



See, Know, and Enroll: Introducing ZeeMee RISE Recruitment Intelligence for Strategic Enrollment

Wednesday, December 3rd, 2025

About us



Adam Metcalf

*Co-Founder and Chief
Evangelist*

ZeeMee



Claudia Jacobs

Sales and Marketing

ZeeMee

- **Adam's background**
 - Former international Christian educator
 - Inspired by helping students feel seen and known
 - Mission-driven foundation of ZeeMee
- **NACCAP Partnership**
 - Mission aligned
 - 15% of ZeeMee partners are NACCAP schools





Partners That Share Our Mission

“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, Executive Director of Traditional Enrollment



“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.”

- Jennifer McChord, VP of Enrollment and Marketing





Enrollment has changed but students haven't stopped seeking belonging

They thrive in online spaces where they can engage with peers, share experiences, and build relationships before making big decisions.

82% of Gen-Z say they trust their friends over traditional marketing.

89% of Gen-Z say they *expect* to make their *good* friends *before* reaching campus.



Enter ZeeMee

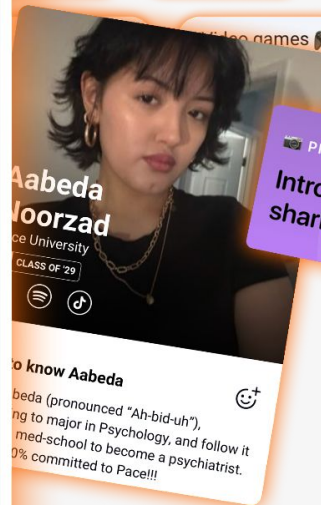
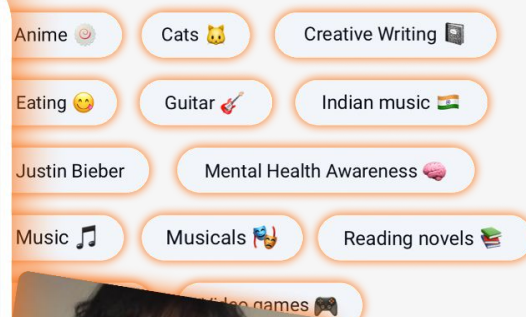
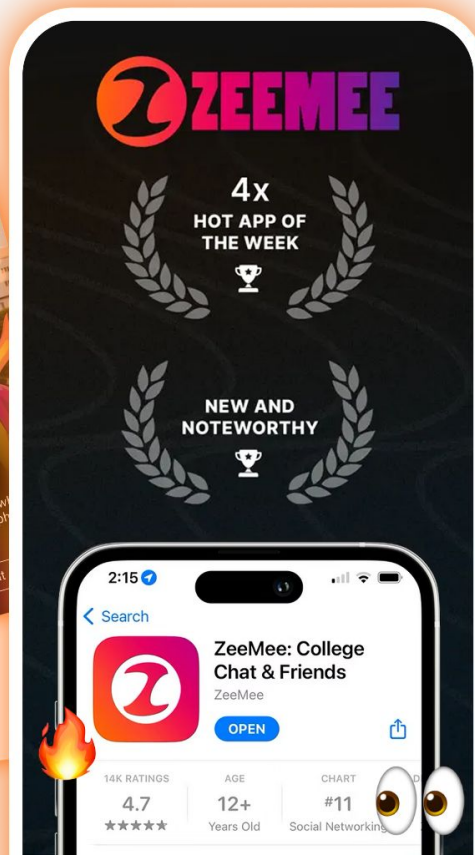
For the last **10 years** we've connected **2.5M+** students to their peers, and their prospective colleges.



In the future, I hope to...

Get my degree then go to med school and become a Psychiatrist

Berkeley
Berkeley offers specialized tours to those interested in Psychology! You'll meet...



PROMPT

Introduce yourself by sharing a funny selfie!



