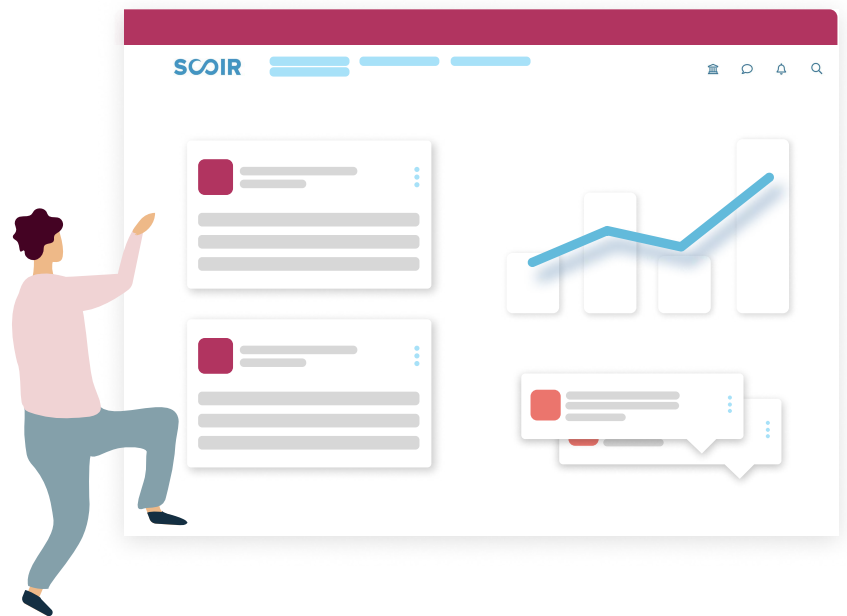


Boosting Enrollment, Lightening the Load

How the Catholic University of America
grew Scoir enrollment by 25% with a
Scoir Managed Partnership

A Scoir Managed Case Study



The Catholic University of America

Facing tight timelines and limited staff resources, The Catholic University of America leaned on Scoir Managed to maximize their Scoir investment. The strategy was smart and simple: let our team take on the heavy lifting. The result? **Significant enrollment growth and a 4,812% ROI.**

Enrollment Overview (as of Fall 2024)

- **Location:** Washington, DC
- **Undergraduate enrollment:** 3,139
- **Year founded:** 1887
- **Designation:** private, non-profit university

The Challenge

As a long-time Scoir partner, The Catholic University of America understood the platform's potential. With investments in Premium Presence and Messaging, they entered the cycle with a clear and focused strategy:

- 🌀 Strengthen enrollment from **Florida, Texas, the Mid-Atlantic, and New England**
- 🌀 Maintain performance without adding to their team's plate
- 🌀 Stay proactive in addressing regional enrollment declines and shifting student preferences

But heading into the 2024 cycle, they were up against the same pressures facing many institutions: tight timelines, limited staff capacity, and intensifying competition in key markets. Their team couldn't take on more without risking overload.

Catholic University didn't need convincing to use Scoir. They needed to unlock its full value without stretching their team thin.

The Strategy

Rather than pushing harder with limited resources, Catholic University scaled strategically by partnering with Scoir Managed.

They set clear goals and entrusted our Engagement Strategists—who bring nearly 50 years of combined higher ed and enrollment marketing experience—to take the lead on everything from message creation and campaign timing to ongoing optimization. Catholic University remained informed and aligned through brief quarterly check-ins that didn't require extra time or effort. If you're doing the math, yes... with just four hours of their team's time during the entire academic year, Catholic University saw incredible results.

In just one academic year, the Scoir Managed team created:

- ✓ Fully managed campaigns for **3 priority regions**
- ✓ **42 new Premium Presence cards** and a total of **164 live content cards**
- ✓ **72 messages** sent across three segmented audiences



14 unique Outreach
Messages were sent to
Matches

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



45 unique Outreach
Messages were sent to
Followers

*(students who had already
expressed interest in
Catholic University)*



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

Enrollment Pros at Your Service 🦹

Scoir's Engagement Strategists are enrollment pros who've done it all. With decades of hands-on experience across every stage of enrollment (admissions, enrollment marketing, yield events, student programming, and even teaching first-year students), our strategists fully understand the student mindset. They live and breathe what it takes to engage students and design strategies that reach them authentically and effectively.



