



Wayne State University, located in Detroit, MI, is a large, urban research institution with nearly 27,000 students and comprises 13 different schools and colleges. With 90 percent of students coming from within a 30-mile radius of the university, Wayne’s undergraduate enrollment management team spent early 2020 focused on preparing to welcome thousands of admitted students to their admitted student days, the annual spring open house, and daily walk-ins to its Welcome Center. Wayne’s staff of 16 is used to working together and tackling the unique challenges of walking students through the admissions process.

On March 13th, the office of undergraduate admissions decided with the rising cases of COVID-19 in Detroit, and to make sure students and staff members continued to feel safe, they would transition online for all upcoming admissions business, yield, and melt programming, as well as incoming student orientation. This transition was made within four hours.

Looking Ahead

Wayne State University will implement Wisr throughout the entire student lifecycle from prospective student to alumni status. This summer alone the orientation team saw a 30% increase in the number of students signing up for orientation as compared to last year. As a university with rolling admissions, the Wayne enrollment management team plans to continue to use the Wisr platform in the fall recruiting cycle to connect prospective and admitted students with current near-peer students to help contextualize and normalize the college search process. The team also sees Wisr as a necessary tool to expand recruitment beyond their traditional target region, engage students who are unable to visit campus, and connect in a truly authentic way.

Challenges

- Ensuring students and staff felt comfortable engaging with Wayne State despite the rising risk of COVID-19
- Making the transition to online programming within four hours
- Having a small team to manage the transition
- Meeting a 3,000 student yield goal while maintaining a high touch and comprehensive admissions process

Wisr Solution

- Wisr Enrollment Yield and Melt site
- Wisr matched all admitted students with current student peer mentors with focus on melt reduction and a clean hand-off to orientation
- Leveraged Wisr best practices to adapt quickly with one staff member giving 15-20 percent of her time to successfully launch the *Wiser Warriors Network*



Wisr and Wayne State University share a vision to provide onboarding, academic, and career support to our students at every major point in their lifecycle. We’re excited to have launched Wisr with our recently admitted students, to provide trained current students as peer mentors through orientation and the first-year experience. As we work to integrate this solution into Wayne State’s mobile app, this will serve as a bridge to our faculty, alumni, and even our corporate partners.

Dawn S. Medley
Associate Vice President of Enrollment Management



91%

Of students who interacted with a student ambassador yielded

3.5x

Students who were active in Wisr were 3.5% more likely to yield than those historically

2000+

Strong early adoption with over 2,000 community joins

81%

Of students joining actively consumed discussion board content

100+

Virtual information sessions