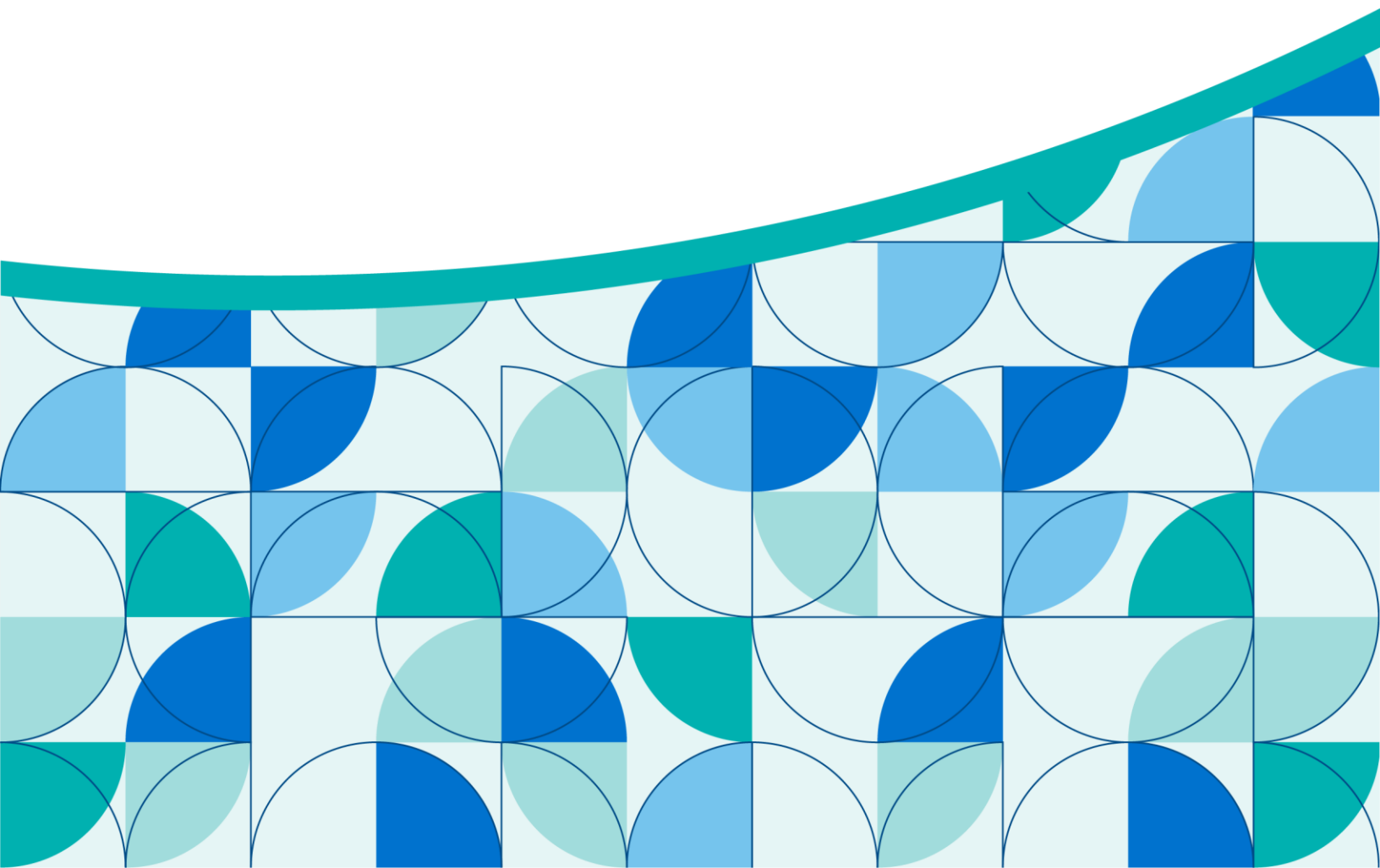
EAB

ENROLL360

AI Is Reshaping College Search. Are You Ready?

Diagnostic for Enrollment Teams



Evaluate Your Readiness to Compete in the AI Era

AI is already transforming college search. Nearly nine in 10 students have used AI, and almost half turn to it to discover, compare, and evaluate schools. This shift means institutions are competing within an AI-mediated ecosystem that shapes what students see and trust. At the same time, students remain skeptical and quick to reject inauthentic, AI-driven experiences, raising the stakes for how institutions show up.

