EAB

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

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“Yield Season” Does Not Begin in February

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

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Enroll360 Yield

Advanced Predictive Analytics that Focus Outreach to Admitted Students

Survey Results Plus Advanced Data Science

Survey responses + 150+ additional data points

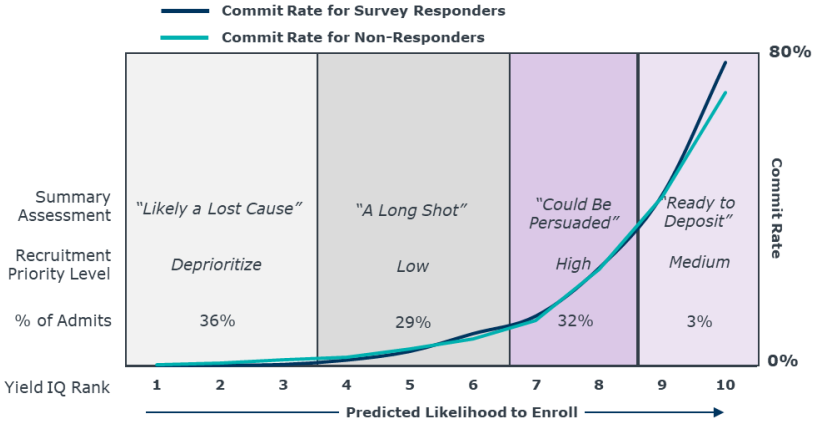
Advanced statistical methods

Likelihood-to-yield ratings for all admitted students

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



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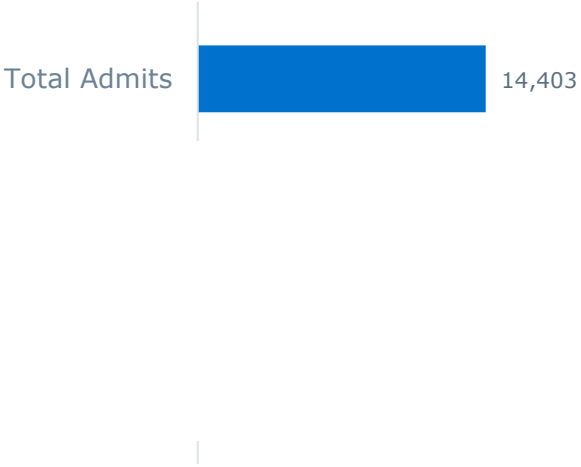
From Insight to Action: Enroll360 Yield Helps Focus Staff Time and Energy

University A: Admit Pool



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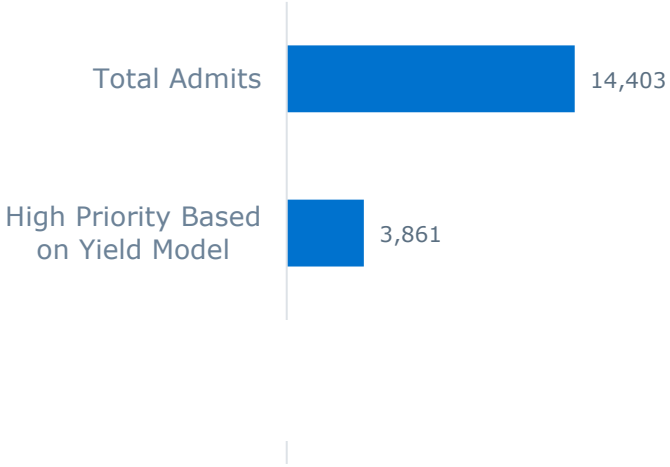

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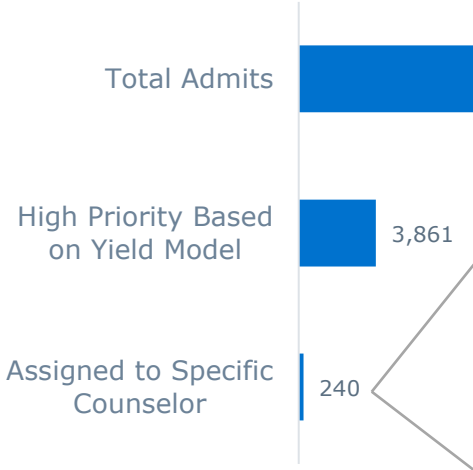

Top 25 High Schools for Admits (Domestic and International) — View all High Schools

