



Wisr in Action: WELLESLEY COLLEGE

Wellesley College, a highly-selective and prominent women’s college near Boston, MA prides itself on a high touch admissions process which includes an annual April open house that typically yields 50 percent of incoming students. Connecting prospective students with current students in person has been imperative to normalize the women’s college experience and has had a dramatic impact on yield. In late 2019 and early 2020 the team at Wellesley spent several months reading applications and preparing for the annual open house when COVID-19 hit. Almost immediately Wellesley’s campus was closed and the admissions office was forced to cancel in person yield events, including the annual open house, and transition all upcoming enrollment yield and summer melt programming online.

Challenges

- By the time Wisr was selected, there were only nine business days to change strategies before admission decisions were released
- Successfully yielding class in six weeks with no in-person programming
- Replicating human interaction and student-to-student contact to convey the spirit of Wellesley

Wisr Solution

- Private Wisr Enrollment Yield and Melt site
- Community leader and Wisr platform training for over 100 current student ambassadors, staff, and faculty members
- Wisr success team crafted unique, personalized marketing materials and launch emails



Here’s the real bottom line—we were able to yield our class plus some coverage for melt without the traditional campus visit that was such a big producer of our final enrolling class. It’s been very easy to work with Wisr, and the team there has been very responsive. We’re really excited to move forward with them.

Jessica Ricker,
Director of Admission



Wellesley saw success from day one with **50 percent of the admitted class signing up** and activating their #iwillatwellesley Admitted Student Group account from the first Wisr-powered launch email. The team at Wellesley leveraged the Wisr platform to **answer over 300 student questions** with real-time discussion boards, individually **connect with over 350 engaged students** with the one-to-one chat feature, host several virtual admissions events, and ultimately saw **71 percent of students who engaged on the platform yield**.

Looking Ahead

Wellesley will continue to use the Wisr platform to engage deposited students through the summer of 2020 with an increased focus on anti-melt programming and community building. Wellesley’s orientation team is also hosting its first-ever virtual orientation program on Wisr, which launched in July of 2020. Looking ahead to fall 2020, Wellesley will use the Wisr Virtual Welcome Center solution as a tool to communicate with prospective students to increase the accessibility, inclusivity, and affordability of college admissions.

316 discussion topics created in 20 active communities

65 percent of accepted students engaged with Wisr site

407 admitted student-initiated connections