



Staying ahead of the curve

How CollegeVine helped Knox
make its uniqueness known



About Knox College

Founded in 1837, Knox College is a nationally ranked liberal arts institution located in Galesburg, Illinois. Known for its deep commitment to access, inclusion, and academic excellence, Knox offers more than sixty courses of study and fosters a dynamic learning environment rooted in experiential education. The college attracts students from around the world who are drawn to its small class sizes, vibrant campus life, and emphasis on independent thinking, social responsibility, and real-world impact. With a strong tradition of innovation and student-centered learning, Knox prepares graduates for meaningful lives and careers across industries and disciplines.

The challenge: Standing out in an ever-growing competitive landscape


The higher education landscape is becoming increasingly competitive, with peer institutions rapidly adopting new technologies to recruit and convert students more efficiently. At the same time, prospective students expect highly personalized experiences throughout their college search and application process.


In collaboration with CollegeVine, Knox College set three key goals for its recruitment process:


- Engage prospective students better, faster, and more cost-effectively
- Free up the admissions team to focus on high-impact tasks and strategic decision-making
- Stay ahead of the curve by leveraging AI to gain a competitive advantage


The CollegeVine solution


In partnership with Knox College, CollegeVine launched KC, a fully branded and trained AI Recruiter that serves as a true extension of the admissions office. KC is designed to reflect Knox's institutional identity while delivering personalized engagement across every stage of the enrollment funnel.


 **24/7 AI communication across channels.** Real-time, personalized chat, email, and phone support, anytime, anywhere.

 **Smart inquiry handling & automation.** Automated triage and responses for common topics, freeing up staff time while scaling responsiveness.

 **Proactive & personalized.** AI-driven inbound and outbound calling, including outside business hours, with behavior-based messaging to re-engage unconverted students

 **High-impact messaging.** Targeted emails focused on what students care about most to optimize engagement and conversion..

 **CRM & data system integration.** Works seamlessly with Knox's CRM and recruitment systems for clean, consistent data.

 **Custom knowledge base & analytics.** Knox-branded content plus dashboards with insights on student engagement.

Measurable results: hyper-personalization impact without compromise

Knox College **saved over 89,000 hours with KC**, allowing the admissions team to focus on strategic enrollment initiatives rather than time-consuming outreach. By operating 24/7, KC met prospective students where they are and built relationships rooted in Knox's values, significantly scaling communication reach and responsiveness.

KC became a true extension of the team: building relationships with prospective students, guiding them through every stage of the enrollment funnel, and delivering results that would have otherwise required significantly more time, staff, and resources.



1.66M

Emails sent

Reaching 154,489 prospective students and building broad top-of-funnel awareness.



38.4%

Emails open rate

Well above industry benchmarks.



6.7%

SMS reply rate

Across 126,569 texts to 7,700 students, showcasing a strong mobile engagement.



1,315

Outbound calls

Engaged 414 prospects for personalized, high-touch conversations advancing them down-funnel.

“Implementing KC has allowed us to blend efficiency with authenticity. We can engage more students without compromising personalization. It’s really great that our admissions team can be efficient while also creating meaningful connections that reflect the institution at heart. We are excited for what’s ahead in this partnership!”



Nathan Ament

Vice President for Enrollment, Knox College