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Lynn University Shares Best Practices to Improve Yield and Combat Melt with Virtual Community
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Asking a Question

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Brief Exit Survey

We’d appreciate your feedback on today’s presentation.
Today’s Presenters

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Education’s Trusted Partner to Help Schools and Students Thrive

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.

Your Imperatives Determine Ours

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<td>Executive guidance rooted in research to support your strategic priorities</td>
<td>Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes</td>
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<td>Data and analytics solutions built for higher education to guide decisions and accelerate innovation</td>
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Unlock Every Recruitment Advantage with **Enroll360**

**Enroll360 Solutions** to Succeed at Every Stage of the Funnel
Our solutions deliver results, powered by an unrivaled recruitment ecosystem.

**Enroll360 Products** to Elevate Student and Family Engagement

**Audience Generation**
Foster awareness, influence, and applications with the leading **college exploration platforms**.

- Cappex
- Intersect
- Greenlight Match
- Global Match

**Digital Experience**
Engage Gen Z in **interactive virtual platforms** that tell your brand story and build affinity.

- YouVisit Virtual Tours
- Wisr Virtual Communities

**Digital and Web Strategy**
Optimize your website and digital strategy to engage and convert prospective students.

- .EDU Content Strategy
- SEO

**Transfer Recruitment**
Facilitate the transfer process and boost enrollment through best-in-class technology and marketing.

- Transfer Portal
- Transfer Marketing
You must still compete for student attention post-admit.

You must make students feel welcome on your campus.

You need powerful tools to amplify and focus your recruitment effort.

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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

**Connection**

Students want to feel a sense of belonging before they commit

23%+ increase in students searching for diversity-related terms within Naviance

**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
Wisr Is a Private, University-Branded Network That Allows You To...

**Facilitate Safe and Secure Connections**
1. Permission-based site access to ensure privacy
2. Searchable profiles for easier connection
3. One-on-one messaging for relationship building

**Build Community Around Specific Topics**
1. Customizable communities based on student population
2. Topic-based discussions to encourage dialogue
3. Virtual and in-person event promotion

**Maximize Staff and Ambassador Efficiency**
1. Data insights to guide outreach and predict yield
2. EAB-led trainings for staff and ambassadors
3. Automated emails to scale communication

**Results**
- 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
Students Who Join Wisr Melt at Lower Rates

For the Entering Class of 2022, EAB did an analysis of a subset of Wisr partners and the effects Wisr had on reducing melt for their admitted students.

A Look at Melt Rate of Students Who Joined Wisr Compared to Students Who Did Not Join Wisr

- Overall Melt: 10%
- Non-Wisr Melt: 11.4%
- Wisr Melt: 4.9%

Students who join Wisr are **2.3x less likely to melt** than students who do not join Wisr.

From May 2022 to August 2022:

**Communities with Highest Activity**
- Student Introductions
- Residence and Campus Life
- Specific Academic Groups

**Month with Most Messages Read**
- June

**Month with Most Topics Viewed**
- July
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1. Lynn University: Why They Chose Wisr

2. How Lynn Shapes and Promotes Communities to Support Enrollment Efforts

3. Impact and Success

4. Takeaways and Looking Ahead
Introducing Lynn University

Lynn University is an independent college based in Boca Raton, Florida, with more than 3,500 students from more than 100 countries.

- **2,600+** Total Undergrad Enrollment
- **17%** International Students
- **56** Undergraduate Majors
- **6** Colleges

Nationally recognized "Institute for Achievement and Learning," empowering students with learning differences.


**Challenge:**

Lynn was seeking a platform that would allow their admitted students to make connections. They were hopeful that helping students build relationships with current and admitted students prior to orientation would improve yield.
Traditional Social Networks Don’t Support College-Bound Students

Top 5 Limitations of Lynn’s Traditional Social Media Platform

- Unable to personalize
- Could not track engagement
- Clunky onboarding/validation
- No CRM integration
- Hard to foster connections
Important Considerations When Shifting to a New Platform

Lynn Focused on These Priorities

Onboard Members Into the Network
Get the established group of members to switch platforms and adopt a new space to connect with each other.

Drive Members to Specific Communities
Build communities that resonate with this population of students and their families.

Adopt a New Mindset on “Success”
Understand that passive engagement does not mean a lack of interest and that there are different ways students feel comfortable engaging.
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Getting Started with ‘In at Lynn’

Community Creation

Promotion and Adoption

Ambassador Involvement

Building Belonging
You Don’t Have to Reinvent the Wheel for Your Community Strategy

Lean on What You and Your Team Already Know to Build Successful Communities

1. Audit Existing Platforms
2. Poll Your Ambassador Team
3. Segment Your Big Buckets
4. Leave Room for Exploration
Student Ambassador Buy-In is Important to Success

Convey Value and Share Benefits
- Eliminate the use of personal social media and phone number details
- Make a paid program
- Reward leading ambassadors for their work
- Centralized place to manage conversations and view activity and insights
- Push notification reminders
- Enablement trainings

Set Reasonable Expectations
- Flexible scheduling
- Clear assignments
- Appropriate workload assignments (be sure to grow ambassador program as memberships grow)

Give Ambassadors Space
- Let students feel empowered to take charge and get creative
- Encourage different post types for both passive and active engagement
- Mix up the recipient list(s) so outreach doesn’t get stale
- Give guidelines but not a script to keep authentic and personal
Wisr is a Compliment to Existing Recruitment Efforts

60%
Average increase in community joins when including Wisr in a text campaign

Source: Average week over week increase of community joins following text message sends with Wisr CTA.
Lynn University's Microsite

Integrating Wisr Virtual Communities with Your Admitted Student Campaign

Lynn’s Admitted Student Microsite:

1. Keeps Students Coming Back
   - Sharing timely content and what's coming up next has students visit on an ongoing basis.
   - Drive from posts to relevant Wisr Communities for continued exploration (e.g., Life Outside the Classroom community)

2. Delivers Important Information
   - Keeping students up to date creates a sense of urgency and fear of missing out.
   - Drive from posts to events
   - Encourage becoming a member of a community to be sure they get push notifications

3. Drives Engagement
   - Promoting incentives, such as Lynn swag, encourages students to start engaging in a different way.
   - Make signing up for Wisr a requirement to win
   - Track passive and active engagement in Wisr

Good for anytime

A Lynn hoodie is a stylish choice for class, the UC and everywhere in between.

