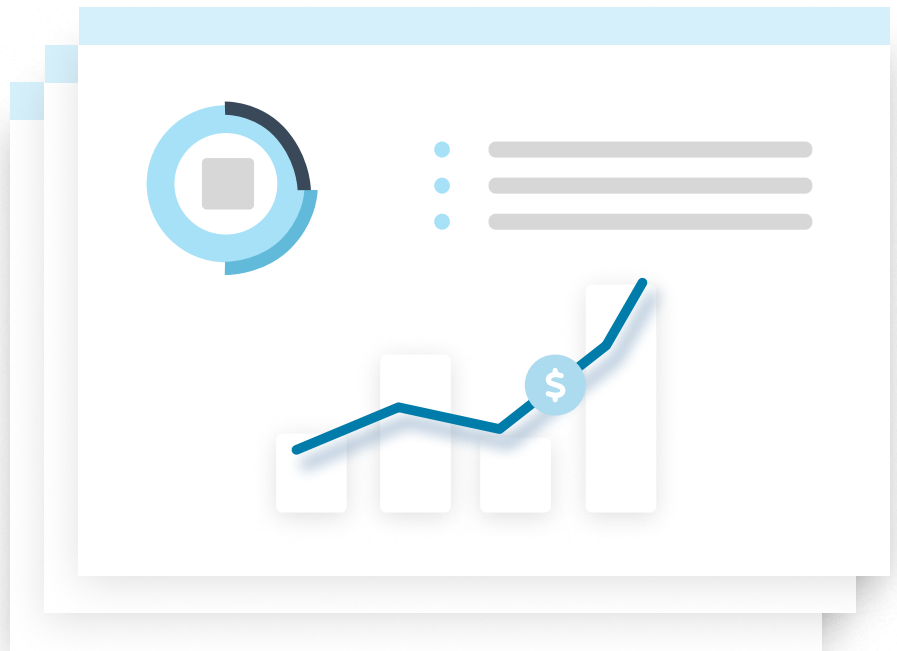


From Volume to Value:

How John Carroll University Amplified Their Recruitment Strategy to Achieve a 27% Yield Increase with Scoir Managed Partnership

A Scoir Managed Case Study



John Carroll University

Approximately 20% of John Carroll University's Fall 2025 class are Scoir students. In just their first year as a Scoir Managed partner, John Carroll University achieved 3,154% ROI by engaging and enrolling more students through Scoir.

Enrollment Overview (as of Fall 2024)

- **Location:** University Heights, Ohio
- **Undergraduate enrollment:** 2,339
- **Year founded:** 1886
- **Designation:** private, non-profit university

Problem

John Carroll University was making the most of Scoir's Premium Presence and Outreach Messaging. With a lean team and expanding goals, they saw an opportunity to amplify their recruitment strategy.

JCU had specific recruitment goals:

- 🎯 Expand their national footprint by reaching more out-of-state students, particularly those from Illinois, Michigan, Pennsylvania, New York, and New Jersey
- 🎯 Increase interest from students planning to pursue Nursing
- 🎯 Increase interest from students planning to pursue Business

While John Carroll University was already using Premium Presence and Outreach Messaging, their team was managing all Scoir content and strategy on their own. Like many colleges, they found that peak moments to engage students on Scoir often collide with their busiest seasons (fall travel, open houses, decision deadlines). Even with great tools at your fingertips, it's easy to miss opportunities, and even harder to adjust your approach without seeing the bigger picture beyond your own school's performance.

That's where the Scoir Managed Team comes in to bring added bandwidth, strategic insight, and support so colleges can do more with less.



Solution

To help John Carroll University achieve their recruitment goals, the Scoir Managed team developed a custom strategy focused on expanding its national footprint and attracting more students interested in Nursing and Business.

- ✓ **Tailored strategy:** We worked directly with JCU to understand their priorities, especially their desire to grow awareness in Illinois, Michigan, Pennsylvania, New York, and New Jersey, and increase interest in Nursing and Business. That insight shaped the content strategy and targeting approach from day one.
- ✓ **Data-informed insights:** We used real-time data and engagement trends to fine-tune the campaign throughout the year. Through monthly reports and Quarterly Business Reviews, we identified what was working and doubled down on it.
- ✓ **Dedicated execution support:** Our team of experienced admissions professionals (with 49 combined years in higher ed) executed the day-to-day outreach strategy, including building new content cards and crafting messages tailored to JCU's priority regions and academic programs. That freed up JCU's internal team to focus on other critical areas, which led to [a record-breaking Admitted Student Celebration weekend, a surge in students confirming their enrollment, and unprecedented philanthropic investments supporting the student experience.](#)

What We Built

Throughout the course of one academic year, the Scoir Managed team created:

- ✓ **33 new Premium Presence cards** and a total of **165 live content cards**
- ✓ **66 total Outreach Messages** sent across three audiences



15 unique Outreach Messages were sent to Matches

(student prospects who are not yet following JCU on Scoir, but who might be a good fit based on their preferences)



36 unique Outreach Messages were sent to Followers

(students who had already expressed interest in JCU)



15 unique Outreach Messages were sent to Parent/Guardians of Followers



Results

After just one year as a Scoir Managed partner by the numbers (YoY, unless noted):

↑ **50%** increase in total followers

↑ **72%** increase in senior followers

↑ **28%** more junior follower growth than their selected list of competitor institutions

+ **95** new student follows via Message Your Matches

↑ **2x** increase in enrolled Scoir students

↑ **3,154%** ROI in just one year ★
Based on average net price of \$30,790 per student*

Desired recruitment goals:

Goal	YoY Growth
IL & MI followers	+ 14%
PA, NY & NJ followers	+ 36%
Followers interested in Business	+ 54%
Followers interested in Nursing	+ 111%

Yield Performance:

	JCU Managed (2023-24)	Scoir Managed (2024-25)
Scoir impressions	100,559	82,950
Applied Scoir students	490	746
Admitted Scoir students	382	484
Enrolled Scoir students	63	101
Yield	16.5%	20.9%

That's a **27% year-over-year increase in yield**. With personalized outreach and hands-on support from Scoir's Managed team, JCU didn't just admit more students; they converted more of them.

By sharpening their focus and tightening the funnel, **John Carroll University boosted enrollment of Scoir students by 60% and nearly doubled conversion efficiency**. They traded volume for value, and it clearly paid off.

How is this possible?

The Scoir Managed Subscriptions Team works strategically to create and refine smarter funnels. By connecting colleges with students more likely to engage and enroll, we help turn smart targeting into tangible results. Our strategy connects colleges with students who are more likely to engage and enroll. So, while the top of the funnel may be leaner, the bottom gets stronger.

That's not just efficiency. That's an enrollment strategy that works!

*Source: [National Center for Education Statistics](#)





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