



# Appalachian STATE UNIVERSITY.

## The background

Appalachian State University wanted to create a stronger sense of community for prospective students long before move-in day.

Gated groups on Meta weren't driving enough engagement, so App State partnered with ZeeMee to create a more interactive and student-friendly experience.

## Students want connection earlier than ever

Students are anxious about finding roommates, making friends, and fitting in at large universities. App State used ZeeMee to foster student relationships as early as the inquiry stage, long before admission decisions were made.

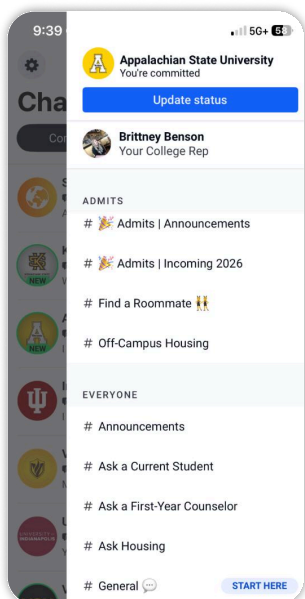
## Community became a full-funnel strategy

### Extend communications beyond email

Instead of relying on email alone, App State used ZeeMee to communicate with students in a more natural, comfortable, and less intimidating environment. The platform helped remove barriers to asking questions and increased student engagement throughout recruitment.

### Embed ZeeMee across all touchpoints

ZeeMee became embedded across App State's enrollment communications, from email campaigns and presentations to print materials and campus partnerships. Their housing and residence life team engaged incoming students early, connecting them by residence hall before move-in day.



## Data turned engagement into enrollment intelligence


App State leveraged ZeeMee behavioral data to identify student intent signals, monitor commitment activity, and better target outreach efforts.

Integration with Slate made it easy to filter and act on insights quickly.


## The results

- ✓ 100% year-over-year growth in engagement
- ✓ Connected with more than 26,000 incoming students
- ✓ Consistently ranked among ZeeMee's highest-engaged communities
- ✓ Admitted students on ZeeMee are 3.5x more likely to commit than admitted students not on ZeeMee
- ✓ Melt rate for students on ZeeMee was 50% lower than melt rate for students not on ZeeMee

“ We needed ZeeMee to become part of every recruitment touchpoint. ”

 **Bailey Hostetter** | Appalachian State University

“ The biggest takeaway is the data. ”

 **Alex Todd** | Appalachian State University