



# Indiana Wesleyan University experiences 20% increase in freshmen and transfer enrollment

## Executive Summary

### Challenges

IWU was looking for ways to better serve transfer students and provide credit evaluations to students before the point of admission. Additionally they were seeing a large influx of dual credit and dual enrollment students and were looking for ways to show those students how IWU would accept those credits.

### Solution

IWU addressed these challenges by enhancing training, refining automation, and improving system integrations. DegreeSight implemented and integrated with Colleague to better articulate transfer credits for perspective students. Enabling OCR allowed students to seamlessly upload previous course work and transcripts to instantly receive a credit evaluation.



CASE STUDY

### Indiana Wesleyan University

📍 Marion, IN

👥 +2100 Students

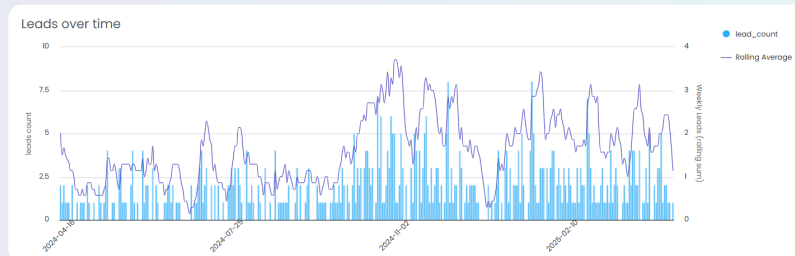
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**Product: Inbound**

## Results

**Yield:** 65 % yield rate for incoming freshmen using DegreeSight. 40% yield for transfer.

**Lead Generation:**  
Averaging 19 leads/week



**Time Savings:** Immediate effect for counselors to focus on recruitment, not administrative tasks .

**Immediate Success:** IWU saw an immediate lift with DegreeSight, boosting enrollment by 20% while streamlining their recruitment processes.