

Clark University Increases Yield 30% YoY with ZeeMee

Overview

About 2 years ago, the admissions staff at Clark University sought a solution that would allow prospective students to engage with each other and with their current students. While it did have a presence on Facebook, the university was finding it difficult to connect with students on a more authentic level—and to do so throughout the enrollment funnel.

Challenges

- Clark University realized that while Facebook did have some potential impact for running ads and events, it wasn't the best platform for getting prospective students to know each other.
- Their admitted student group on Facebook was not facilitating the essential connections and relationships between students needed to increase deposits and reduce melt.
- The admissions team also found Facebook was not effective for keeping students engaged in the earlier stages of the college discovery and application process.

Solution

With the ZeeMee app, the staff at Clark University was able to quickly create video content that engages the next generation of students in a whole new way. Via videos produced by its student ambassadors, the admissions staff is now able to have frequent output of relevant content, quickly and easily.

"I can rely on the great content created by our students, which is invaluable because it not only gives us a robust social media presence, but also engages students with authentic content," said Nick Porcella, Senior Assistant Director of Admissions and Global Outreach at Clark University, who was involved in the team bringing ZeeMee to the school.

These student-produced videos, such as a quick tour of the dining hall or a glimpse of the daily lives they lead, have helped the admissions staff connect with students, whether they are still in the process of making their college decision or have already become a "Clarkie." Since these videos are created by the university's student ambassadors, they're more relatable and better address students' interests and concerns—and they allow the staff to create great content even with a limited budget.

“

These [ambassador-produced] videos are much more valuable to the students than some very polished YouTube videos produced by the marketing office," Porcella shared.

The university's ZeeMee content is particularly helpful in engaging prospective students who have not had the opportunity to visit campus, especially for those more than 500 miles from the school or international students. From volleyball games to political rallies, these student-created videos offer incoming students a true taste of campus life.

"We know that prospective students want to engage directly and authentically with the students at the colleges they are considering, and ZeeMee allows them to do that," said Meredith Twombly, Vice President of Admissions and Financial Aid at Clark University. "Our student ambassadors seem to like it, too, because it's a medium they are used to, and they are clearly having fun with it."

ZeeMee has also served as a social media conduit for Clark University's other online and offline initiatives, from campus events to email campaigns and webinars. This online-meets-offline community aspect of ZeeMee has been essential for Clark University's outreach, allowing students to join groups specific to their individual interests and to foster meaningful relationships even before they start the new school year.

Results

1.6K+

Seniors use ZeeMee

30% ↑

Increase in yield YOY

8% ↓

Decrease in melt YOY

4.6x ↑

Increase in convert rate

When Clark stopped using its Facebook page for student outreach a year and a half ago, roughly 30 to 40 students were regularly using it; now over 1,600 seniors are actively using ZeeMee. Video content and engagement on ZeeMee have continued to grow. During the university's first year using the ZeeMee app, 120 videos were posted throughout the year. By February 2020, 120 videos have already been posted.

With the help of ZeeMee, Clark University has also improved its admissions metrics significantly. Overall yield went from 12.5% in 2018 to 16.2% after adopting ZeeMee in 2019—a 30% increase in overall yield year-over-year (YOY). ZeeMee has also helped to reduce melt rates by 8% YOY, and students on ZeeMee converted at a rate 4.6x higher than those not in on the app.

The university is using the data collected with ZeeMee to better target students with the right content tailored to their specific interests and behaviors. This leads to a more relevant and personalized student experience that in turn increases engagement at every stage of the admissions process. It has also allowed the admissions staff to focus on broader objectives.

"The best thing about ZeeMee is that it frees up my time," said Porcella. "More importantly, ZeeMee frees up my energy so I can look at the data and strategize the next steps to get more people engaged."

Using ZeeMee as a strong component of its student engagement and admissions initiatives, Clark University has built a vibrant and active community that's continuing to attract new students—and to engage with those who call the school home in authentic, meaningful ways all throughout their college careers.

