### **The Cost of Traditional Recruitment**

Are traditional recruitment methods cost effective in attracting, converting, and yielding your ideal students? *Here's the breakdown*.

The median conversion rate from purchased names to inquiry is only 9%.



Off-campus visits only account for 19% of inquiries for the median public university and only 16% of enrollees.

### **Student Search**

Schools spend an average of

\$47,000

per year on buying student names based on 100K names purchased at \$0.47 per name (plus more for search consultant fees). In 2022, admissions offices spent more on student search than any other area of recruitment.

### **Travel**



Planes, trains, and cards plus hotels, meals, and more! At

### \$224/student

spent on average in 2022, travel has historically taken up the largest percentage of recruitment budgets. This year it only accounted for 8% of recruitment budgets on average.

### **Events**

Private institutions spend

### \$196/student

on average for recruitment events.
On campus events are great for yield, but they aren't always possible and often don't help with top of funnel engagement.



The median cost range of recruiting just one first year undergraduate student at private institutions in 2022

# Traditional Advertising



Higher Ed in the U.S. spends

Web &

**Digital Ads** 

### \$730 million

cumulatively per year on digital advertising and that number continues to climb year over year. Colleges spent more than \$531/student in digital advertising and lead generation.

## Printed Publications

Viewbooks, postcards, and fact sheets oh my! Schools spend on average

\$196/student

on printed materials, but ROI can't be measured.

#### One month of billboards or a train station advertising takeover can cost upwards of

\$100K

### Scoir is the Only Student-Centered Approach

Scoir helps you authentically engage with best fit students to build meaningful relationships that drive conversion and yield.

Ready to rethink your recruitment strategy for Gen Z?

**Contact Us Today** 

