

# NACCAP

## Case Study

## Faith-Based Universities Leverage Community-Based Conversion

### Let's Talk About NACCAP

The North American Coalition for Christian Admissions Professionals, or NACCAP for short, was founded in 1970 as the first professional enrollment organization to promote career development, spiritual growth, and mutual cooperation between the United States and Canada.

There are currently over 300 Christian institutions within NACCAP. With that being said, of ZeeMee's 200 partners, 10% are NACCAP schools!

### NACCAP and ZeeMee

We were able to connect with a few NACCAP partner schools, Olivet Nazarene University and Asbury University, to hear from them how adapting ZeeMee into their enrollment strategy has proven success. Mackenzie Brown, Director of Recruitment, and Luke Franklin, Executive Director of Traditional Enrollment from Olivet Nazarene University, and Jennifer McChord, Vice President of Enrollment and Marketing from Asbury University, took the time to sit down with members of the ZeeMee team to share their thoughts.

### Community and Connections

Christian Colleges and Universities are known for the close-knit community they foster both in and outside of the classroom and the way they invest in individual students.

Adam Metcalf, ZeeMee Co-Founder, stated, "As I look at the faith-based institutions that we work with, I think there is a unique opportunity today to press into students. Even though there is a fall off in our local community churches, 75% of our students identify as spiritual."



Jennifer McChord  
VP of Enrollment and  
Marketing



Luke Franklin  
Executive Director of  
Traditional Enrollment



Mackenzie Brown  
Director of  
Recruitment



If the opportunity to create meaningful connections is there, then take this opportunity to meet prospective students where they are at. Jennifer McChord, Asbury University, shared, "One of the things we've seen with Gen Z is they want to be seen and known. We see a lot of students really breaking free from anxiety and depression that have come from generational challenges, knowing that every day that we show up to work, we're making a living vote for this generation."

***"You have to find that perfect spot where students are able to have that organic connection. It's important, and ZeeMee does just that!"***

- Luke Franklin, Olivet Nazarene University

### Communication is Key

Are you waiting for Gen Z prospects to return your email? Well, you may be waiting a while. Gen Z focuses on platforms where they have a voice, are seen, and can be known.

ZeeMee not only allows students to put a face to prospective institutions they are considering, but it allows the institutions to do the same to them. Communication between institutions and students has never been stronger. Don't take our word for it, read our partners' success stories below.

***"ZeeMee is not only allowing us to connect at a much deeper level but allowing the students to connect with each other too."***

- Jennifer McChord, Asbury University

***“ZeeMee has helped us ‘level up’ our engagement as a whole. It allows us to connect on the Gen Z level, providing a fun place to connect and meet them where they are at.”***

- Mackenzie Brown, Olivet Nazarene University

## Let’s BeReal About Content

Authenticity is at the forefront of Gen Z in all they do. Between Instagram Reels, TikToks, and BeReals, they are capturing in-the-moment activities of their day-to-day life. If they can do it, why can’t you?

Many ZeeMee partner schools utilize student influencers to help convey an authentic message to the prospective student pool. ZeeMee isn’t meant to be another marketing piece, all polished up and ready to fire off the press. It’s meant to provide a space for your institution and students to show us their authentic selves.

***“Our influencers are posting their authentic, real-life views of campus; we are seeing what they are seeing at night, in their residence halls, on the weekends, from non-marketing eyes.”***

- Jennifer McChord, Asbury University

## Bottom Line: Community Equals Conversion

As ZeeMee’s Vice President of Partner Success, Chris Fait loves to say, “Community Equals Conversion!” To take this a step further, you first need to take a step back and come up with a strategy to organize and manage the new community you are building on ZeeMee. We all know community strengthens the funnel, but the way a community is managed changes the game.

You may ask, “Where do I start? How do I do this?”. Don’t worry, our NACCAP ZeeMee pros are here to guide you with some tips and tricks for success.

***“Making sure ZeeMee is a part of your communication strategy is important. We have a wonderful buy-in on campus from the Board to Faculty members.”***

- Jennifer McChord, Asbury University

***“I found that the people that really enjoy it and are energized by it should be on the platform. This also helps students know that there are real people behind the screen and not a robot who’s automating responses.”***

- Mackenzie Brown, Olivet Nazarene University

## Follow the Leader

When you’re in a specialized industry like education, you know there’s a cost to leading industry tools. When speaking to Luke Franklin from Olivet Nazarene University, an important line he shared was, “If you are going to invest in a product to aid your growth, make sure it is at the forefront of the industry, like ZeeMee.” I mean, we couldn’t have said it better ourselves!

***“We weren’t looking for new ways to spend money, so when Mackenzie brought ZeeMee my way, it needed to be a problem solver, it needed to be a force multiplier in the community engagement world.”***

Luke continued to add, “As the traditional funnel becomes less reliable in measuring the students’ likelihood of moving through enrollment, ZeeMee gives me the middle extra piece of ‘Are our applicants active and are they wanting to deposit?’”

Not only is ZeeMee an industry leader, it is a highly ranked social networking app (#12 as of October, 2023) and has proven results. On average, during the 2023 cycle, NACCAP member schools leveraging ZeeMee saw their FA23 cohort become 8x more likely to apply and 3.3x more likely to commit after joining a community.

Whether you’re a large state school or a small private Christian college, connecting your students boosts engagement and drives conversion.