

INSIGHT PAPER

The Forces Reshaping Graduate and Adult Enrollment Decisions

Insights from EAB's 2026 Survey of 6,300 Graduate and Adult Learners



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Executive Overview

Graduate and Adult Enrollment Leaders Face Greater Pressure in an Uncertain Market

After steady growth since 2023, the National Student Clearinghouse reported that graduate enrollment was essentially flat from Fall 2024 to Fall 2025, declining 0.3%. There is no shortage of reasons for this plateau: skepticism and scrutiny surrounding the value of higher education are on the rise; AI-generated search results are helping students stealth shop, making them invisible to the institutions they’re secretly considering and more difficult to recruit and enroll; the Grad PLUS loan has been eliminated, limiting students’ options for paying for their graduate education; and international graduate student enrollment has also declined following visa restrictions and travel bans, adding to the scarcity of dependable prospects.

Despite this, enrollment goals continue to increase. [Nearly half of graduate enrollment leaders](#) say that their goals increased from 2024 to 2025. Whether enrollment rises or falls, amid uncertainty or security, the pressure to keep programs growing persists. To continue to engage and recruit today’s prospective students, it is crucial for enrollment leaders to understand them, as well as the many forces impacting their enrollment decisions today.

To help institutions better recruit, enroll, and serve graduate and adult learners, we surveyed 6,300 prospective and current students about their preferences, needs, and goals. This report includes findings from that survey, along with insights from prior EAB Adult Learner Surveys to understand trends over time. Unless otherwise noted, the findings in this report include insights from both graduate students and adult degree completers, with key differences in response by student segment noted where applicable.

Read this report for four insights to help you effectively adapt your enrollment strategies to meet shifting student search behavior, AI usage, application preferences, and market realities.

About the 2026 Adult Learner Survey



Data collected July – August 2026

6,300

Current and prospective graduate and adult degree completion students surveyed

40

Questions asked

Topics Include:

- How does AI impact the graduate and adult student journey?
- What motivates graduate and adult learners to further their education?
- How do prospective graduate and adult students search for programs?
- What factors are most important in graduate and adult learners’ enrollment decisions?

Source: EAB research and analysis, IIE Open Doors, The National Student Clearinghouse.



AI Is Reshaping How Students Discover and Evaluate Schools

SECTION

1



AI Is Quickly Becoming a Mainstream Search Source

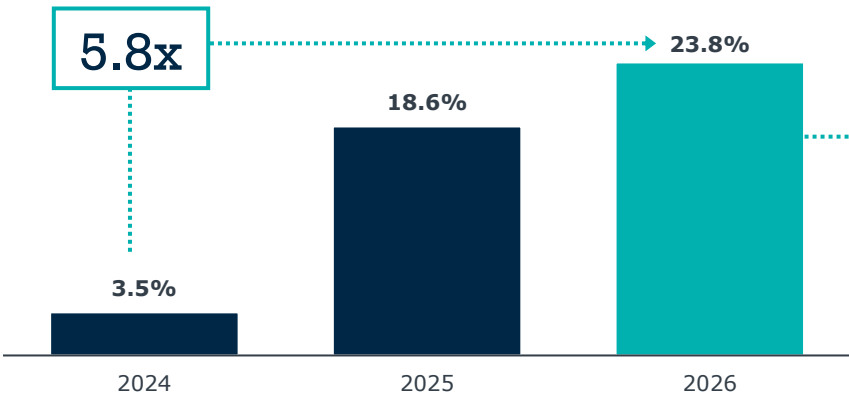
AI Has Gained Ground in Usage Alongside Traditional Search Resources

We began asking survey respondents about their use of AI tools in 2024. Since then, the number of graduate and adult students who indicate they use AI has shot up nearly sixfold. Today, nearly one-quarter of graduate and adult students report using AI-powered search or chatbots in their program search, cementing AI's place in the graduate and adult student journey. This is especially true for male students, international students, students exploring STEM programs, and students aged 20–43.

In the few years since AI search became prevalent, it has reached usage levels comparable to two long-standing recruitment channels. Students are now using AI-powered search about as much as social media and in-person events to explore programs.

AI Usage Is Nearly 6X Higher Than in 2024

"What sources of information did you use/have you used when exploring options for furthering your education?"; Those who chose "AI-powered search/chatbots," 2024-2026



AI Search Rivals Other Traditional Channels

24.6%

In-person events (e.g., campus tours, college fairs, information sessions)

25.6%

Social media

Institutions Must Be Findable in Today's Zero-Click Environment

Our survey found that the percentage of graduate and adult students who read AI-generated search results has also grown to 27%, up from 23% in 2025. And many students may stop there: 68% of all web searches now end without the user clicking on a search result, otherwise known as a "zero-click search." In fact, [53% of institutions](#) saw a decline in web traffic from 2023 to 2025.

It's more crucial than ever to ensure that your institution is ready for the realities of AI search. The first step in the process is improving your AI visibility, or how often your institution appears in AI-generated responses. AI-referred web traffic converts 4.4x better than traditional search traffic and is expected to outpace traditional search by 2028. Therefore, strong AI visibility can both help your information reach students who never click on your .edu and attract high-intent site visitors.

4.4x

AI-referred web traffic **converts 4.4x better** than traditional search traffic



Is Your Program Ready for AI Search?

Though many enrollment leaders know that AI visibility matters, they aren't sure if and how they appear on large language models (LLMs) or how to improve their results. **Explore how EAB can [help you improve visibility across 12+ LLMs](#).**

Source: EAB and Hybrid research and analysis.

