collegevine

Global reach, personal touch

How CollegeVine elevated
Morehouse College's
recruitment strategy

MOREHOUSE
COLLEGE

"The AI recruiter made a remarkable impact on how we engage with prospective students. This has definitely expanded our reach, streamlined our process and improved student interactions."

Paula Resley
Vice President Marketing, Communications, and Admissions at Morehouse College

About Morehouse College

Morehouse College, founded in 1867, is a private, historically Black men's liberal arts college located in Atlanta, Georgia. As the nation's only dedicated liberal arts institution for Black men, Morehouse has a distinguished legacy of producing leaders in various fields, including civil rights, business, politics, healthcare, and the arts. Notable alumni include Dr. Martin Luther King Jr., Spike Lee, Samuel L. Jackson, Edwin Moses, Raphael Warnock, and many other influential figures.

With approximately 2,500 students, Morehouse provides a close-knit educational community focused on academic excellence, leadership development, and social justice. The college offers 33 majors across various disciplines and is renowned for its robust programs in business, STEM fields, and the humanities.

The challenge:
Expanding global recruitment with limited resources

As a prestigious institution with a unique mission, Morehouse College faced several strategic challenges in its recruitment efforts:

- Maintaining personalized engagement despite growing inquiries from prospective students
- Managing response times and consistent messaging across all communication channels
- Leveraging data to inform strategic recruitment decisions
- Optimizing admissions staff time to focus on high-value interactions with prospective students

These challenges required innovative solutions that could extend Morehouse's recruitment capabilities while preserving the personalized approach that has long been central to the college's identity.

Why Morehouse chose CollegeVine

Morehouse College initially partnered with CollegeVine through the CollegeVine network to access high-quality inquiries from prospective students that might not have initially considered Morehouse. As an institution already utilizing AI in the classroom, Morehouse's leadership was curious about how artificial intelligence could be leveraged to scale their student engagement efforts.

This initial collaboration created a foundation of trust that made expanding the partnership a natural next step.

The CollegeVine solution

In partnership with Morehouse College, CollegeVine launched "Bobby", Morehouse's AI Recruiter tailored to the institution's specific needs and brand identity.

AI-powered chat and email communication platforms that provide immediate, personalized responses to prospective student inquiries

Integration with the college's existing CRM and recruitment systems to create a seamless data flow and attribution model

Data analytics tools that provide actionable insights into student engagement patterns

Customized knowledge base reflecting Morehouse's unique history, programs, and community

The results: Measurable impact on recruitment efficiency

Enhanced engagement and efficiency

22% **increase in student interactions**, facilitated by the AI Recruiter tool

35% **reduction in average response time** to student inquiries

Increased communication scale and reach\

- **34,200 total emails sent** to 3,189 prospective students within **six months**
- **41.6% average email open rate**, significantly above industry standards
- **1,773 total conversations** with prospective students
- **14.4% reply rate** with prospective students

The results:
Measurable impact on recruitment efficiency

Operational efficiency gains

- **Time Savings**: Over **37,160 staff hours** added as additional capacity
- **Staff Focus**: Admissions team able to dedicate more time to high-value recruitment activities
- **Process Improvement**: Streamlined recruitment workflow with consistent messaging across all channels

"The strategic insights and data provided by CollegeVine have notably refined our admissions and recruitment strategies, enabling us to better target and engage prospective students."

Candace Bazemore
Director of Digital Strategy and Transformation at Morehouse College

The successful implementation of CollegeVine's AI solutions at Morehouse College was built on a foundation of close collaboration and exceptional service. CollegeVine's team demonstrated their commitment to this partnership by providing white glove service, including an on-campus presentation to Morehouse's Provost and C-suite leadership about the AI Recruiter's progress and impact.

Jason McNair-Faulk, Project Manager at CollegeVine and Morehouse alum describes this relationship:

"Our collaboration with Morehouse has been a unique journey, reflecting mutual growth and a shared commitment to enhancing student recruitment and engagement through innovative technologies."