Use this diagnostic to assess your team's readiness to compete in the AI era.

Optimize for AI as an Audience

Are we showing up clearly and correctly in AI results?

- ☐ Our .edu content is structured for AI interpretation (clear, machine-readable, standardized).
- ☐ Key pages on our .edu (programs, cost, outcomes) are consistently formatted and up to date.
- ☐ We manage presence across AI-influenced ecosystems (search, rankings, third-party).
- ☐ We treat AI as a primary audience, not a secondary channel.

Invest in Brand Management

Are we actively shaping how AI and the internet define us?

- ☐ We monitor AI-generated summaries of our institution for accuracy.
- ☐ We correct misinformation through owned and third-party content (i.e., social platforms + forums).
- ☐ We reinforce differentiators consistently across channels.
- ☐ We actively manage reputation across forums, rankings, and social media.

Evolve Recruitment Marketing Campaigns

Are our campaigns designed for AI-filtered college search?

- ☐ Our messaging is clear and differentiated even when summarized by AI.
- ☐ We avoid vague or overly complex messaging that is likely to be distorted by AI intermediaries.
- ☐ We invest in channels less susceptible to AI filtering (print mail, virtual tours, live events).
- ☐ We combine personalized recruitment messaging with opportunities for dialogue, exploration, and human connection.

Shore Up Data Integrity

Can our data stand up to AI-driven amplification?

- ☐ We have clear ownership of enrollment data across systems.
- ☐ Program, cost, and outcome data is accurate and consistent everywhere.
- ☐ We regularly audit public-facing content for discrepancies.
- ☐ Our data infrastructure supports real-time or near-real-time updates.

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Anticipate Workforce & Value Shifts

Are we addressing growing skepticism about college ROI in our messaging?

- ☐ We clearly communicate career outcomes, ROI, and employability in our recruitment materials.
- ☐ We connect our programs to AI-era skills (AI fluency, digital literacy, human-centered skills).
- ☐ We address concerns about AI-driven job displacement and relevance amid rapid workforce transformation.
- ☐ We highlight employer partnerships and real-world outcomes (career placement, alumni success).

Strengthen Parent & Counselor Influence

Are we investing in the people who most influence student decisions?

- ☐ We provide tailored content for parents and counselors (not just repurposed student content).
- ☐ We equip parents and counselors with clear, trustworthy, and easily accessible information about programs, costs, outcomes, and institutional values.
- ☐ We include parents and counselors in campaigns, events, and communications.
- ☐ We intentionally build credibility and trust with parents and counselors.

Elevate Human Connection

Are we strengthening the human connections that matter most?

- ☐ We prioritize counselor, student, and peer interactions in key moments.
- ☐ Our content includes real voices from our campus (students, faculty, alumni).
- ☐ We invest in high-impact live experiences (tours, conversations, events), paired with digital tools.
- ☐ We intentionally design "human moments" in an AI-mediated journey.

Plan for Continuous Adaptation

Are we prepared to keep up with rapid advances in AI technologies and shifting student behavior?

- ☐ We run ongoing tests (messaging, channels, AI tools).
- ☐ We have cross-functional ownership (marketing, admissions, digital, IT).
- ☐ We actively track emerging technologies, regulatory changes, and student behavior.
- ☐ We invest in AI literacy across teams.

See **how your institution stacks up** and pinpoint your **strengths and weaknesses** in enrollment's AI era.

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Assessing Your Team's Readiness

Use the scorecard below to interpret your results. Your responses across eight core capabilities for AI-enabled enrollment reflect how prepared your team is to navigate a college search environment increasingly shaped by AI.

	My Score	Total Possible
Optimize for AI as an Audience		4
Invest in Brand Management		4
Evolve Recruitment Marketing Campaigns		4
Shore Up Data Integrity		4
Anticipate Workforce & Value Shifts		4
Strengthen Parent & Counselor Influence		4
Elevate Human Connection		4
Plan for Continuous Adaptation		4
Total		32

How EAB Can Help

Enroll360 helps institutions navigate AI-driven change with the tools, insights, and strategies needed to compete and win:

▶ Support for AI Search Visibility

EAB conducts **AEO audits** to establish a baseline on your AI discoverability and authority. Our experts apply audit insights to prioritize and execute key actions needed to **improve visibility** now and over time.

