



Increasing Enrollment

Illinois Wesleyan University was locked in a downward trend of declining enrollment and yield rates. That changed in Fall 2018 when the university welcomed a class that exceeded last year's enrollment by 33% and last year's yield by 5 percentage points. During the enrollment cycle ...



Proof Point

Exceeded last year's enrollment by

33%

To drive enrollment, IWU partnered with Capture Higher Ed through a full-service plan that includes Capture Behavioral Engagement (CBE), direct mail, digital display targeting and Envision enrollment modeling.