



YOU'RE INVITED



EAB

Executive Strategy Summit

Securing Your Future in a Dynamic Graduate and Adult Education Market

Join fellow higher ed executives and EAB experts in Chicago, Illinois for an exclusive event focused on innovative strategies for growing enrollment in graduate, online, and adult degree completion programs. You'll leave with actionable insights to succeed in a new era of graduate and adult enrollment.

▶ August 5–6

Chicago, Illinois

Tuesday, August 5

Welcome Event

3:30 p.m. Central Time

Cocktail Reception & Executive Dinner

5:15 p.m. Central Time

Additional details to follow

Wednesday, August 6

Executive Summit

8:00 a.m. Central Time
Palmer House, 7th floor

▶ RSVP

Use our [discount code](#) to book your stay at the Palmer House.

RSVP at the button below or email LexRubyHowe@eab.com.

[RSVP HERE](#)

Agenda: August 6

- 8:00 a.m. **Guest Arrival and Registration**
Breakfast Provided
- 8:30 a.m. **Opening Remarks**
Lex Ruby-Howe
- 9:00 a.m. **State of the Union: The Graduate, Online, and Adult Learner Markets**
Beth Donaldson
- 10:00 a.m. **Student Preferences in a New Era of Graduate and Adult Education**
Val Fox
- 11:00 a.m. **Succeeding in a Dynamic Graduate and Adult Learner Market**
Brett Seidl
- 11:30 a.m. **Fireside Chat with an Adult Learner Recruitment Partner**
- 12:15 p.m. **Peer Networking and Lunch**
Lunch Provided
- 1:00 p.m. **Breakouts: AI for Graduate and Adult Enrollment**
Jon Rice and Emily Upton
- 2:00 p.m. **Differentiating Your Institution in a Crowded Market**
Val Fox
- 3:00 p.m. **Closing Remarks**
Lex Ruby-Howe
- 3:15 p.m. **Adjournment**



“Great data, valuable insights, the information was timely even in a very volatile market.”

*Attendee from the June 2025
Executive Strategy Summit*

Agenda subject to change.