LLMs Enable Personalized Search

Students Use AI to Discover, Discuss, Evaluate, and Eliminate Program Options

Students often use AI as a thought partner in the program search process. Nearly half of surveyed students who used AI for their research have ongoing conversations with AI about their search, while over 40% said their AI tool of choice seems to have learned about them and anticipated their needs, supplying personalized recommendations to help identify right-fit programs. Because LLMs and chatbots are “always-on” resources, students can receive personalized advice from them whenever questions arise, without having to turn to a college counselor, sift through information on a university website, or manually compare programs.

“Select the statements that are true for you regarding your use of AI tools during your educational search.”

Select all that apply, asked of respondents who used AI tools for their search (n = 1,100)



64.5%

say using AI made their school search **easier**



48.6%

have had an **ongoing conversation** with AI about their school search



42.0%

say their AI tool seems to have **learned about them** and anticipates their needs

The influence of AI stretches beyond just making the program search process easier. AI tools can also recommend program options based on what they know about the student, as well as institutions’ site content. Forty-one percent of students who used AI for their research say that they discovered a school they hadn’t previously heard of through AI search. In addition, AI can change how students evaluate the schools already on their lists. Nearly 18% of students who used AI in their search process removed a school from their consideration list based on their AI search results. In other words, students who use these tools may add or remove your school from their list without ever going directly to your .edu or engaging with your admissions team, simply based on how your program appears in AI-generated results.

“Select the statements that are true for you regarding your use of AI to find schools and programs during your educational search.”

Select all that apply, asked of respondents who used AI tools for their search



41.3%

found a school or program they had previously not heard of through AI search



40.7%

are more interested in a school or program based on what they learned through AI search



17.8%

say they **removed a school/program from their consideration set** due to results from AI search

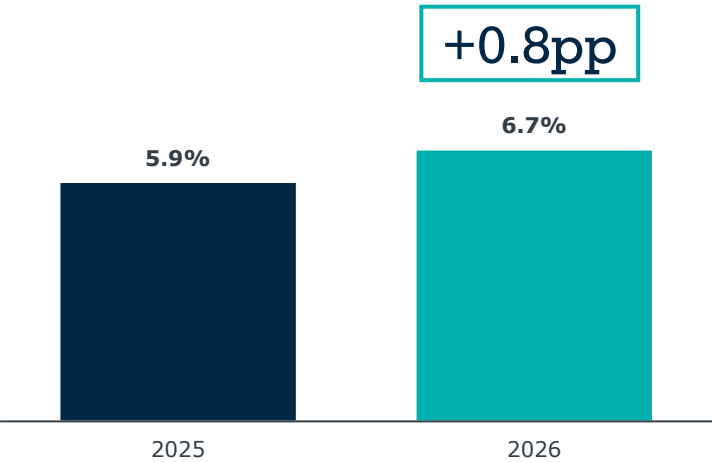
Students' Most Trusted Sources Are Not Being Replaced

AI Adoption Is Outpacing Its Credibility

Despite the massive growth in usage, trust in AI has grown more slowly. Compared to the nearly 24% of students who report using AI as part of their search process, only 6.7% say that AI is among their top two most trusted sources. This number is less than one percentage point higher than in 2025.

Graduate and Adult Students' Trust in AI Remains Limited

"Select the resource(s) you trust most to provide accurate information about schools." Select up to two, those who chose "AI-powered tools", 2025-2026



AI Trust Declining for Future Adult Learners

A [recent EAB AI survey](#) of almost 12,000 high school students and recent graduates found that their **trust in AI decreased from 2025 to 2026**. Combined with the meager uptick in trust by current graduate and adult students, it's clear that trust in AI among Gen Z is wavering, even as its use increases.

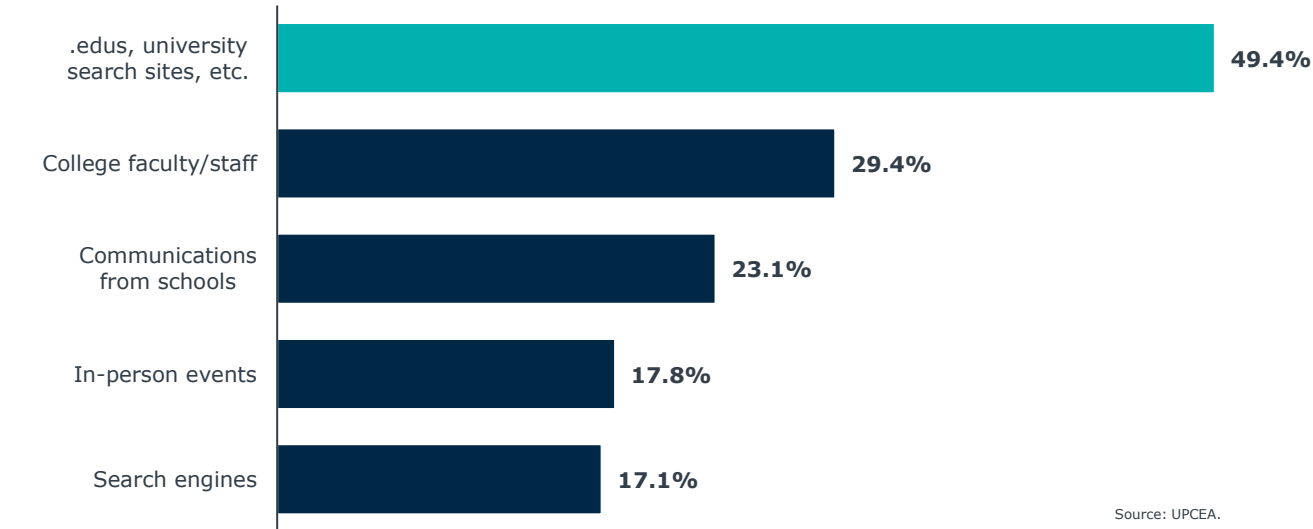
Your .edu Site Remains Students' Most Trusted Source

Online resources, including your .edu, remain students' most widely used and trusted source of program information. Nearly half of prospective students rely on university websites during their program search. And although trust in AI itself has declined, [56% of prospective graduate students](#) say they are [more likely to trust an institution](#) cited in an AI Overview.

