

Webinar Overview: April 26, 2023

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

Presenters:


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Why Wisr Virtual Communities?

Lynn's traditional social network did not make it easy for prospective students to connect and lacked insights into how students were engaging. Lynn knew they needed more, which is why they partnered with Wisr, a university-branded platform that helps students form relationships with current and admitted students prior to orientation and find their fit and improves yield.

Adopting a new platform mid-cycle, Lynn had to quickly get to work:

- ▶ Get the established group of members to switch platforms and adopt a new space to connect with each other
- ▶ Build communities that resonate with this population of students and their families
- ▶ Understand that passive engagement does not mean a lack of interest and should be embraced

Three Areas of Focus



Community Creation

Lean on what you know:

- ✓ Audit existing platforms
- ✓ Poll your ambassador team
- ✓ Segment big buckets (e.g., international students)
- ✓ Leave room for exploration



Ambassador Involvement

Buy-in is important to success:

- ✓ Compensation and reward program
- ✓ Reasonable expectations and flexibility
- ✓ Creative freedom



Promotion & Adoption

Integrate into existing marketing:

- ✓ Lynn Microsite and targeted ads
- ✓ In-person events and 1x1 conversations
- ✓ Email and SMS
- ✓ Physical mailers

92%

of admitted students who joined Wisr deposited

↑ 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 American compared to Black/African American who did not join Wisr