Don’t forget to join the In at Lynn community to see if you win.
Drive to Virtual Community In-Person

Tour Guides
On-campus promotion

Event Staff
Student events

Counselors
1x1 on conversations

Example of QR code on event flyers:

Join your future classmates in the student-only group:

In at Lynn Community
Wisr Supports a Range of Lynn’s Engagement Initiatives

Additional Ways Lynn Incorporates ‘In at Lynn’ in Outreach

1. **1x1 Ambassador Outreach**
   - Ambassadors are provided with a new group of Wisr members and content guidance for weekly/biweekly messaging.

2. **Email and SMS Marketing**
   - Targeted outreach to specific groups includes links that drive directly to relevant Wisr communities.

3. **Physical Mailers**
   - T-shirt mailings sent to deposited students include inserts that promote signing up for Wisr as a call-to-action.

4. **Targeted Social Ads**
   - Ads aimed towards admitted students drive to microsite and includes a giveaway where winners must be a Wisr member.
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Wisr Insights Inform Lynn Where to Focus Outreach

**Track Who Has Onboarded**
View which members have not onboarded and encourage them to finish building their profile as a touchpoint.

**Use Wisr as a Milestone**
Help admissions counselors prioritize their contact list by using Wisr sign-ups as an important milestone.

- Submit FASFA
- Sign up for Admitted Student Experience
- Submit Deposit
- Onboard with “In at Lynn”
- Apply for Housing
- Sign up for Welcome Weekend

**Touchpoint Strategies:**

**Promote Events**
Share upcoming events for continued engagement.

**Leverage Shared Information**
Use profile information, such as major, to drive to relevant communities (use DLP’s.)

**Use Multi-Type Delivery Method**
Alternate between community posts and direct messages to keep it natural.
Wisr’s Influence on Yield

Students Who Joined ‘In at Lynn’ Yielded at Higher Rates than Students Who Did Not

- **10x**
  Higher yield rate for admitted students who joined Wisr compared to students who did not join Wisr

- **12x**
  Higher yield rate of students who joined Wisr and identified as Black/African compared to Black/African American who did not join Wisr

- **1.7x**
  Higher yield rate of students who joined Wisr and identified as International compared to International students who did not join Wisr

92%

Of admitted students who joined Wisr deposited

Wisr Participation Helps to Mitigate Melt

For the Entering Class of 2022...

- **3x**
  Students who join Wisr were 3x more likely to yield than students who did not join Wisr.

- **6%**
  Decrease in overall melt compared to Entering Class of 2021.

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Prepare Wisr for Summer Months

**Administrator Items**

- Reconfigure Ambassador groups and assignments
- Implement broader deadlines and level set expectations for ambassadors
- Update messaging goals from conversational to transactional while keeping it friendly
- Compile and centralize milestones and goals that need to be achieved to inform your ambassadors of student communications

**Messaging for Students and Families**

- Post very specific information such as summer reading assignments and international student requirements
- Get parents involved
- Normalize the uncertainty that might be happening during this time and offer your support
- Integrate into existing reminders and alerts for important requirements, such as your summer text campaign
- Keep your messaging delivery fresh, both in content type and who is delivering the message

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1) 2022 Wisr Yield Report.
2) Overall Melt reduction and Wisr was implemented mid-cycle in 2022.
Success Is More than the Numbers
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3. Impact and Success

4. Takeaways and Looking Ahead
3 Takeaways

It’s Okay If Students Aren’t Being Vocal
It’s important to build content and posts meant for passive viewing. Even if students are not actively replying to and liking posts and discussions, they are seeing the messages and getting important information they need.

Flexibility Is Instrumental to Success
Don’t get too comfortable. Just because a strategy is working, this does not mean an alternate strategy won’t work better.

Keep the Goal of Connectivity at the Center
Make a community where students feel comfortable to connect with others while seeing important information. Students want to meet other students and not be bombarded with information and checklists.

11X
On average, for every 1 active engagement a user initiated, they took 11 passive engagement actions.

Looking Ahead

1. Dynamic Landing Pages

2. 'Parent Only' Community

3. New Marketing Integrations

We know that your student looks to you for guidance and support as their parent. Use this guide to keep track of important dates, checklist items, and university contacts as your student prepares for the first day of classes on Aug 21.

Mark your calendar
There are several steps to make sure that you’re ready to begin classes. Take note of these four especially important dates this summer.

June 5
Welcome weekend reservations open

July 10
Online check-in opens

Find online resources
These online resources are important university news, information, deadlines and more so you can easily find everything your student needs to prepare for college.

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What’s Next?

Let Us Know in the Survey That Will Automatically Load in Your Browser

- Request today’s presentation
- Subscribe to EAB’s Daily Briefing
- Speak with a member of the EAB team to learn more about implementing strategies like these at your institution
Thank you!