[To be AI-ready](#), your .edu must give AI tools clear, accurate information to interpret while helping students validate what they've learned and take the next step. Program pages should make essential details, from accreditation to tuition and fees, easy to find, understand, and act on.

"Select the resource(s) you trust most to provide accurate information about schools."

Select up to two, top 5 responses shown



Source: UPCEA.



Students Apply Selectively and Engage on Their Own Terms

SECTION

2

Students May Be More Open to Sharing Personal Data

Independent “Stealth” Research Remains Students’ Default

Nearly 60% of students prefer to research programs on their own before sharing identifying information or data with an institution. Eighty percent of graduate and adult students are “stealth shoppers,” meaning they are unknown to a school until they apply. The growing use of AI search also means that even more of the early student exploration process is now invisible to institutions. Students are using AI search tools to independently find answers to their key questions and narrow their consideration sets before ever arriving on your program’s site.

However, small shifts in the survey findings show that students may be more open to sharing personal information with programs. Compared to 2025, more students are willing to share their details prior to applying. Further, there are slightly more students willing to share biographical data and details about their educational goals if it means they will receive customized content from schools. Together, these changes suggest that privacy remains important, but it is not an absolute barrier when students see a benefit to sharing information.

“Thinking about your search for information about schools and programs, select the statements that are true for you.”

Select all that apply

Statement	2025	2026	Change
"I am open to sharing basic information (e.g., my name, email, program of interest) with a school to receive customized content"	43.1%	44.8%	+1.7 percentage point increase in students willing to share basic information with schools
"I am open to sharing information about my goals and concerns about going back to school to receive customized content"	22.4%	23.7%	+1.3 percentage point increase in students willing to share information about their goals and concerns
"My preference is to research programs on my own before sharing personal information with a school"	58.3%	57.1%	-1.2 percentage point decrease in students preferring to research programs on their own before sharing information
"I don't want to share any personal information with a school until I am ready to apply"	27.7%	22.8%	-4.9 percentage point decrease in unwillingness to share information with a school before applying

Hyper-Personalization Tactics Lead to Higher Conversion Rates

Over 70% of consumers expect to receive personalized communications from companies, and students expect the same from your program. Their growing openness to receiving personalized content from institutions creates a new opportunity to customize their experience with your brand through hyper-personalization.

Hyper-personalized recruitment uses AI and machine learning to combine student-provided information with behavioral, institutional, and campaign data, enabling institutions to tailor content to each student’s needs, interests, and stage in the enrollment journey. This leads to an improved student experience, as well as higher conversion rates.





1.8x

higher conversion rate among prospects who received EAB’s hyper-personalized content

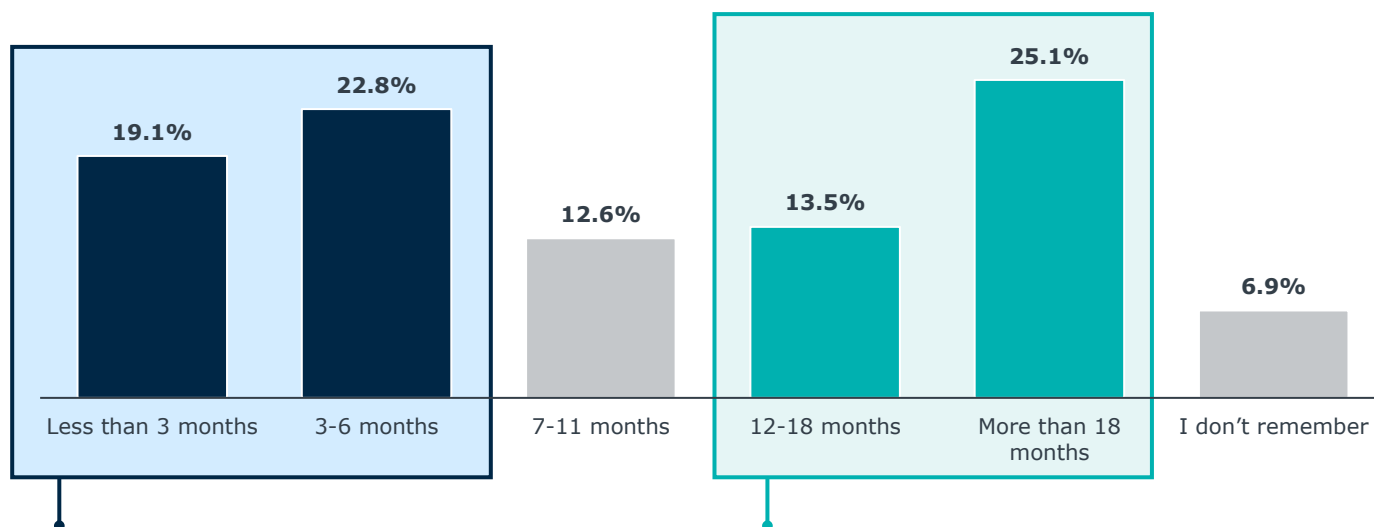
Learn more about how hyper-personalization can help you engage and convert students.