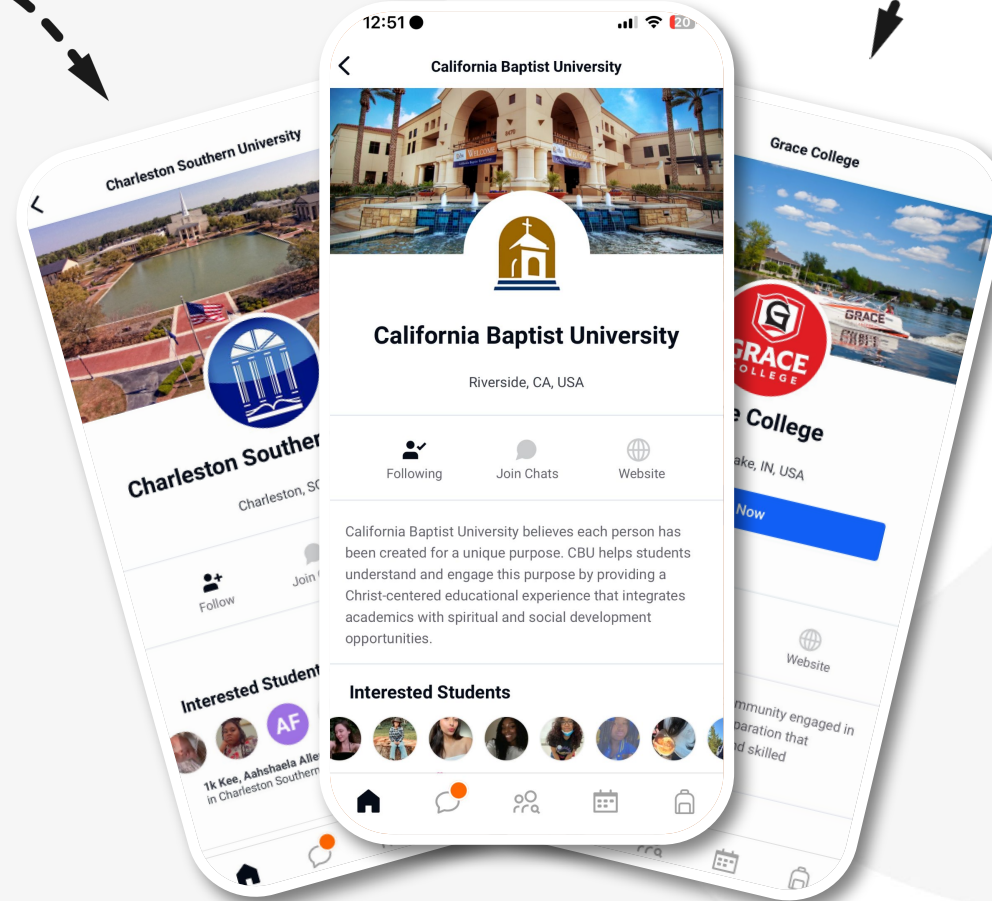
Where belonging starts

Your prospective students



+ thousands more

Invited into your ZeeMee Community



Engage with students using our Community tools

Chat

Auto Live Events

Bulk Messaging

Dynamic Action Buttons










Competitor Match





Students open ZeeMee up to **13x** a **day** to



-  Join college communities to meet other prospective students and admitted students
-  Chat in topic-based channels (e.g. dorm life, majors, sports, ethnic groups, “ask a current student”)
-  DM one-to-one with future classmates
-  Join Live Events hosted by colleges
-  Take polls, quizzes and challenges
-  Explore college life through real student posts and ambassador content
-  Customize their profile with photos, interests and college lists
-  Use the social feed to ask questions
-  Find roommates through interest based matching
-  Get updates and notifications from colleges they follow





