

UNIVERSITY OF WISCONSIN  
**MILWAUKEE**

## Using engagement data to convert interest into enrollment

UWM prioritized student outreach based on data and learnings from both ZeeMee and CampusESP

### The challenge

A large admitted pool made it difficult to prioritize and convert the right students

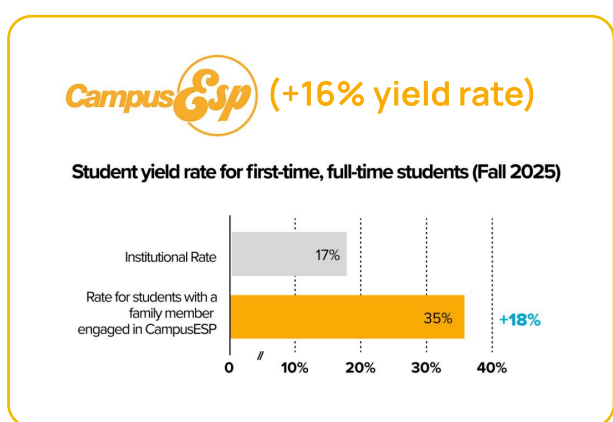
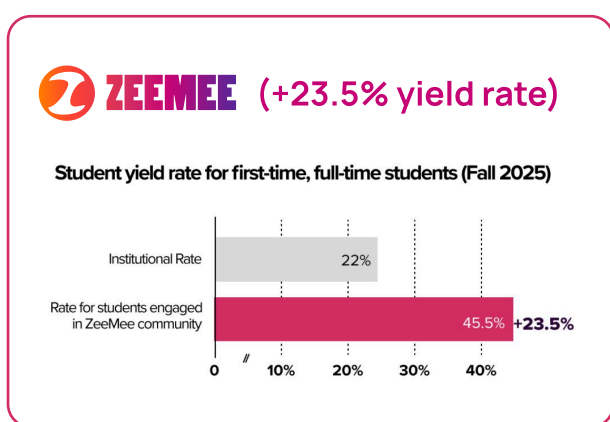
### The strategy

Leverage smarter counselor engagement by using CRM-integrated data to identify students most likely to convert.

**ZEEMEE** Provides a space for admits to signal their intent through peer-led engagement

**CampusEsp** Turns parent engagement data into enrollment signals

### The impact



“Students are using ZeeMee to visualize their experience – making connections, seeing themselves here. When they can picture it, it’s much easier for them to commit.”

**Chris Brundidge** | Director of the Office of Student Enrollment Communications  
University of Milwaukee - Wisconsin

“Anytime we can get students and families more engaged, we see the impact in our yield. The data consistently points us in that direction.”

**The result:** More targeted, effective outreach

### Fuelling engagement to reduce melt

Engaging students and families early builds trust and confidence, and reduces melt

### The challenge

Enrollment teams often struggle to keep students and families engaged over long periods of time, increasing the risk of summer melt

**ZEEMEE** Keeps students connected through peer interaction and flags potential risk behaviors

**CampusEsp** Use Parent Promoter Score to identify families in the “murky middle”

### The impact

**ZEEMEE**

**1 in 2 students**  
engaged before arriving on campus

**CampusEsp**

**95% of students**  
who intend to enroll and have engaged families matriculate

### 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