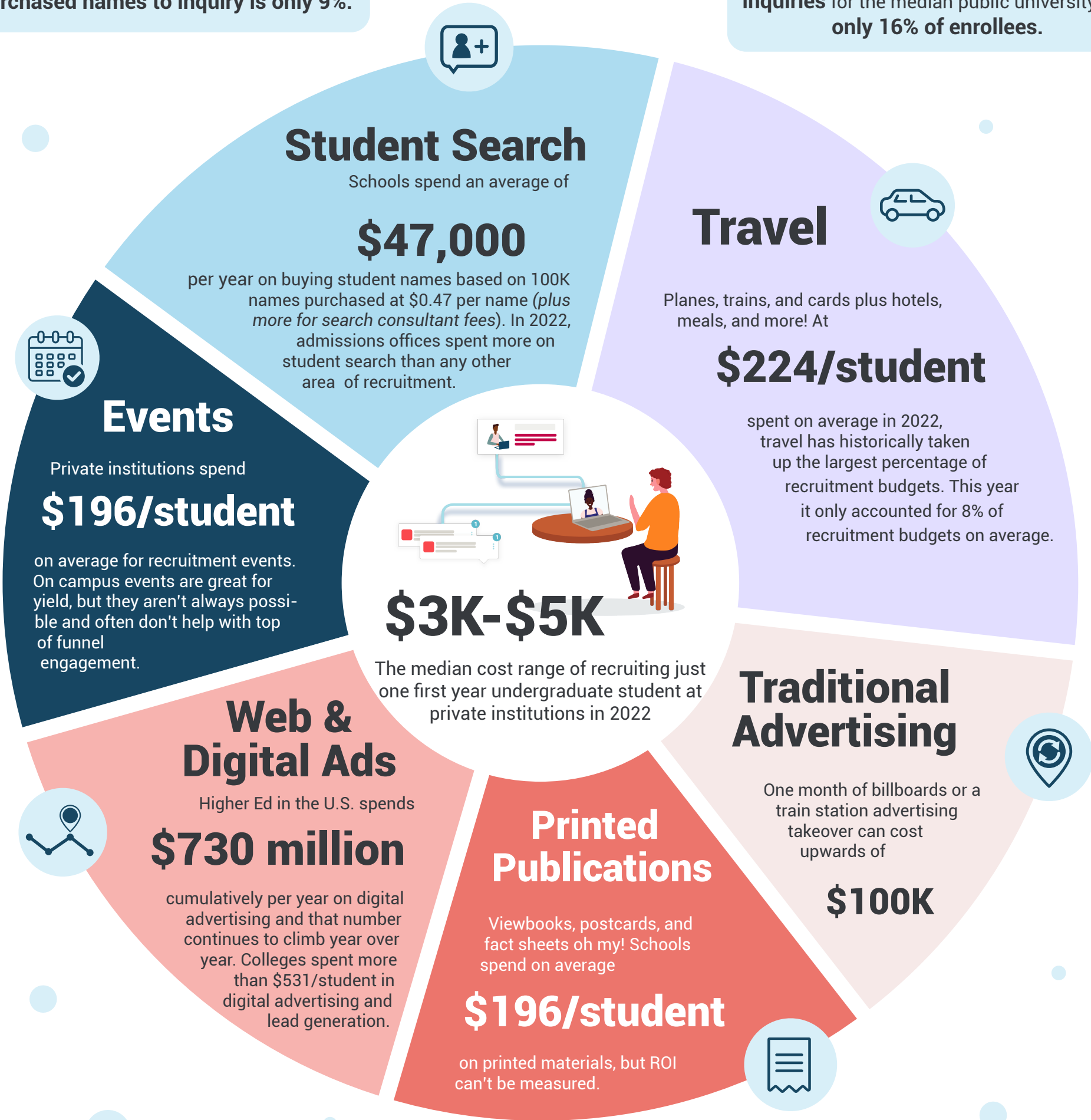


The Cost of Traditional Recruitment

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: 2022 Cost of Recruiting and Undergraduate Student Report, RNL 2022. "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. State of the Enrollment Office, EAB 2019. 2020 Marketing and Recruitment Practices for Undergraduate Students, RNL, 2020.