Enrollment Decisions Follow No Set Timeline

Search Timelines Have Lengthened Slightly

The graduate and adult student journey has long been varied and nonlinear, with some students deciding on a program quickly while others take 18 months or longer to explore program options. The overall timeline has now shifted to be longer than it has been in the past. Our survey found that 42% of graduate and adult students explored program options for six months or less, compared to 44% last year. On the other hand, 39% of students took a year or more to decide, up from 37% in 2025. While many factors may be contributing to this small shift, current economic uncertainty could drive students' reluctance to make a large financial commitment and thus stall or extend their decision timeline (learn more about students' price sensitivity on page 16).

"How long have you been searching/did you search for information related to furthering your education?"



42%

searched for information for **≤6 months**. These students are disproportionately:

- Female
- Prospective degree completers
- Age 36 and older
- Interested in online programs
- Hispanic and White

39%

searched for information for **≥1 year**. These students are disproportionately:

- Male
- Prospective graduate students
- Age 35 and younger
- Interested in in-person programs
- Black/African American and Asian

Students' Varied Search Timelines Require Always-On, Responsive Outreach

Due to the wide range of search timelines that graduate and adult students display, limiting outreach to a single admissions cycle risks overlooking prospects who need more time to decide. EAB recently [secret shopped](#) 40 graduate and adult programs' lead nurture campaigns and found that over 60% did not continue student outreach beyond the school's next admissions cycle (roughly 6 weeks).

AI has accustomed consumers to personalized content at each stage of the buying process. Yet nearly 60% of schools EAB secret shopped used automated email drip campaigns rather than responsive campaigns. To remain relevant throughout students' potentially lengthy journeys to enrollment, institutions need always-on campaigns tailored to respond to student behavior.



30 months

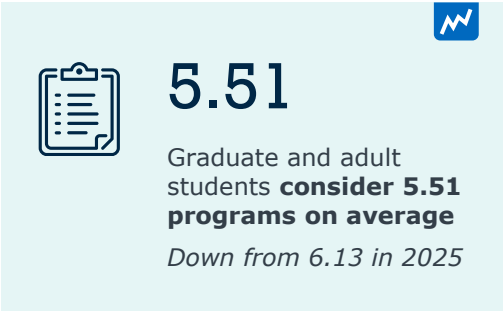
Length of **EAB nurture campaigns**

Application Volume Varies Across Student Segments

Students Are Narrowing Their Options Earlier in the Search Process

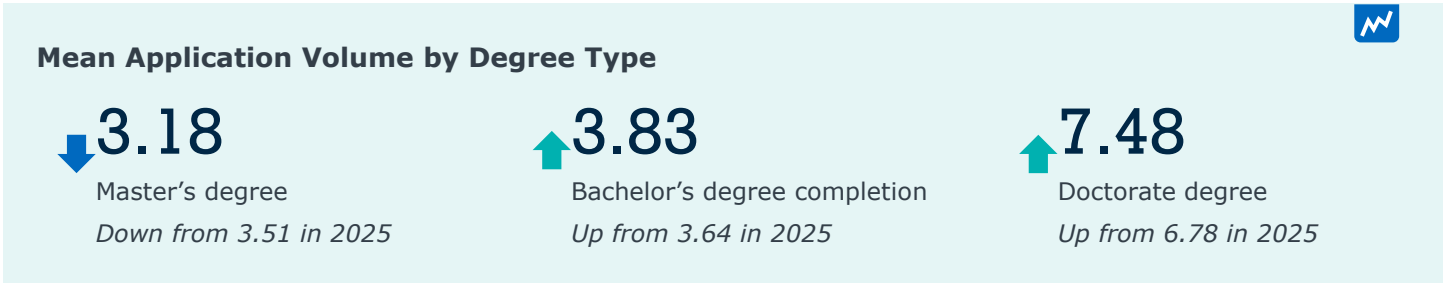
Our survey asked how many schools students were considering or had considered. Their consideration lists declined from over six programs on average in 2025 to 5.5 in 2026. This decrease was most prominent for Black and Hispanic students, adult degree completion students, and those pursuing an education degree.

AI may be one factor helping students narrow their lists earlier by answering questions and facilitating program comparisons before the application stage. These findings reinforce the importance of appearing where and when students create their shortlists.

