

# University of Mary Washington

## How to turn early engagement into an enrollment decision

Learn how UMW engaged both ZeeMee and CampusESP to fuel their enrollment funnel

### The challenge

Increasing yield in a competitive environment where students apply broadly and often delay decision-making

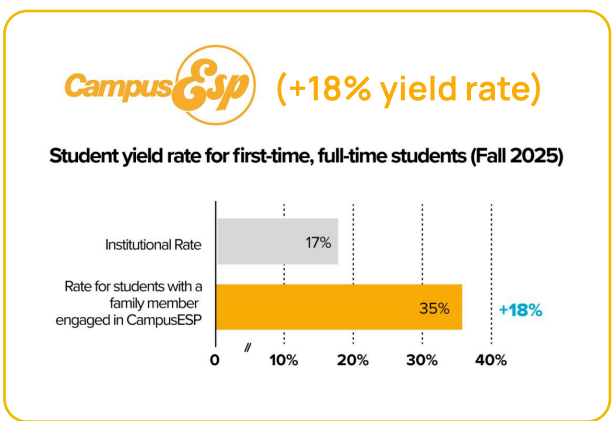
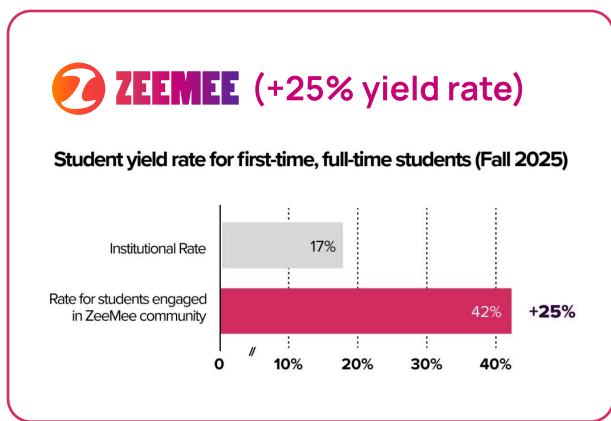
### The strategy

Build confidence early by using tools to engage both students and parents, creating affinity and driving action from the Inquiry stage onwards

**ZEEMEE** Helps students build relationships and visualize their future on campus

**CampusEsp** Engages the parents supporting the decision with timely, personalized outreach

### The impact



“Students who are able to make connections with ZeeMee before they get to campus are more likely to enroll. That sense of connection reduces the discomfort of making a big decision.”

**Sarah Lindberg** | Director of First-Year Admission | University of Mary Washington

“Parents are important stakeholders. If we can turn them into advocates with CampusESP, that directly impacts whether a student chooses to enroll.”

**The result: Connection fuels conversion**

### How to build belonging early to reduce melt

Engaging students and families early builds trust and confidence, leading to stronger enrollment outcomes

### The challenge

Without a deposit, UMW needed to get a pulse on students disengaging and a way to ensure next steps didn't get missed

**ZEEMEE** Utilizes Commit Index to identify students that have high likelihood of enrolling

**CampusEsp** Bridges the gap between deposit and day one by keeping families engaged through orientation and onboarding

### The impact

**ZEEMEE**

**3 of 4 students**

built connections through community, before arrival

**CampusEsp**

**2x higher**

engagement rates from deposited families

### Together, ZeeMee and CampusESP enable institutions to:

- ✓ Engage students and families in the channels they prefer
- ✓ Personalize communication using real-time behavioral data
- ✓ Keep a pulse on changing intent signals from students
- ✓ Focus efforts where they drive the most impact