Students in ZeeMee convert at all stages of the funnel

More conversations, more applications

Students who engage in ZeeMee communities are

2x more likely to apply

Friendships lead to commitments

Admitted students who connect with future classmates are

3.5x more likely to commit

A connected student stays engaged

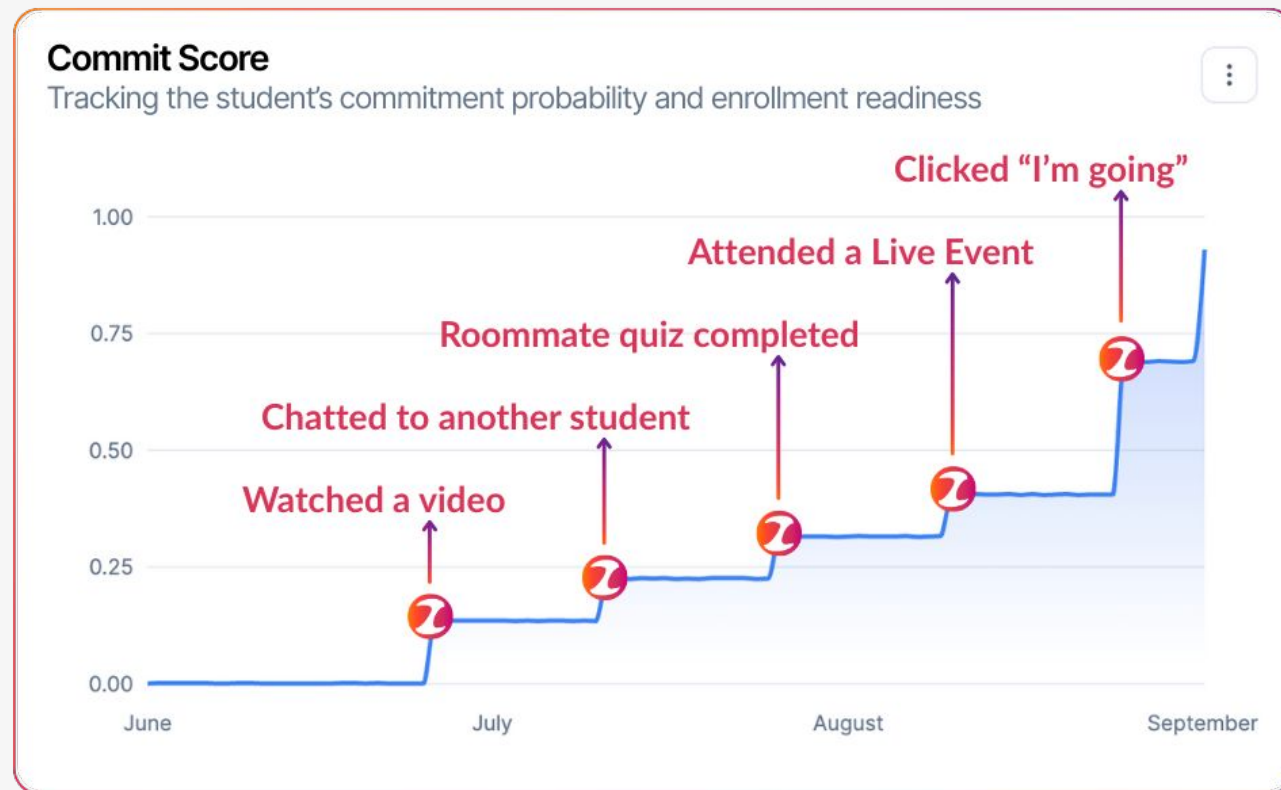
Early friendships create a strong sense of belonging and

cut summer melt 50%

23x ROI
from reduced
melt alone!



We've spent a decade building a predictive model that's up to **98% accurate** as early as the Inquiry stage



**Connect with ZeeMee
for a personalized
Demo of Insights and
RISE ✨**

Key takeaways:

- Turn data into mission-driven strategy
- See and know your students
- Recruit smarter while staying relational

Ready to see more?

Visit partners.zeemee.com or [scan here](#) to schedule a personalized walkthrough of community, Insights, and RISE

