

Expand & Engage: Reaching Today's Student

Fairfield University Case Study





Intro

Fairfield University is a Jesuit Catholic university in Connecticut's coastline with approximately 4,000 undergraduate students enrolled. Known for their beautiful campus, liberal arts education, and emphasis on social responsibility, they've historically reached their enrollment goals by drawing students from the New England area and fostering relationships with high school counselors.

The Problem

While the school has success recruiting from the same group of high schools year after year, they struggled to expand their pool of prospective students. They were looking to expand their geographic reach, particularly in California and the Chicago area of Illinois, to diversify their student body, and grow the size of the School of Engineering.

When the pandemic hit, virtual campus visits played a significant role in helping students choose Fairfield. While virtual visits helped them begin to craft personalized experiences for prospective students, but it didn't solve the problem of expanding their reach. Fairfield partnered with Scoir to tap into the network of over 300,000 students, parents, and high school counselors and rethink their admissions funnel to build relationships with future classes.





The Solution

Creating Personalized Search Experiences
Optimizing Student Engagement
Making Applying Easier

Creating Personalized Search Experiences

When Fairfield first began using the premium college solutions, they focused on the content management system (CMS). By simply uploading their existing content on topics ranging from majors to student clubs, they were able to create personalized digital recruitment experiences for prospective students. Scoir's powerful CMS technology dynamically populates Fairfield's profile page for each student based on the student's preferences and academic interests.

When searching for colleges, students are

95%

more likely to engage with content on a college's profile page when it's personalized to their interests.

As demonstrated by our student research, we know that students are looking for ways to dig deeper into understanding and comparing college offerings. By offering personalized search experiences through Scoir, Fairfield provides students with the information they are looking for up front without having to wade through webpages to find the relevant information.



Optimizing Student Engagement

While personalizing their profile page for students using Scoir to search for colleges, Fairfield also began messaging students who expressed interest in the school through the platform. Unlike other tools that sell student names that may or may not be interested, Scoir protects student privacy and only enables in-app messaging between students and the colleges they follow. Fairfield had used other college search tools in the past to get in front of students, but mass emailing uninterested students didn't sit well with the team.

On average, students follow

11

colleges within Scoir and 1 in 2 students move forward with intent to apply to the colleges they follow.

Students receiving messages are highly interested in learning about the colleges they follow and more likely to convert than traditional name buys. Instead of competing with dozens of other messages in an email inbox, Fairfield's messages in Scoir have a larger share of voice and are in the place where students are focused on all things college admissions. In addition, because the messaging tool is so easy to use, the Fairfield Admissions Office was able to send their first message to students within minutes without relying on any other institutional teams.

Their very first message had an open rate of

71%

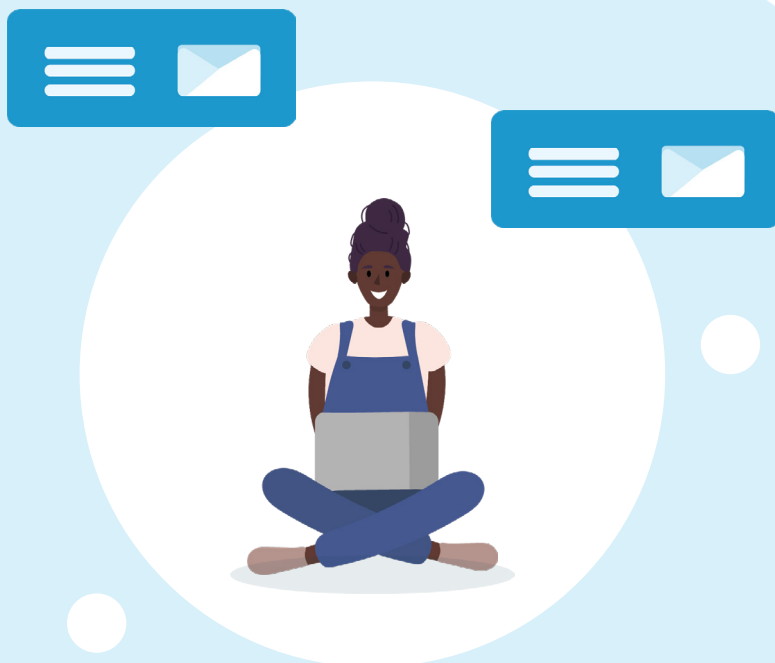
Undaunted by the prospect of managing another system to communicate with students, they tapped on their admissions officers to create a content calendar of messages unique to Scoir through the end of the year. They focused on brief, engaging messages designed to develop relationships with students and promote virtual events. **In less than a week, their calendar was complete and the messages were drafted.**



Making Applying Easier

For interested students, Fairfield made it easier than ever to apply using Scoir. Because it's where students, parents, and high school counselors are collaborating on all stages of the admissions process, application materials like transcripts, letters of recommendation, and related documents are already uploaded in the

platform. With just a couple of clicks, students and high school counselors submit all available application materials to Fairfield using Scoir's free document delivery system. Document management is easier for Fairfield too, because they receive the files directly into their CRM system, Slate.





The Results

Expanding Their Reach

Expanding Their Reach

On the initial call with Scoir, Fairfield learned that hundreds of students expressed interest by adding it to their My Colleges list. Comparing data from their CRM and Scoir showed that

33%

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

This pool of stealth students was entirely unreachable through traditional outreach efforts like email, phone calls, and texts.

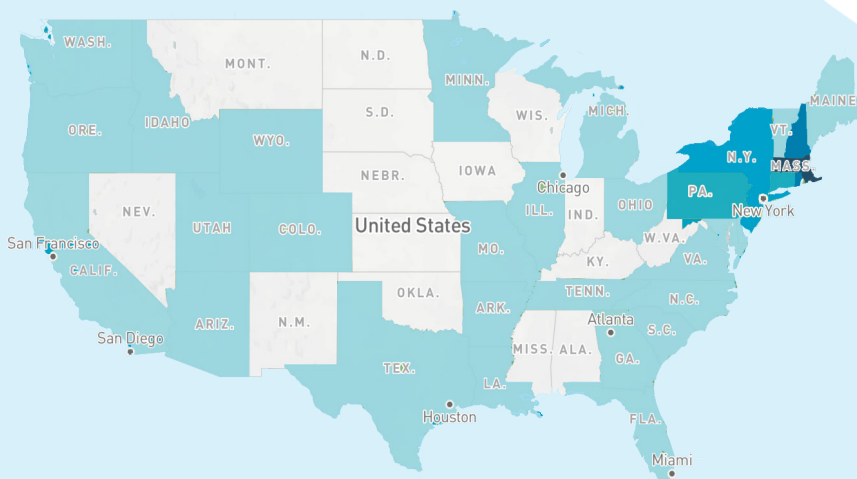
Looking at this admissions cycle,

50%

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

With more than 300,000 students on the platform and more than 1,000 new students joining daily, the number of potential students Fairfield engages with through their profile page and messages continues to grow.

Fairfield was able to significantly grow their funnel and expand their reach by joining the Scoir network. What Fairfield is getting is so much more valuable than a list of names. It's a targeted group of highly engaged prospective students that are more likely to convert to applicants and, ultimately, enrolled students.





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