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	Shawnee Mission East HS	7	0	N/A	57.1%
261715	Pembroke Hill School	6	0	N/A	33.3%
260782	Saint Louis Priory School	5	0	N/A	40.0%
372669	Heritage Hall	5	0	N/A	60.0%
440300	A N McCallum High School	5	0	N/A	60.0%
440310	Hyde Park High School	5	0	N/A	40.0%
260655	Mary Institute Saint Louis Cds	4	0	N/A	25.0%
440320	Stephen F Austin High School	4	0	N/A	50.0%
441735	Greenhill School	4	0	N/A	25.0%
446220	Saint Marys Hall	4	0	N/A	.0%
260670	Villa Duchesne/Oak Hill School	3	0	N/A	.0%
263055	Saint Joseph Academy	3	0	N/A	33.3%

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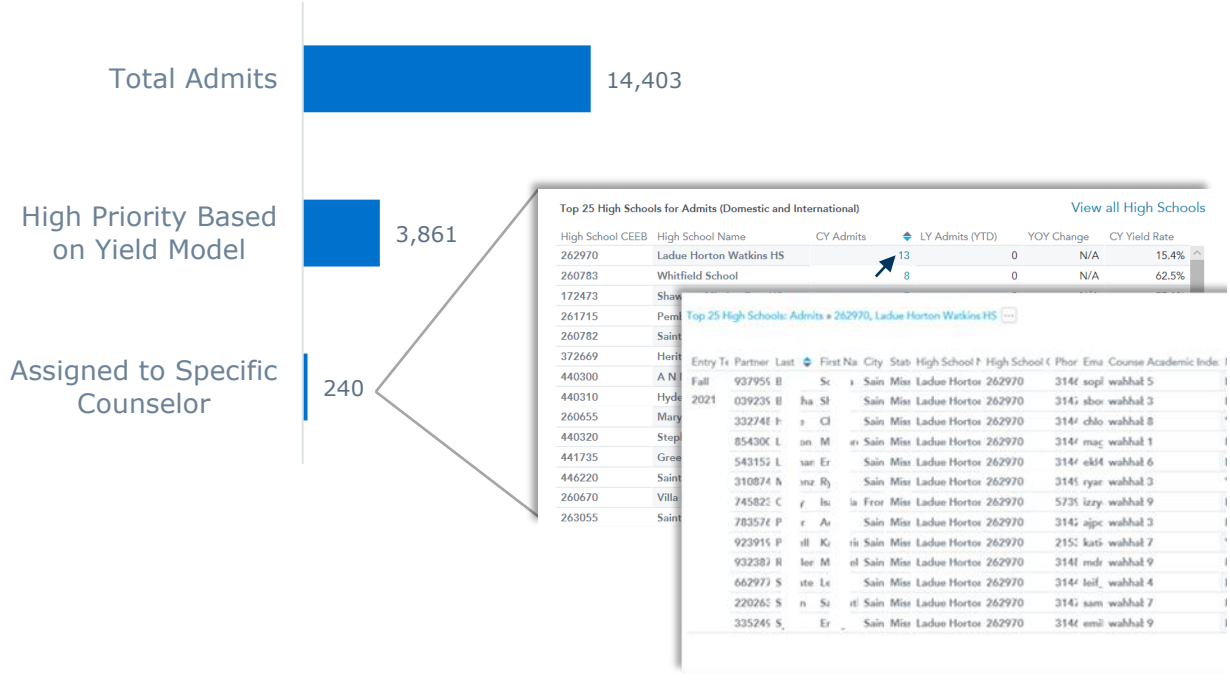

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“Official” Information Only Goes So Far

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

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Enroll360 Yield + Wisr

A Powerful Combination to Enhance Enrollment Yield

Enroll360 Yield

Understand *your admitted students*

- ✓ Data-informed, focused, efficient **staff engagement**
- ✓ Gain forward visibility into enrollment outcomes
- ✓ Understand nonyielding students' decisions