▶ Personalized, Orchestrated, and Scalable Engagement

EAB helps institutions transform recruitment marketing with **hyper-personalized content**, **intelligent channel orchestration**, and **AI conversation agents**—enabling more relevant, timely, and scalable engagement across the student journey.

▶ Rigorous Testing and Survey Research

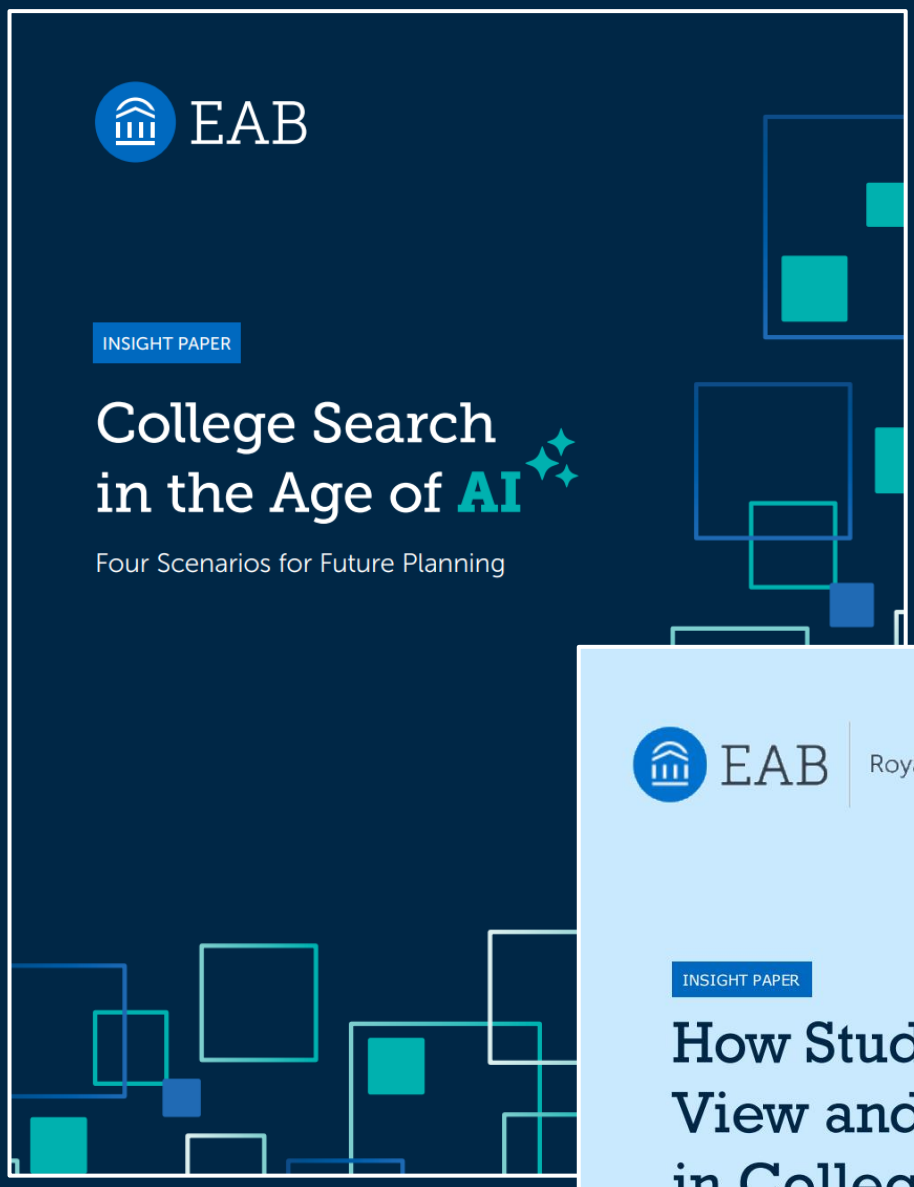
EAB is committed to uncovering what students, families, and practitioners want from AI—and what works. Last cycle, EAB conducted **200+ AI-driven hyper-personalization tests** and surveyed **40K+ students** on AI utilization.