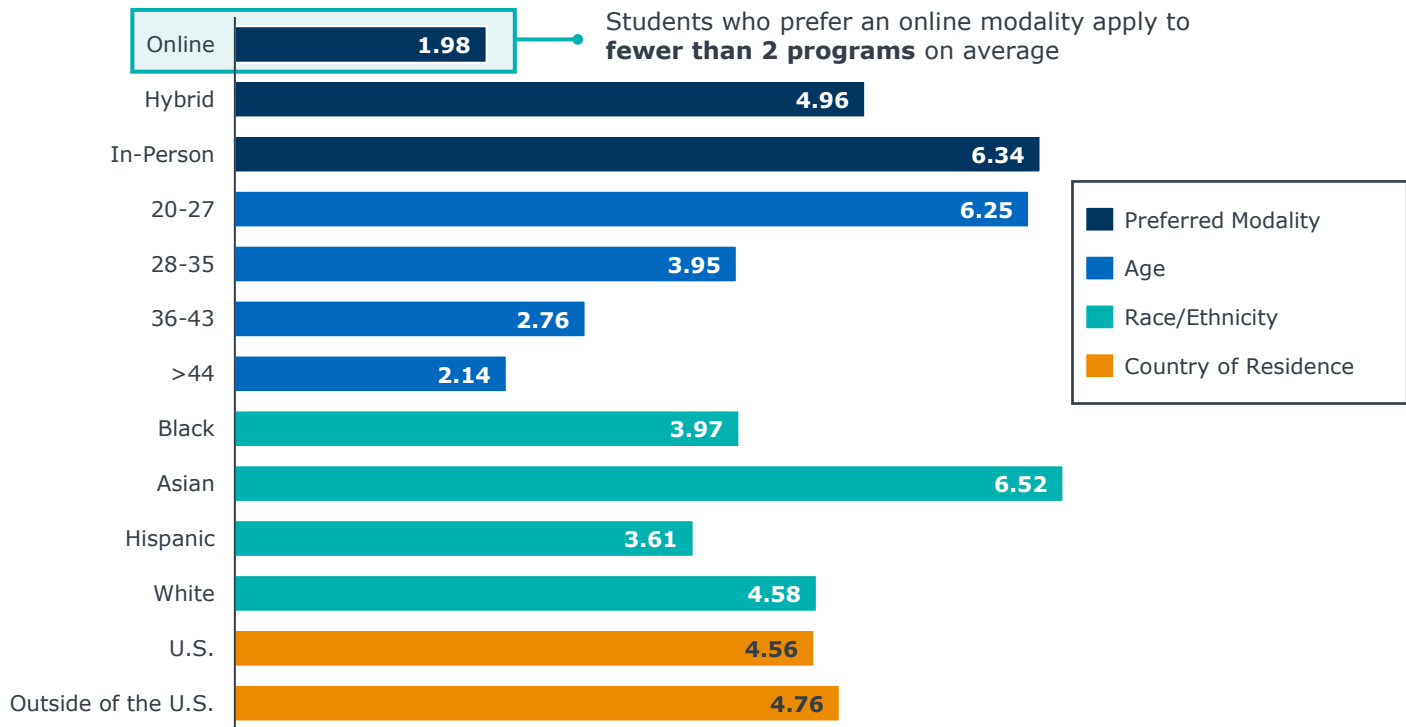


Graduate and Adult Students Remain Selective with Application Lists

Students’ application lists are also short: graduate and adult students apply to just 4.58 programs on average. While this number is higher than in 2025 (4.19), it lags behind prospective undergraduate students (7.1), showing how selective graduate and adult students are when deciding where to apply. This finding differs among degree types, with doctoral students applying to significantly more programs than master’s or degree completion candidates. Average application totals also varied widely by demographic group and preferred modality.



"To how many schools did you apply?"



International Students Cut Back on Applications

Diminishing Application Volume Reflects Greater International Decline

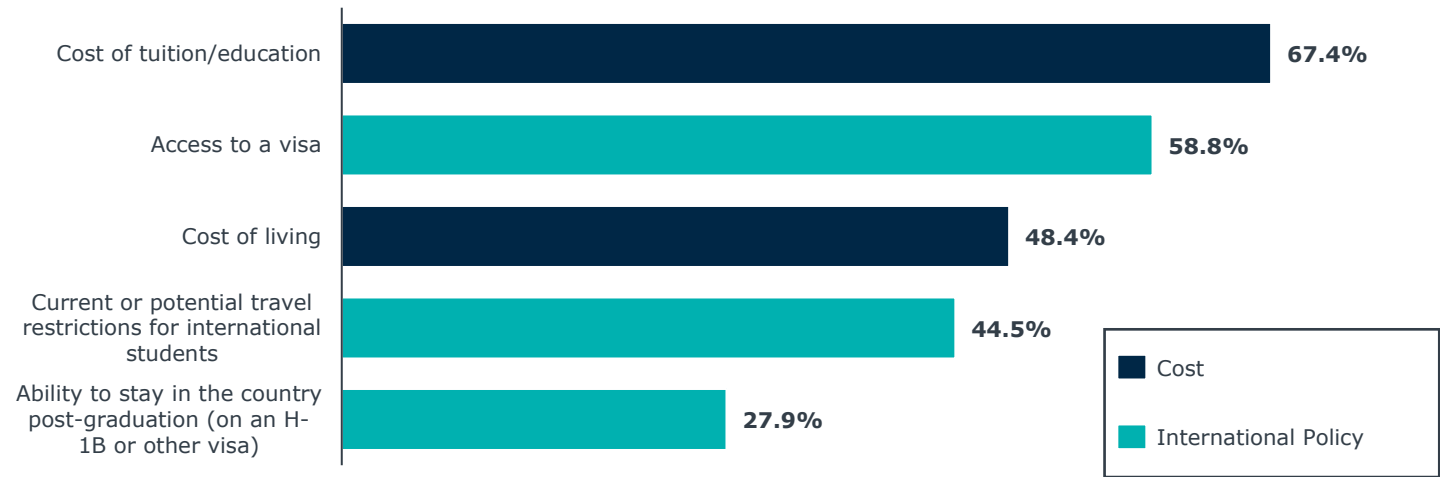
After applying to 6.08 schools on average in 2025, international graduate and adult students applied to just 4.76 in 2026, nearly the same number as their domestic counterparts. Given the growing barriers to international enrollment, this drop is unsurprising. Visa restrictions, travel bans, and other immigration policies have limited international students’ ability to enroll in U.S.-based programs. U.S. institutions are already feeling the impact: In Spring 2026, U.S. institutions saw a [4.3% decline](#) in international graduate enrollment. This decline is only projected to continue and could result in [\\$3.4 billion in lost revenue](#) for institutions.

International Headwinds Increase Pressure on Domestic Recruitment

High cost was international students’ most-cited concern about attending school in the U.S. In addition, three of their top five concerns were related to international student policy. Together, financial pressures and policy changes are limiting international student interest and making it more challenging for them to enroll.