The Impact

What one year of Scoir Managed delivered, by the numbers (YoY unless otherwise notes):

- ↑ **31%** *increase in total Scoir followers*

↑ **30%** *increase in senior followers*

↑ **17%** *more junior follower growth than their competitor comparisons set*
- + **230** *new student follows from Message Your Matches*

↑ **36** *additional enrollments from Scoir*

↑ **4,812%** *ROI in just one year**
*Based on an average net price of \$55,834 per student

Recruiting a single first-year undergrad at a private institution typically costs between \$3,000 and \$5,000. For Catholic University, those 36 extra enrolled students would have cost **up to \$180,000** more if done the old-fashioned way.

Instead, they invested **less than \$39,000** in Scoir Managed and turned that into measurable growth.

Follower Growth by Target Market:

Region	YoY Growth
Mid-Atlantic	+ 35%
New England	+ 17%
Florida & Texas	+ 28%

And while yield rate remained steady year-over-year, their overall funnel deepened:

	Catholic U Managed (2023-24)	Scoir Managed (2024-25)
Scoir impressions	149,862	180,434
Applied Scoir students	1,028	1,332
Admitted Scoir students	863	1,095
Enrolled Scoir students	143	179

That’s over **25% YoY increase in enrolled Scoir students**, all achieved with Catholic’s team spending minimal time managing the Scoir platform.

The Partnership



In today's environment, the channels to reach prospective students are countless and nearly impossible to manage effectively with lean resources. Scoir helped us optimize one of our most important channels with remarkable efficiency—delivering real results with minimal effort from our team. What impressed me most, though, was their marketing team's ability to capture our identity and voice right from the start. They listened, they understood who we are, and they translated that into messaging that resonated with students and families. That combination of efficiency and authenticity combined with the growing reach of the Scoir platform has made this partnership essential to our recruitment efforts.



Mark K. Ciolli

*Vice President of Enrollment Management
The Catholic University of America*

The Takeaway

Rather than add more staff or tools, The Catholic University of America trusted the Scoir Managed team to run the playbook. The result? A stronger presence in priority regions, more mission-fit students, and real momentum—no extra lift required.



Strategy. Experience. Results.

Meet Scoir's Engagement Strategists 🙌



Liz McGonigle

Liz began her higher ed journey as a Senior Interviewer in college, later joining the University of Pennsylvania to support Alumni Relations and the newly formed Penn Alumni Interview Program, while also reading applications for Wharton. She then moved to Bates College, where she managed domestic and international territories, led marketing and communications, and served on the College's Leadership Council. With experience spanning alumni engagement, admissions, and enrollment marketing, Liz loves helping schools come to life for students and helping colleagues make the most of limited resources. *Outside of work, she enjoys cooking, time on the water or in the mountains, and keeping up with her two high-energy kiddos.*



Erika Forrest-Martin

With 15+ years in higher ed, Erika's worn many hats from graduate and undergraduate admissions to enrollment strategy consulting. She's passionate about making the college search process less overwhelming so students and schools can find the right fit, and she loves helping institutions tell their story in a way that resonates. Drawing on her experience with diverse institutions, volunteer work with underserved students, and love of enrollment data, Erika builds strategies rooted in insight and tailored to each campus. *Outside of work, you'll find her making art, volunteering in her community, or chasing her two wild and wonderful daughters.*



Ciara O'Connor

With 8+ years at NYU and Carnegie Mellon, Ciara has led marketing and enrollment strategies from awareness through yield. She's a pro at launching new strategic programs, managing paid and organic campaigns, and translating data into actionable insights. Ciara is passionate about working with partner colleges to spot opportunities on the Scoir network, showcase what makes them stand out, and deliver insights they can act on. *When not trying to keep up with GenZ, Ciara's usually on the tennis court, deep in a good novel, or cooking something delicious for friends and family.*



Sara Upchurch

Sara spent 7 years recruiting and reading applications for two private liberal arts institutions before moving into admissions operations leadership. In 2019, she transitioned to Academic Affairs as Director of Advising and Academic Operations, specializing in student-athlete success. Having taught first-year students and led advising programs, Sara knows how to attract—and keep—the right students. *Away from work, she loves beach walks with an audiobook, matcha in hand, and goofing around with her toddler and husband.*





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