find What Fuels You!  
[Accept Invitation](#) [Decline](#) 7 members  
Dean Margaret Ovi invited you
- Financial Aid & Scholarships**  
All things Q&A about financial aid and scholarships.  
[Accept Invitation](#) [Decline](#) 5 members  
Dean Margaret Ovi invited you

Imports from CRM can pre-populate recommendations without a user having to complete additional steps

# Automated Nurture Emails


## Email Digests a Highly Effective Means of Driving Student Engagement



Hello John,

There are new discussions happening inside your communities in #wllatwellesley Admitted Student Group:


---

 **New Discussions**

---

**Watch Now: Living and Learning at Wellesley** 🏡💡  
Posted in [Admitted Student Events](#) | 5 Views


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 **Popular Discussions**

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**Should I take a gap year because of COVID-19?**  
Posted in [Student-to-Student](#) | 325 Views

---

 **Class of 2024 Welcome from President Paula Johnson** ❤️  
Posted in [Welcome & Community Overview](#) | 101 Views

---

**COVID-19 Relief Scholarship!**  
Posted in [Student-to-Student](#) | 257 Views

---

**Work Study Experience?**  
Posted in [Student-to-Student](#) | 141 Views



Wisr's automatically optimized and customized digest emails push users to content and increase site engagement.

52%

Open rate of Wisr  
digest emails

15%

Click through to  
Wisr app

# Wizr Reveals Student Intent

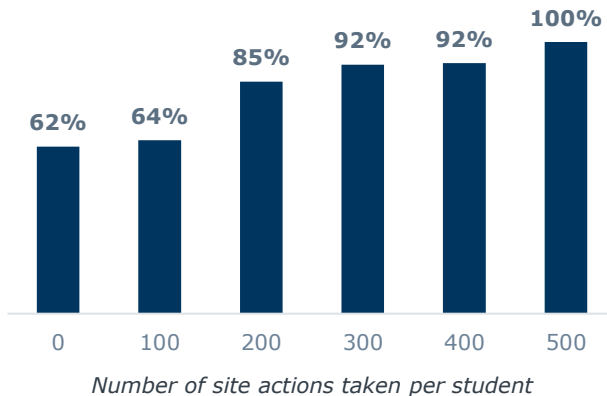


## Students' Wizr Activity Shows How Likely They Are to Yield

### Deposit Rate by Number of Site Actions Taken

*Wizr Users*

**3.4x**  
Median difference in likelihood to yield for students who join Wizr



% of total students	0	100	200	300	400	500
	36%	37%	15%	7%	4%	2%

1) Relative to students who do not join Wizr

# Three Takeaways from Today's Session

1

Peer-to-peer influence is a critical component of yield strategy

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2

Wisr provides a scalable, manageable structure to harness and unlock the power of peer-to-peer influence

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3

Wisr interaction data adds further predictive power to existing EAB yield models





## John Knific

*Managing Director, Product, Wisr*  
jknific@eab.com



## Ian Watt

*Managing Director, Partner Success, Enroll360*  
iwatt@eab.com



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