"What concerns you, if anything, about enrolling at a school in the United States?"

Asked of participants who are considering a school in another country and are not a U.S. citizen, select all that apply, top 5 answers shown



With [F-1 visa issuances down 34%](#) as of 2025 and the recent replacement of ["duration of status"](#) with fixed periods of admission, international students are likely to continue navigating barriers to enrollment. Programs that previously relied on international students to fill their programs are now turning their attention to recruiting domestic students. This means that more schools are now recruiting more heavily from the same limited pool of domestic students. This increase in competition raises the stakes for institutions to cut through the noise and deeply understand their prospective students’ behaviors, intent, and needs.

Three Factors to Consider When Recruiting Domestic Students

Their Search Process Often Moves Quickly



45.6%
searched for a program for **six months or fewer**

Fewer Use AI to Search



20.2%
Only 20% **use AI in their search process**, compared to nearly 40% of international students

They Are Most Concerned About Cost



48.6%
look for information regarding **cost to attend** on schools’ .edu sites

Sources: NAFSA, The National Student Clearinghouse, The Pie News, Study in the States.



Paying for a Graduate Degree Is Becoming More Challenging and Complex

SECTION

3



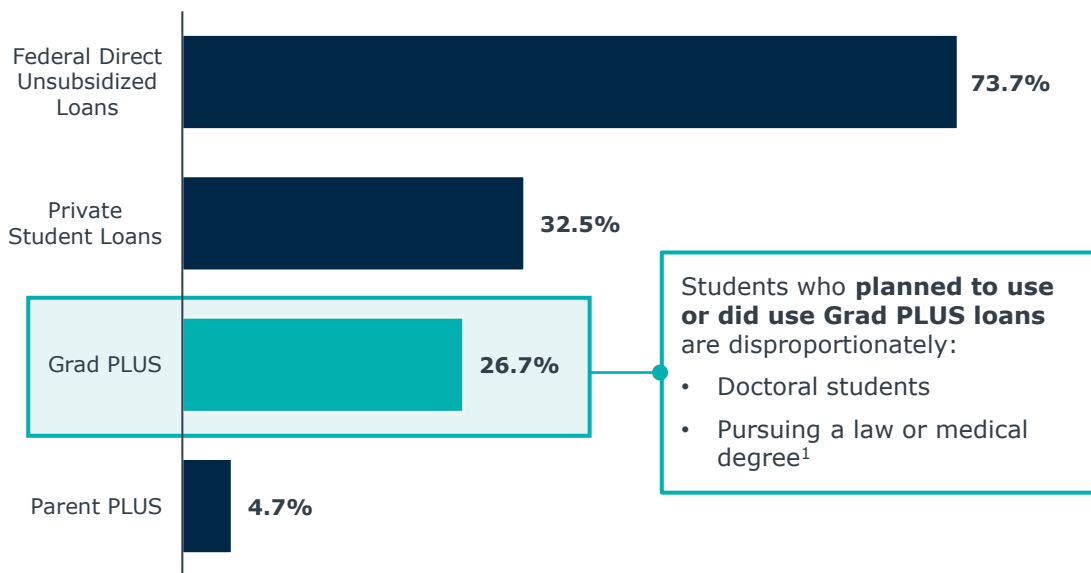
Grad PLUS Changes Make Funding Gap More Urgent

Over One Quarter of Loan Borrowers Planned to Use Grad PLUS

As of July 1, 2026, [Grad PLUS loans were eliminated](#) for new borrowers, and significant limits have been imposed on existing ones. Despite the policy change, 26.7% of survey respondents who said they planned to use loans to finance their education indicated they did use, or were planning to use, Grad PLUS loans. Among students who have not yet enrolled specifically, that number rose to 29.2%. While there are many reasons students could have selected this option (e.g., students may be unaware of the policy change), these findings suggest that some students' financial plans have not caught up to our post-Grad PLUS reality.

"What type of loans are you planning to/did you use for your education?"

Select all that apply, asked of participants who indicated they would use loans



Some enrolled students will be able to continue using Grad PLUS loans under transitional provisions, but prospective students will need alternative methods to finance their degree. Students who anticipated using Grad PLUS loans to pay for their education may now face difficult decisions about where (or if) to enroll.

Prepare for the Post-Grad PLUS Funding Gap

- ▶ **Determine your institution's exposure to tuition revenue and enrollment risk**, and model out options to mitigate it
- ▶ **Analyze aid trends** across your admitted and enrolled student populations
- ▶ **Create an aid policy** that will help you meet your enrollment goals
- ▶ **Track key metrics** such as admits, net deposits, and net tuition revenue to evaluate success



51.4%

of graduate borrowers are **expected to require additional funding** beyond Grad PLUS's new limits

EAB's **graduate financial aid optimization experts** help institutions align aid policies with access, enrollment, and net tuition revenue goals.

Learn how EAB can help [optimize your aid strategy](#).

1) Professional degree students, like those pursuing law or medical degrees, have higher annual and lifetime borrowing limits than other enrolled students.