Engage *your admitted students*

- ✓ 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

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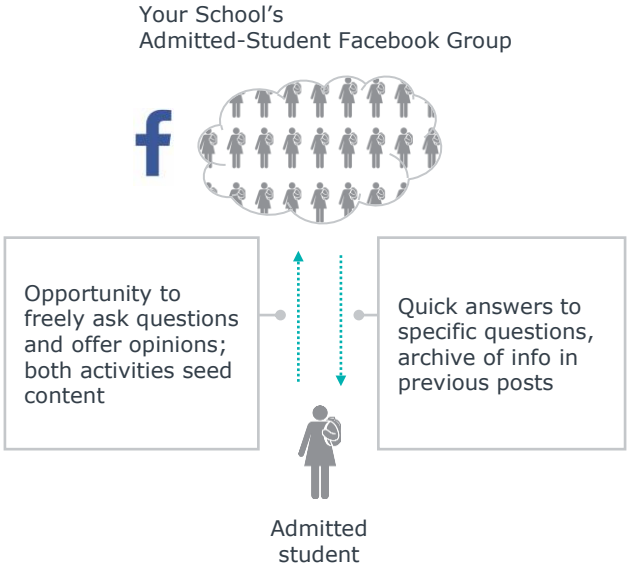
Seeking a Social Solution

Social Media's Unfulfilled Promise

Promise

Scaling Intensive Engagement Via Crowdsourcing



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

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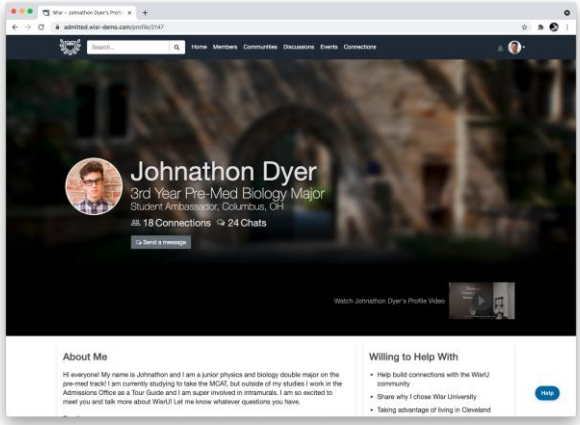
Wisr Virtual Communities



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

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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

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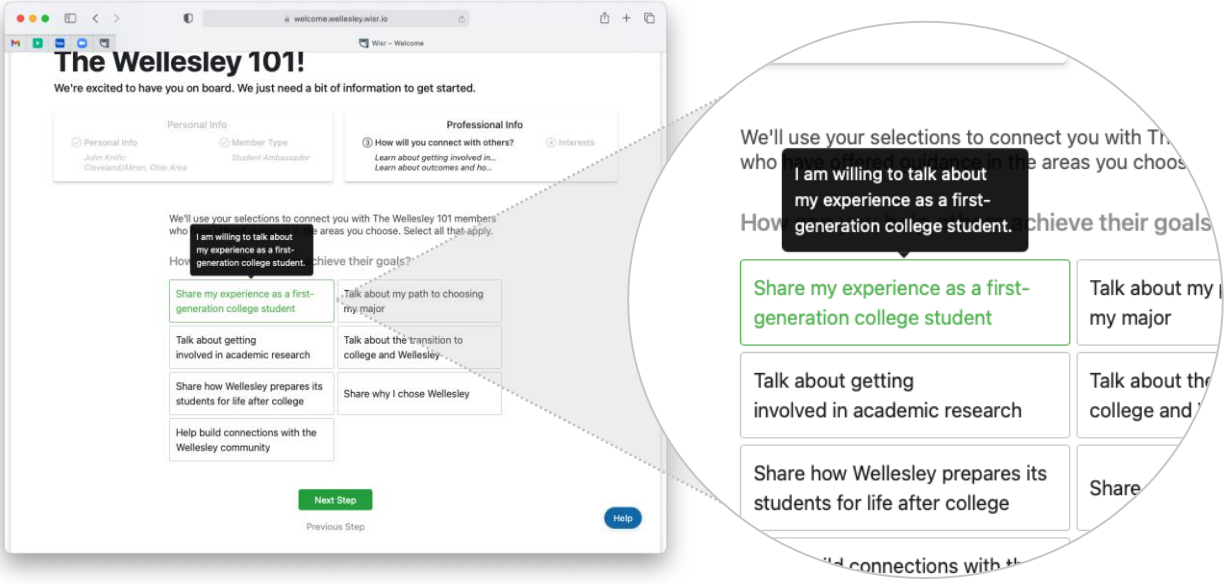
Campus Ambassadors

