

# A Private Liberal Arts College Scoir Success Story

## Student Messaging

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Discover how a prestigious 4-year, private, liberal arts college in California broadened their reach and recruited new students with Scoir.

### The Challenge

This Scoir partner college was looking for a quick, simple way to Message recently admitted students and recruit new students.

### The Solution

The college utilized Scoir's Student Messaging, which allowed them to draft and send Messages to best-fit prospective students and admitted students based on interest signals in Scoir (academics, class year, and more). Going in, the college knew that of the students that follow colleges on Scoir, **3x more students will apply if they receive Messages**. With **80% of iOS users enabling push notifications**, Scoir widens the net of small colleges, getting them in front of new stealth students and helping them engage best-fit students. Take a look at how this college excelled with Student Messaging!

## Results: 2019-2020 Academic Year

The college reached best-fit students and achieved all of the following through Scoir Student Messaging by investing only 1 hour per month.

**76%**

The read rate of the college's  
very first Message

**63%**

The read rate of their second  
Message (an on-follow Message)



# Results: 2022-2023 Academic Year

**60%**

of Messages to admitted students  
were read

*The college set up One-Time  
Messages notifying students that  
their application was received and  
that they were admitted*

*The average open rate for email  
from education institutions is  
23.42%<sup>1</sup>*

**48%**

of Messages to interested students  
were opened

**5%**

The average click rate among  
all Messages

*The average click through rate for  
email from higher education  
institutions is 2.9%<sup>2</sup>*

**93%**

of those that applied to the college after finding the institution  
via Scoir were admitted

**32x**

the ROI of Scoir for the college in just one year



1. Source: [Mailchimp](#)

2. Source: [Mailchimp](#)