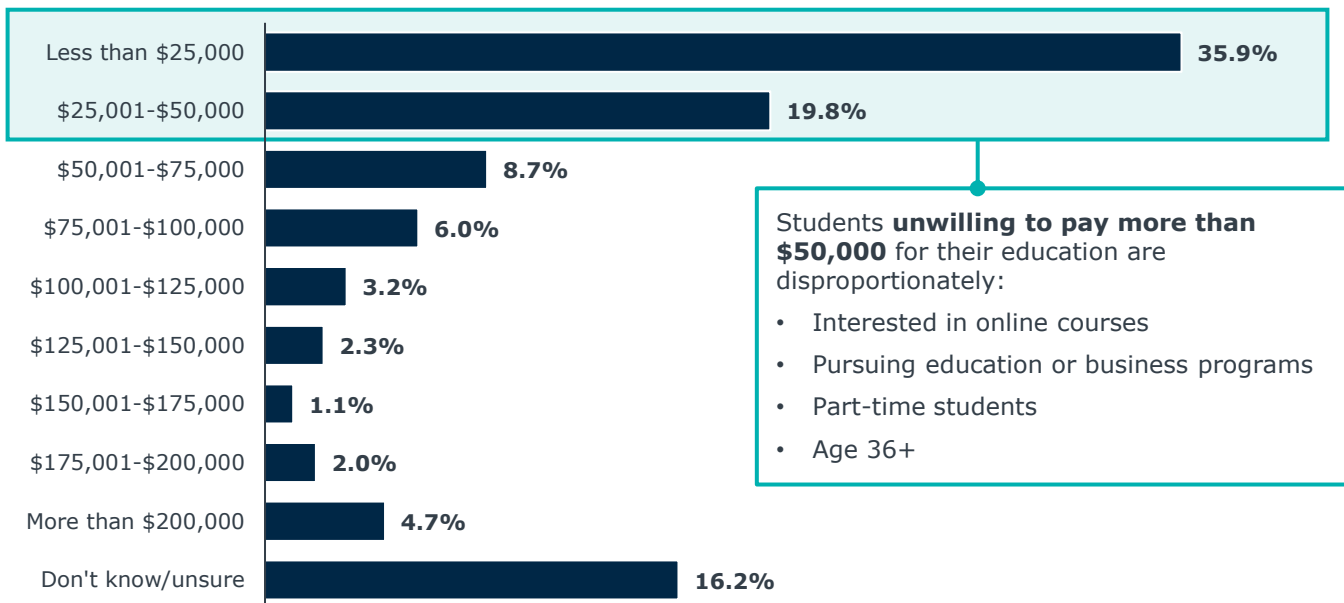
Cost Remains a Key Factor in Enrollment Decisions

Most Students Cap Their Education Budget at \$50,000

Cost is one of the most important factors in students' educational plans. It is the top deciding factor for surveyed students who chose to discontinue their studies, those who decide not to pursue a degree, and for students removing schools from their consideration sets. When it comes to how much students expect to spend, **56% of students are unwilling to spend more than \$50,000 total on their degree**. This includes funds from both students' personal finances and loans.

"What is the most you are willing to spend on tuition and fees to complete the degree you are currently pursuing/you plan to pursue next? Include monies from both loans and personal financial resources in the total amount."

Asked of participants currently enrolled or planning to enroll in the next two years



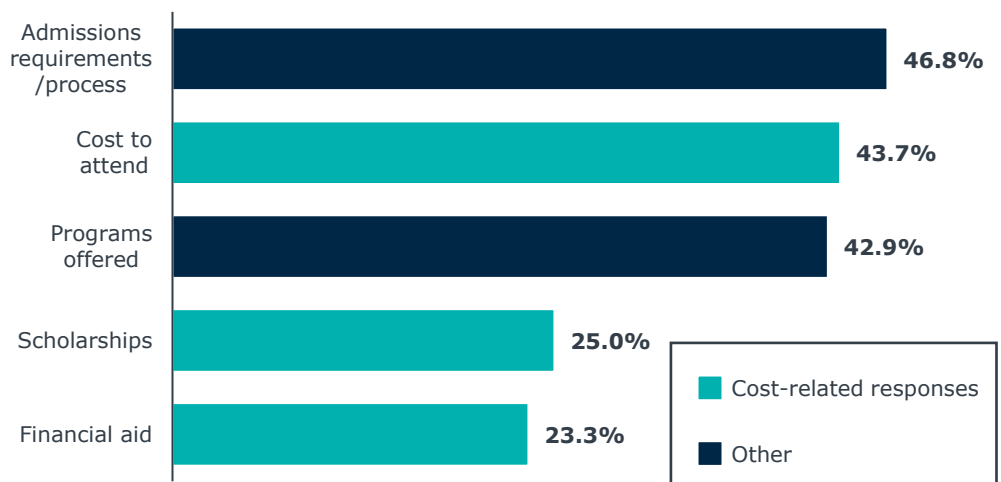
Make Cost Information Findable and Scannable

Three out of the top five topics students search for on your .edu are related to cost. Amid economic uncertainty and the elimination of the Grad PLUS loan, it's more crucial than ever to ensure that information related to cost and available aid is easy to find on your website.

Students are also turning to AI-generated summaries and LLMs to find and compare costs across programs. Ensure that the cost-related information throughout your .edu meets [E-E-A-T principles](#) and is easy for AI sources to find and scan.

When you searched specific schools' websites, what information were you most often trying to find?