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



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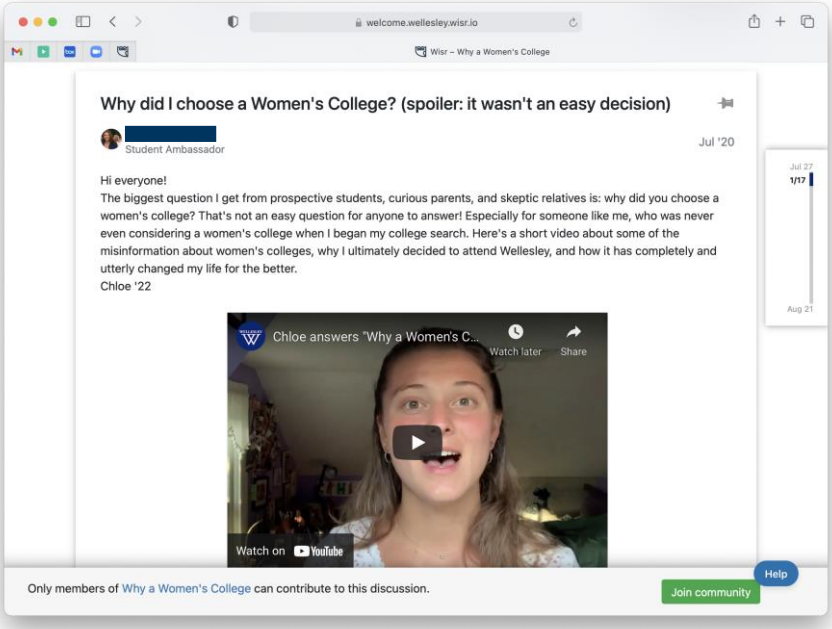
Campus Ambassadors

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



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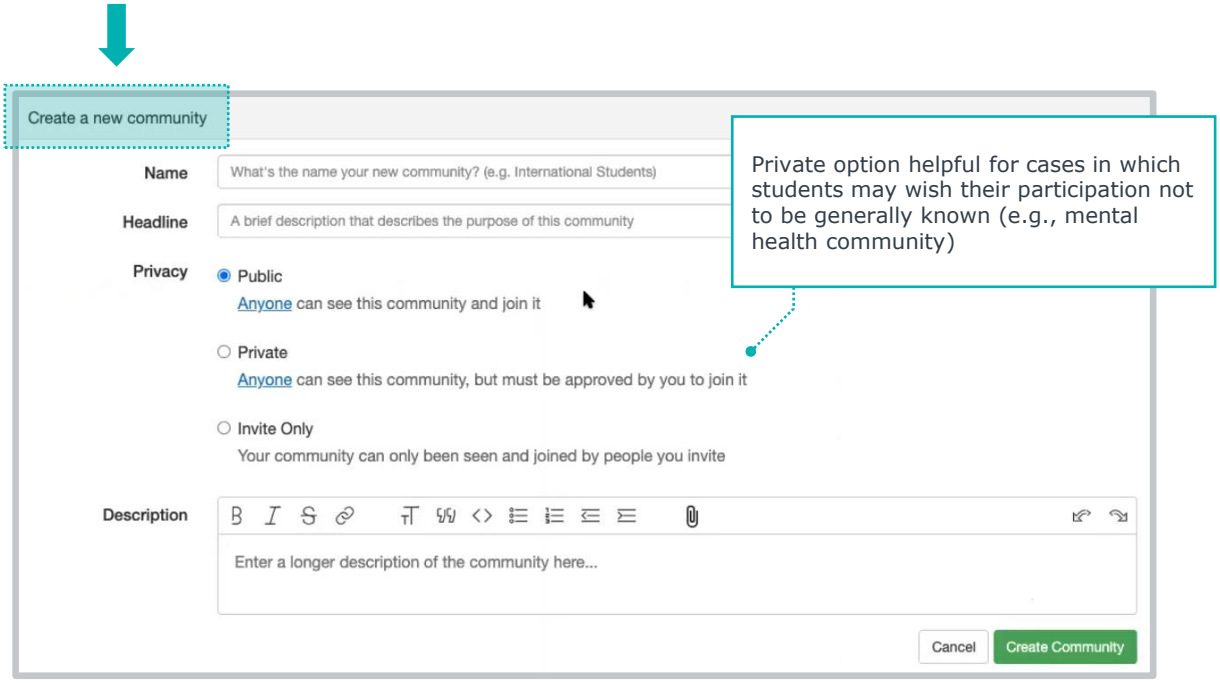
Personalization through Communities

