

Birmingham-Southern College: Private, Christian university works toward enrollment growth.

Birmingham-Southern hired Scannell & Kurz to partner with the admissions and financial aid team to enhance recruitment and retention efforts and assist in the transition from Division I to Division III athletics. As can be seen below, the results to date of this partnership have been extraordinary. New student enrollment and NTR have increased dramatically, the freshman discount rate has declined by nine points and quality has held constant.

Strategic Enrollment Management Partnership

“Our challenge was simple: admissions, financial aid, and marketing were not working in concert. By partnering with a firm that was both highly professional and dedicated to personal and immediate attention, Birmingham-Southern College was not only able to accurately assess its current situation, but was able to develop a systematic long-range plan to achieve its aggressive enrollment goals. In short, Scannell & Kurz provided the knowledge and experience essential to creating an interconnected collegiate enrollment management operation.” - David Pollick, President

