

# Top 100 National Liberal Arts College Saves Over \$300K in One Year with ZeeMee

## Overview

Like most colleges in the Northeast, Washington & Jefferson College (W&J) is consistently looking to improve yield and reduce melt. Located in Pennsylvania—the state with more colleges per capita than any other—this small liberal-arts college needed to find a way to stand out that went beyond the reach and impact of traditional channels.

## Challenges

- Washington & Jefferson needed a solution that would impact yield quickly to leverage the prime enrollment season.
- To demonstrate the ROI of their efforts and to optimize performance, W&J needed to capture relevant data in a way Instagram and Snapchat could not.
- The university also sought a solution that would allow the admissions team to help showcase the school's culture alongside inclusivity and acceptance.

## Solution

Led by W&J's Vice President of Enrollment, Nicole Focareto, Washington & Jefferson College, turned to ZeeMee.

"I had worked with ZeeMee before and reached out because we needed to launch something quickly to help with yield," says Focareto. "We signed the contract in December and launched in January, and it definitely helped us and carried us through that prime yield season."

W&J has found ZeeMee to be successful in connecting prospective students with those already attending and that students were more likely to deposit if they were in the ZeeMee community. The app also allows the admissions team to see who's interacting within the app and reach out to them directly to help guide them along the enrollment funnel.

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*ZeeMee allows students to ultimately see who their new friends are going to be and for current students to welcome the new students into the W&J community at large," says Focareto. "It's just been a really positive experience for them."*

As of this March, when everything went remote, W&J decided it was going to use ZeeMee to help bring in this year's new class of students. The first step was to enlist a team of student ambassadors alongside the efforts of the admissions staff. Now, W&J has a group of about 35 student ambassadors active in ZeeMee, creating a range of organic content—from interactive videos like pass-your-pet TikToks to group music videos that help convey a sense of solidarity and showcasing the school's culture.



### "SPEED FRIENDING" ON ZEEEEE

Students use the ZeeMee Friend Finder and Live Chat features to match with others

The school is also taking creative approaches to use the ZeeMee app, launching a new W&J live channel and the app's first "speed friending" event. Using ZeeMee's Friend Finder feature to help students match each other and the Live Chat feature to run a contest, W&J created a space for prospective students to connect in a whole new (virtual) way.

As Focareto says, students at all stages of the funnel are looking for a platform where they can socially engage with each other in a safe place. And ZeeMee helps W&J provide that for them.

"Ultimately, we just really believe in W&J and the experience it offers, and we want as many students as possible to join us in this network. And we just really feel that ZeeMee is a great place for the students to be introduced to W&J," says Focareto.

## Results

4x

Increase in yield rate

\$300K+

Saved in melt prevention

61%

Freshmen use ZeeMee

880

Views per video

At the end of year one, admits on ZeeMee yielded at 4x the rate of admits that didn't join the ZeeMee community. Deposited students on ZeeMee also melted at half the rate of those that did not join. Based on melt prevention alone, W&J saved over \$300,000 in one year with the app.

For the duration of the 2018-2019 school year, 61 percent of freshmen deposits were in the ZeeMee community, and overall community size was over six times their entering freshman class. Engagement has also continued to increase, with average views per video now at 880.

As Focareto shared, there is a range of vendors out there that promise solutions to help admissions teams like hers, but there are few that deliver the impact with the way ZeeMee does. When thinking of ZeeMee, she says, it's a "no-brainer."

"Unless [schools] have their own ready-made, personalized app that they can get more than 60 percent of deposited students to engage in, I don't think there's any other platform that's better," says Focareto.

She adds, "This is a great, great yield strategy for a small price. I've been doing this a long time, and with yield, it's not just one thing, it's many things—and this is one of the many things that I would not do without."

