

# Expand & Engage: Reaching Today's Student



## Fairfield University Case Study

### The Challenge

Fairfield University was looking for a way to expand their pool of prospective students by expanding their geographic footprint and reach.

### The Solution

Fairfield partnered with Scoir by tapping into our enrollment marketing solutions including these two key features:

- 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 Early Results

**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 expressed interest in Fairfield within Scoir were not yet captured in their CRM.



# The End of Year Results

At the end of their first year on the platform, we performed an in-depth analysis comparing Scoir followers who entered Fairfield's CRM (matched followers) and those that didn't.

## Expanding Reach

**42%**

of 2021 followers were Scoir first source

**89%**

of matched senior followers applied

## Increasing Engagement

**90%**

of matched followers that applied read Scoir messages

They reduced the percentage of stealth students from 50% to

**15%**

**63%**

of matched followers who read a message were admitted

## Boosting Yield

**9%**

increase in yield rate for Scoir followers

**11%**

of their incoming class were Scoir students

128 Scoir students enrolled, generating over

**\$6M**

in tuition



We also provided detailed demographic and interests data to help Fairfield expand their success with more students on the platform

