

# Achieving Melt Prevention Savings of \$120K with ZeeMee

## Overview

The University of West Florida (UWF) is a selective, public institution with more than 13,000 students and 90 degree programs. In recent years, UWF's admissions team recognized that the newer generations of students expected more authentic communications. To meet these evolving needs, the university sought alternatives to social media and traditional direct marketing that would also cater to Generation Z's preference for video.

## Challenges

- UWF saw that recruits were less likely to respond to traditional, scripted marketing campaigns and sought to foster more personal, authentic communications.
- Admissions leaders observed that students in Generation Z were not as receptive to Facebook and seemed inclined to find their own social communication niches featuring video.
- The admissions team wanted to meet potential students' communications expectations while boosting engagement throughout the recruiting cycle.

## Solution

As UWF began to recruit students from Generation Z, the university realized that this group craved authentic communications. Instead of turning to Facebook, potential recruits were likely to embrace other social media sources that had not been around as long. As an early adopter of ZeeMee, UWF has been at the forefront of helping today's young people connect in organic and authentic ways.



### DESIGNATED "STAR" STUDENTS

Upload video content on ZeeMee showcasing the campus, student life, and academic resources

UWF relies on its student admissions representatives—known as STARS—to create video content for ZeeMee. Before the start of each semester, UWF's admissions team provides its STARS with a list of planned events and potential topic ideas. Equipped with this information, STARS can create videos highlighting both student life and academics.

"We try to encourage STARS to highlight happenings like tailgating at a football game or a philanthropy event hosted by a student organization," explained Ethan Henley, UWF's Associate Director of Admissions. "We also try to show academic life, such as our library, tutoring, and academic advising. And we've highlighted our writing lab, from how to make an appointment to what services it provides."

With ZeeMee, UWF has gained many more touchpoints than they had through other forms of social media or recruiting events alone. The app has been an essential tool to raise awareness about UWF and to motivate more students to explore attending. Since ZeeMee videos are student-created, they resonate with an audience of their peers.

"Our story can mean so much more to a prospective student when coming from a student instead of an admissions counselor or recruiter," said Henley.

## Results

90K+

University video views

1.7x

Increase in yield rate

\$120K+

Saved in melt prevention

40%

Admits use ZeeMee

ZeeMee has helped UWF attract the attention of thousands of prospective students—in a single year, UWF's videos gained more than 90,000 views. This popularity motivated many students to add UWF to their college consideration set and helped lead to a measurable impact on UWF's admissions and financial metrics. Students engaged in UWF's ZeeMee community yielded at 1.7 times the rate of those who did not join the community. Additionally, students connected through ZeeMee melted at half the rate of their non-engaged peers, for melt prevention savings that added up to more than \$120,000.



*ZeeMee is a uniquely positioned platform that is addressing an opening in the college recruitment market of engaging with students on a more authentic level. Authenticity is the name of the game right now," explained Henley. "This generation is more receptive to authentic messaging as opposed to more traditional forms of direct marketing. ZeeMee allows you to utilize your own resources, your students, and your institution's affinity to tell your story in an unfiltered way that can resonate with students."*

While ZeeMee has been an excellent tool for recruiting prospective students, it has also provided a platform for admitted students to engage before the start of the new school year. UWF has seen the adoption of ZeeMee by students to grow steadily, with 40% of admitted students engaged in the ZeeMee chat community during the first admission cycle.

As a ZeeMee partner for several years, UWF has witnessed the steady evolution of the platform and the admissions team is excited to continue to take advantage of newer features, such as bulk messaging.

"The company listens to feedback from clients and implements content and features that are good for us and the students," Henley said. "The team that we work with has been truly phenomenal."

By partnering with ZeeMee, UWF has proven its commitment to meeting the communications needs of the next generation of incoming students—and will continue to build a vibrant and connected community where students can grow and thrive.