Interpreting My Total Score

Above 20	**10-20**	**Below 10**
AI-Ready and Competitive	At Risk of Inconsistency	Vulnerable in an AI-Driven Market

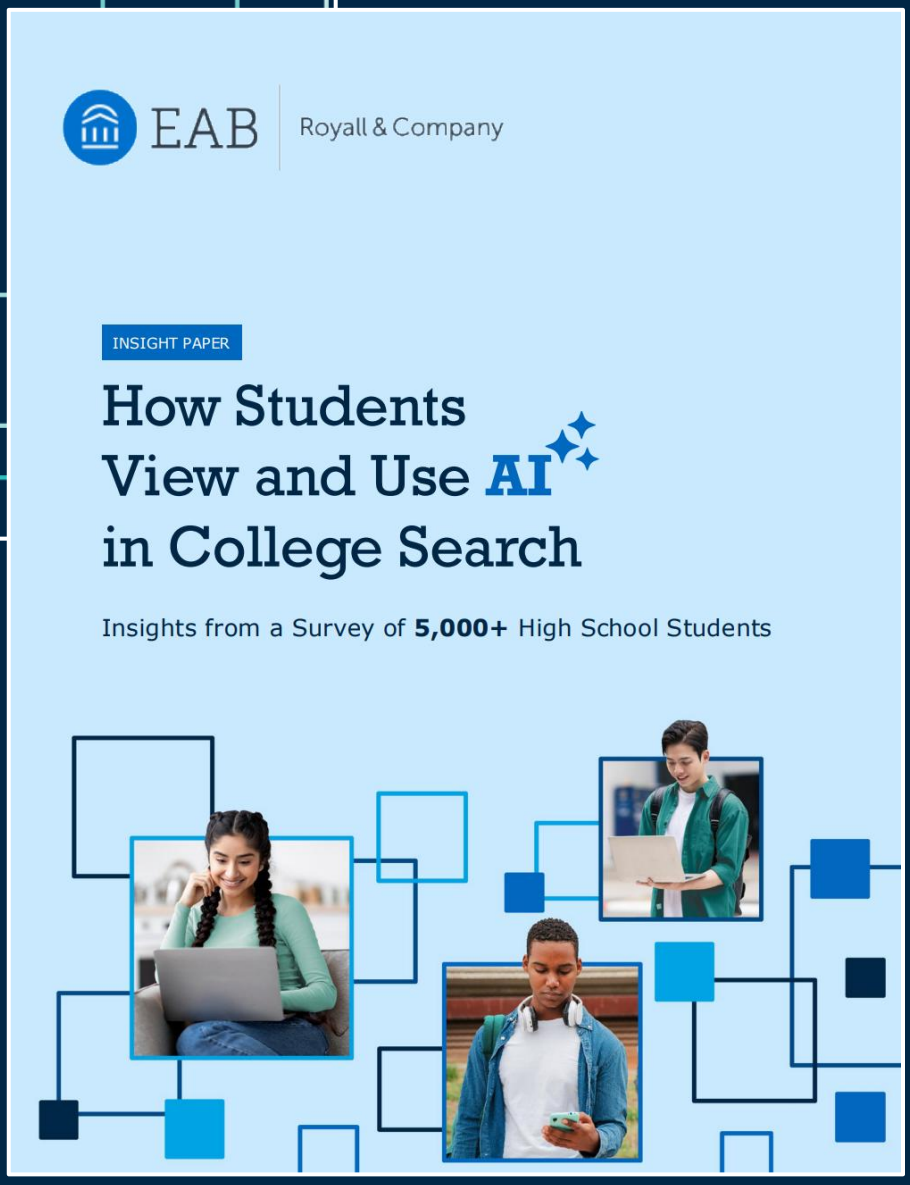
Want to speak with an expert about how your team can better prepare for an AI-enabled future? Email eabenrollmentcomm@eab.com or visit eab.com/Enroll360 to learn more.

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Want to learn more?

Based on extensive scenario-planning analysis, this resource **helps enrollment leaders plan for an AI-enabled world**. See more at: **eab.com/AIFutures**.



Based on a survey of 5,000+ high school students, this resource **explores student beliefs and behaviors in college search and beyond.** See more at: **eab.com/AIsurvey**.

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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with more than 2,800 institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across enrollment, student success, institutional strategy, data analytics, and advancement. We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.