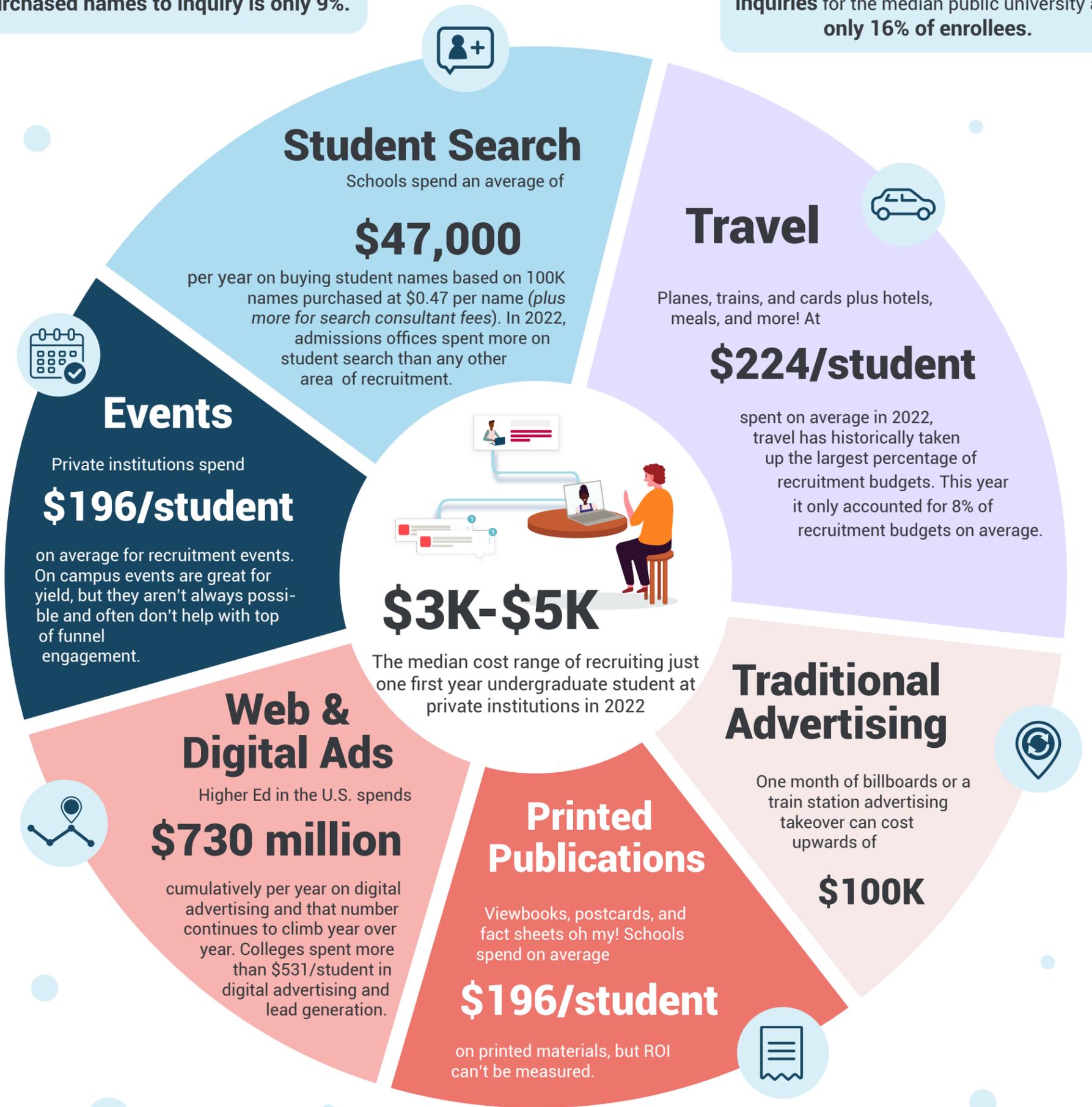


The Cost of Traditional Recruitment

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.