

Adult Learner Recruitment

Succeeding in a New Era of Graduate, Online, and Adult Enrollment

GRADUATE AND ADULT ENROLLMENT IS A PRIORITY—BUT GROWTH WON'T BE EASILY WON

The Importance of Graduate and Adult Enrollment

100% of surveyed presidents and provosts identify graduate and adult learner enrollment as a priority

Nationwide Slowdown After Decades of Growth

3.2%
Actual Average
Annual Growth
1990 - 2021



1.3%
Projected Average
Annual Growth
2022 - 2032

YOUR CHALLENGES

Growth Strategy



What are our best growth opportunities and how can we realize them?

Audience Generation



How will we find adult prospects cost-effectively when test-taker lists aren't sufficient?

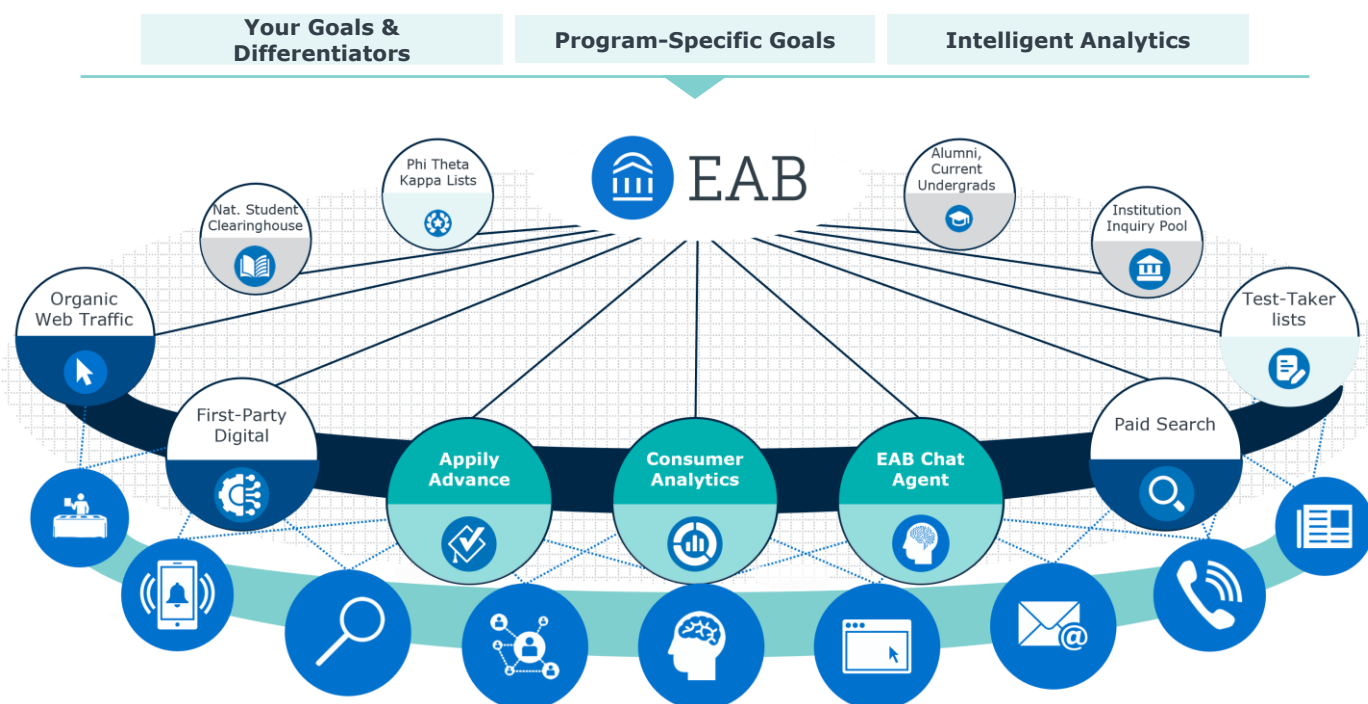
Applicant Cultivation



How can we engage each student throughout their unique journey, at scale?

OUR APPROACH

EAB combines strategic support with custom lead generation and responsive, choreographed marketing campaigns at scale to help you meet your graduate, online, and adult enrollment goals.





Adult Learner Recruitment

Outperform the Market at Every Stage of the Funnel



Curate

*Expand and diversify
your pool of right-fit
students*



Cultivate

*Customized campaigns
to drive students to
application*



Convert

*Improve yield and
retention to maximize
enrollment potential*



Strategize

*Identify and
build market-ready
programs for
competitive advantage*

What Makes Us Different

Unrivaled Mix
of Proprietary and
Known Lead Sources

**Turnkey,
Full-Funnel**
Conversion Engine

24/7, Transparent
Access to Campaign
Data and Full
Attribution

Rigorous Testing
to Stay Ahead in a
Dynamic Market

Proven Impact in a Dynamic Landscape

200+

Partner institutions

40+

Years of higher
education expertise

6:1

Average ROI across
multiyear partnership

18%

Average graduate
enrollment growth

▶ To learn more, visit EAB.com/ALR or email LexRubyHowe@eab.com.