

# Expand & Engage: Reaching Today's Student

## Fairfield University Case Study



### The Problem

Fairfield University was looking for a way to expand their pool of prospective students by expanding their geographic footprint and reach. They were also looking for ways to diversify their student body and grow the School of Engineering.

### The Solution

Fairfield partnered with Scoir by tapping into two key college solutions:

- The CMS (Content Management System) within the network to create a personalized search experience for students to generate additional interest and applicants for the University.
- The outreach/messaging solution that allowed them to tailor messages to students based on their academic focus, interests, and class year.

### The Result



**33%**

of 2020 students following the school in Scoir were not captured in their CRM.



Their very first message had an open rate of

**71%**



**50%**

of the 2021 students who have expressed interest in Fairfield within Scoir are not yet captured in their CRM.