

# How an Online Community Led to Increased Enrollment



Carroll leveraged their online community to create connections among admitted students, leading to a higher enrollment rate.

## THE CARROLL UNIVERSITY STORY

Carroll University, a private college in Waukesha, Wisconsin, offers its students, staff and faculty a rich history and tradition that engages in the spirit of exploration and discovery that began with its founders. Pioneers live by a set of values that lead its community to strive for excellence, stretch past boundaries and treat those we meet with respect, kindness and dignity.

## THE CHALLENGE

Jim Wiseman, Vice President of Enrollment of Carroll University, knew that when prospective students spoke to current students, it alleviated the uncertainty and created genuine positive connections between them and the university. He 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.

## THE SOLUTION

Carroll selected CommUnity over traditional social platforms or other products because it wanted greater flexibility and management rights over the data and conversations shared in the community. This has translated to a 30% increase in yield rate for the school year. 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 using powerful gamification and personalization.



Nearly all students participating found their roommates via the community



Those with a high level of community engagement enrolled at a rate of

**77%**



**56%**

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



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

— Jim Wisemean,  
Vice President of Enrollment, Carroll University



# The Personify Difference



## TALK WITH YOU

Our solution experts will listen to your story and use their extensive experience to tailor relationship-building solutions to your specific challenges.



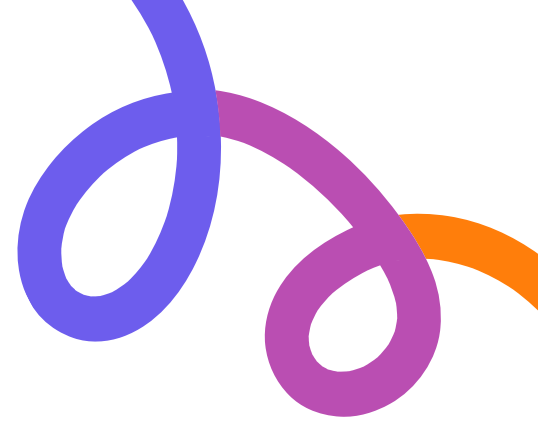
## WORK WITH YOU

We promise to build trust by working beside you and delivering a high level of service.



## GROW WITH YOU

You can choose the right software and level of service that works for your organization and every stage of its evolution.



## About Personify CommUnity:

Personify CommUnity allows your organization to host a dedicated online space for your members, volunteers, event attendees and stakeholders to communicate, learn, plan and grow.

Learn more about  
Personify's Cloud Solutions

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