GAME/CHANGERS

CARROLL
UNIVERSITY

Carroll University Case Study

Engaging New Students with a Vibrant Online Community

Carroll University, a private college in Waukesha, Wisconsin, wanted to increase enrollment of prospective students among their accepted applicants, especially those students showing a genuine interest in the school. The challenge for the university was that incoming applicants often have questions, concerns and anxieties about choosing a college that can't always be addressed with a campus visit or answered by faculty and admissions staff.

The university knew that if prospective students connected with each other and with current Carroll students, they would feel more confident in their decision and be more likely to enroll at the university. Carroll selected Personify Community to build an online community with powerful gamification, personalization and reporting to support engagement and measured results.

56%

Yield rate among students who participated in a community compared to 12% among those who didn't

CHALLENGE:

Create a Connection Between Admitted Students and the University

Choosing a college is a thrilling and an overwhelming decisionfor families. Carroll administrators understood the significance of this choice for incoming students. They also knew that when prospective students spoke to current students, it alleviated the uncertainty and created genuine positive connections between them and the university. Students increasingly want to feel like part of a community prior to setting foot on campus.

Jim Wiseman, Vice President of Enrollment for Carroll University, recognized that prospective students have a lot more options for higher education today and look beyond the campus visit to support their ultimate decision to attend. Jim was looking for a way that Carroll University could stand out during an applicant's consideration process and create a community environment where students could meet one another.

Let your Advocates Lead

Carroll University launched its new private online community for students in October of 2017. They selected Personify Community over traditional social platforms or other products because they wanted greater flexibility and management rights over the data and conversations shared in the community.

Designed specifically for applicants who were accepted but have not yet chosen a school, the university wanted to provide ways for this group to engage with one another and with current students, in the hopes of encouraging more of them to select Carroll University as their final choice.

Personify Community gave the school the ability to create an environment where students had more of a voice in the conversation. Although school administrators and community managers sparked and manage discussions, student engagement drove most of the online interactions. The administrators leveraged gamification to increase engagement. Students received a t-shirt for creating an online profile and the top monthly contributors received gift certificates to the university bookstore.

The results were impressive with a significant increase in yield rates between those who participated in the online community.

"It's harder and harder for schools to know which students are serious about your institution. With Personify Community, we were able to engage our accepted students earlier and help them feel connected to our university."

JIM WISEMAN
Vice President of Enrollment, Carroll University

Nearly all students participating found their roommates via the community

30%
Increase in yield rate for the 2018 school year

77%
Enrollment rate for those with a high level of community engagement

Helping to Launch a Positive College Experience

In addition to helping students share their experiences and questions with one another, the university's online community provided a stronger social bond among incoming students. Prior to enrolling, prospective freshmen interacted with other potential classmates who shared common interests, majors and activities with some building networks of up to 600-700 friends.

During visits to tour the campus on university days, many students met up at local coffee shops, attending the university event as a group. Many even took their shared connections through the community offline, organizing events and meetups of their own.

For Carroll University, this has translated to a 30% increase in yield rate for the 2018 school year. And for the students beginning their journey, they arrive with a solid social foundation, helping ease the transition to a new chapter in their lives.

Learn More

Request a Demo at personifycorp.com