Community Customization Allows You to Focus on Unique Audiences



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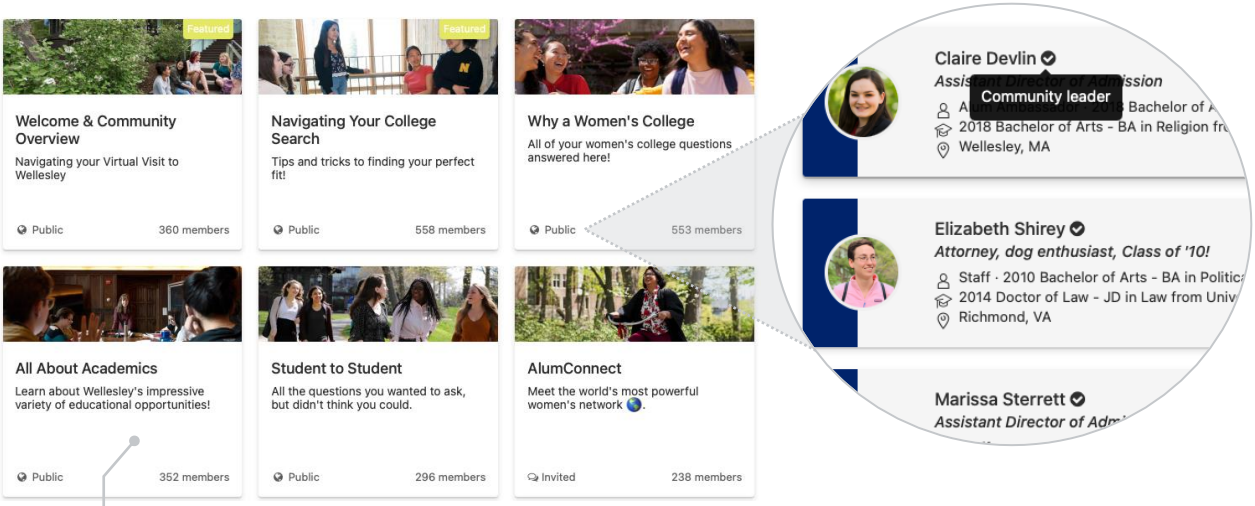
Personalization through Communities

Community Leaders are Designated for Specific **Areas of Expertise**



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

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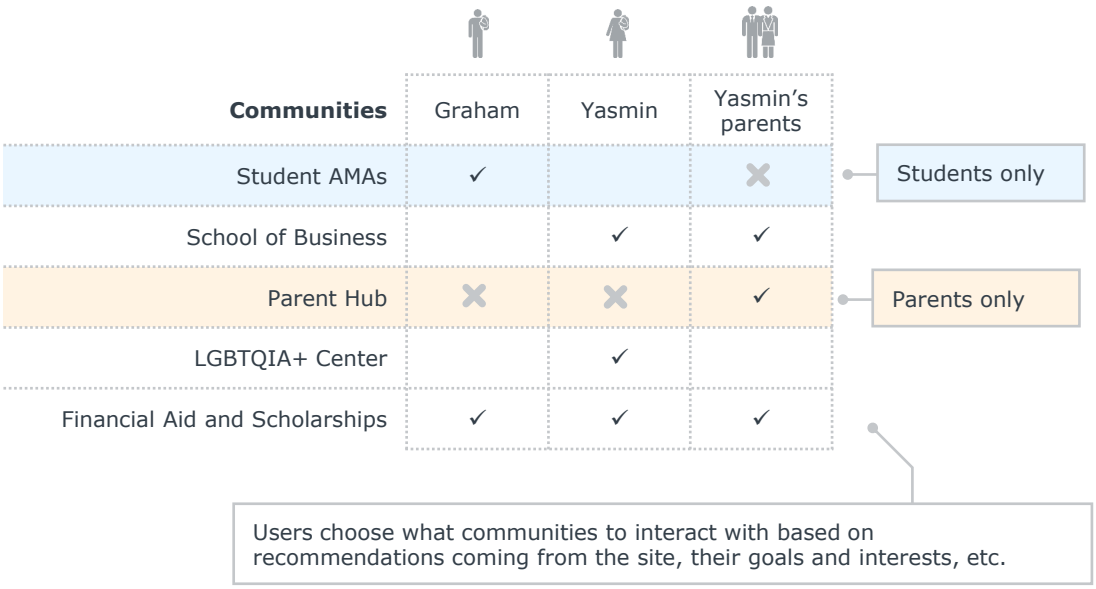

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Student Functionality Re-Cap

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

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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	https://admitted.wisr-demo.com/signup/?invite_code=az

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!

