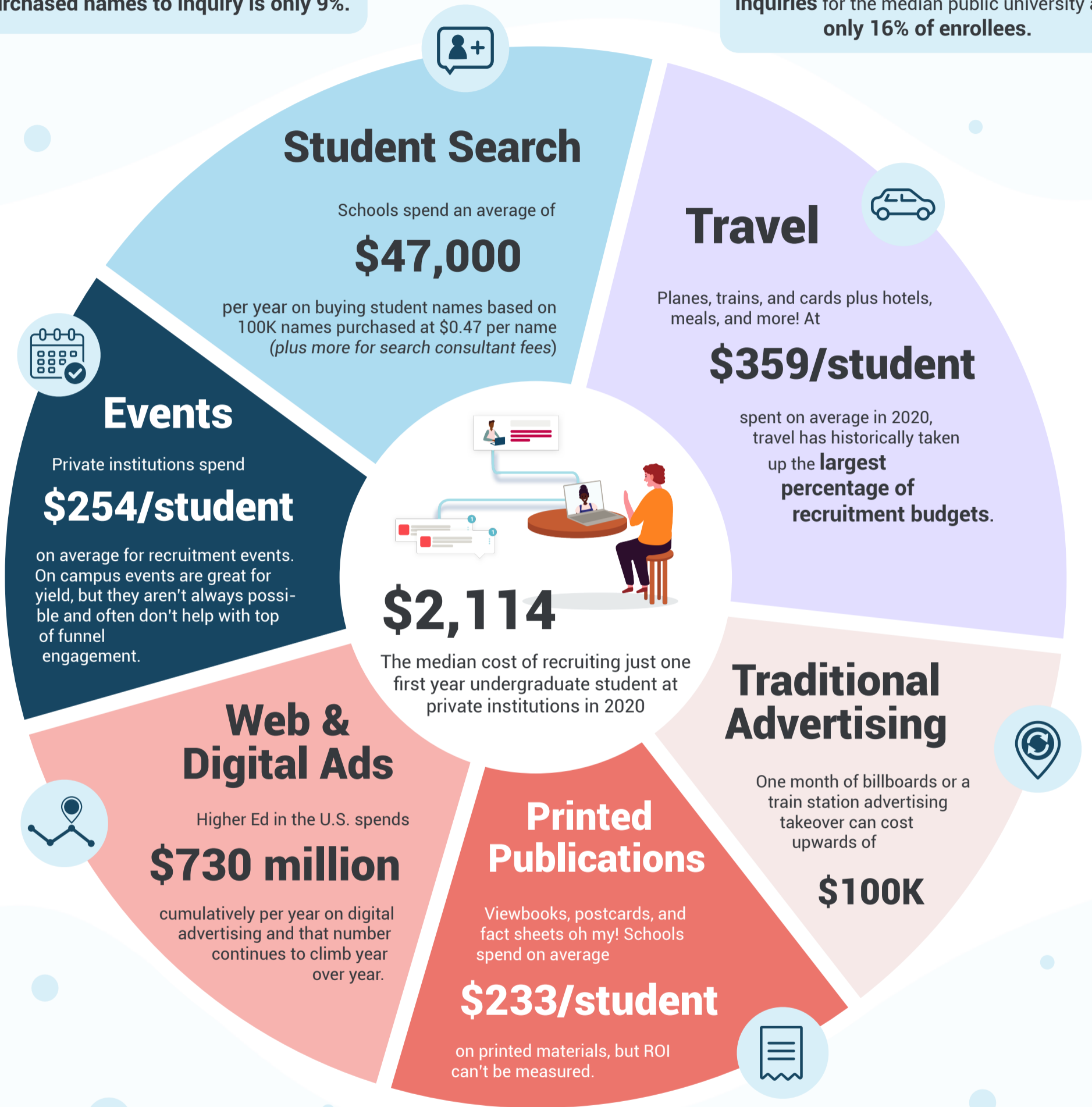


The Cost of Traditional Recruitment

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**.



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](#)

Sources: 2020 Cost of Recruiting and Undergraduate Student Report, RNL 2020. "Commercials for Colleges? Advertising in Higher Education", Brookings, 2020. "Follow the Money: Recruiting and The Enrollment Priorities of Public Research Institutions", Third Way, 2020. "For Sale: SAT-Takers' Names. Colleges Buy Student Data and Boost Exclusivity", Wall Street Journal, 2019.