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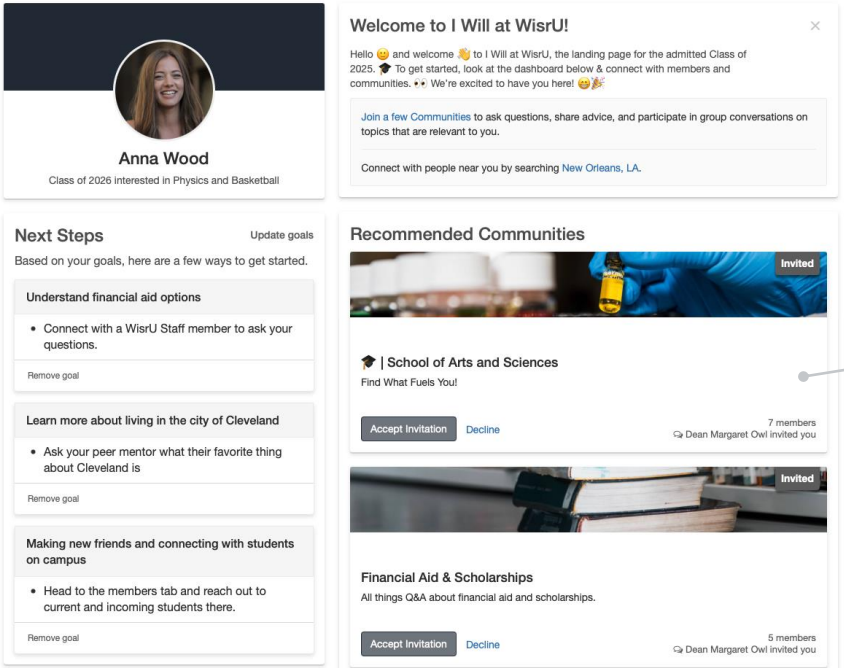
Personalization through Communities

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



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

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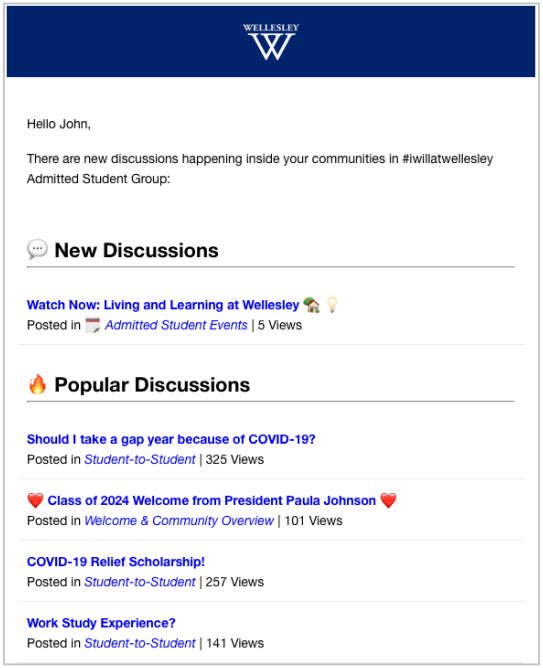
Automated Nurture Emails

Email Digests a Highly Effective Means of Driving Student Engagement



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

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Wisr Reveals Student Intent

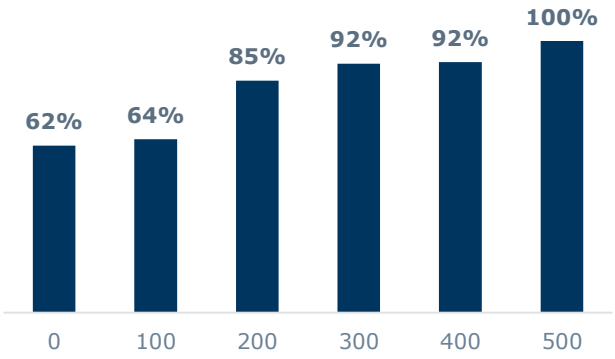
Students' Wisr Activity Shows How Likely They Are to Yield

3.4x

Median difference in likelihood to yield for students who join Wisr

Deposit Rate by Number of Site Actions Taken

Wisr Users



% of total students	36%	37%	15%	7%	4%	2%

1) Relative to students who do not join Wisr

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Three Takeaways from Today's Session

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

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

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

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Q&A

John Knific

Managing Director, Product, Wisr

jknific@eab.com

Ian Watt

Managing Director, Partner Success, Enroll360

iwatt@eab.com

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