Asked of participants who used online resources for their search, respondents could select up to three



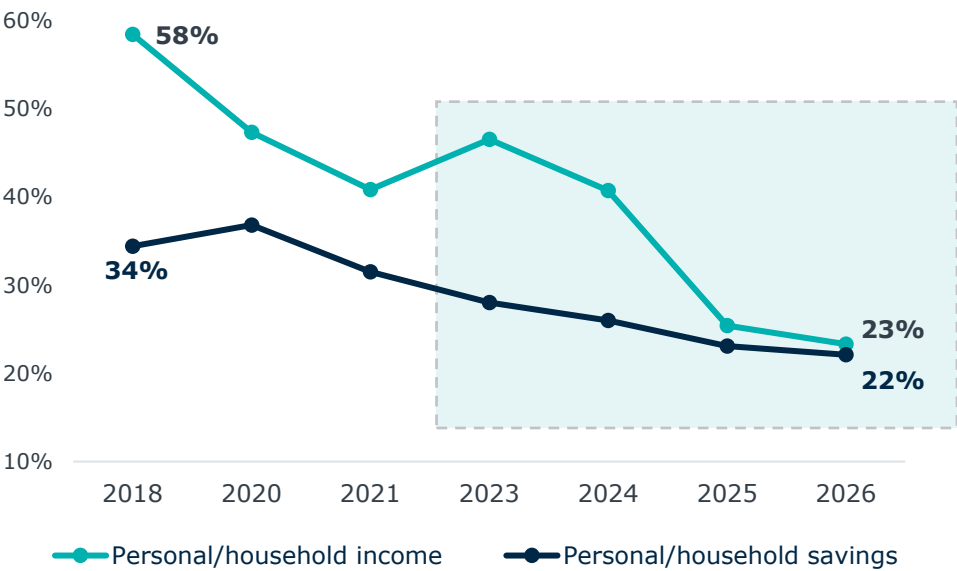
Students Have Fewer Resources But Are Wary of Debt

Fewer Students Are Able to Pay for Their Degree With Personal Funds

Since 2023, fewer surveyed students have been able to pay for their education using their own or their household's income or savings. Fewer than one-quarter can now pay for their degree without outside funding. Meanwhile, around half of surveyed students rely on external sources such as loans, financial aid, scholarships, or grants to fund their education.

What sources of financial support are available for your education?

Select all that apply, select responses shown



External Sources Are More Widely Available Than Personal Funds

44.8%

of students list **loans** among available financial support

45.2%

of students list **financial aid** among available financial support

52.1%

of students list **scholarships/grants** among available financial support

“

Loans are available but I don't use them...it's unlikely I could repay.

Survey respondent

“Why are you not using loans to finance your education?”

Asked of participants who indicated they would not use loans



65.6% said they **didn't want to assume any debt** for their education

Loan Aversion Narrows Students' Options

Because students have fewer personal financial resources, external funding sources must cover more of students' cost of enrollment. However, survey respondents are wary of taking out a loan. 55% of surveyed students indicated they were not planning to use loans to finance their degree. When asked why, 66% of them said they didn't want to assume debt to pay for their education. This was especially true for female students.

Institutions must be prepared to educate students about their payment options outside of federal, state, or private loans. Feature any available non-loan options, such as scholarships, grants, and graduate assistantships, prominently on your site and in other marketing materials.



Today's Students Seek Flexibility Without Sacrificing Experience

SECTION

4

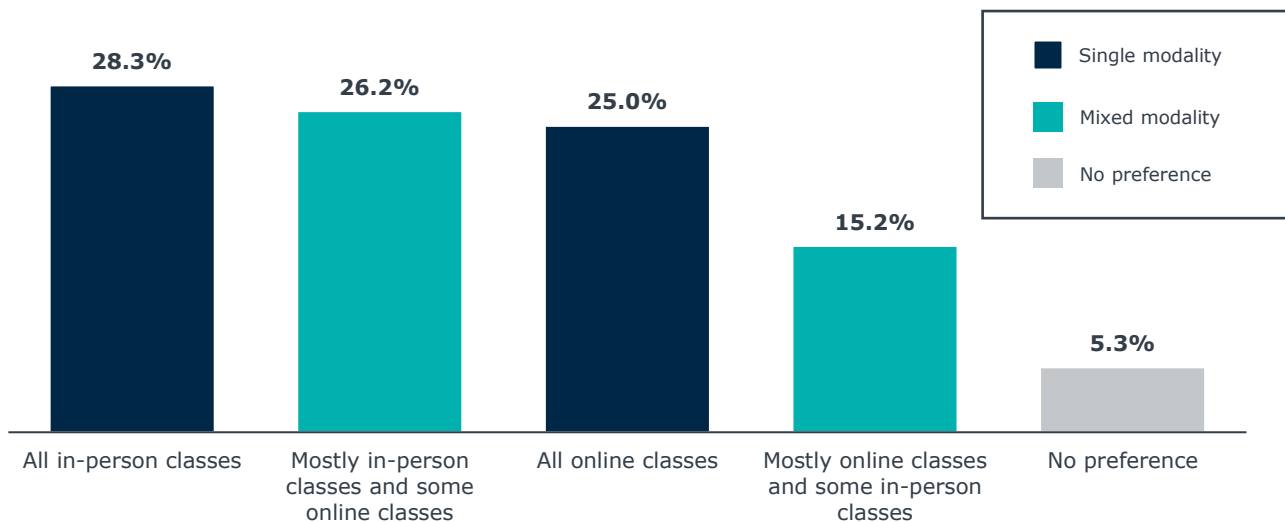


Students Prefer Hybrid and In-Person Course Formats

Nearly 70% of Students Seek at Least Some In-Person Instruction

When asked which class format they preferred, more students chose a hybrid format (41%) than fully in-person (28%) or remote options (25%). Additionally, nearly one-third expressed an interest in attending a fully in-person program. This was especially true for students aged 20–27, students pursuing a graduate degree, and male students. Seventy-one percent of surveyed students who are enrolled in or prefer hybrid classes are also willing to attend class in-person multiple times a week. Although many adult learners balance careers and family life with coursework, these findings show that they value in-person instruction and experiences alongside the flexibility of online classes.

"Which course format do you prefer?"

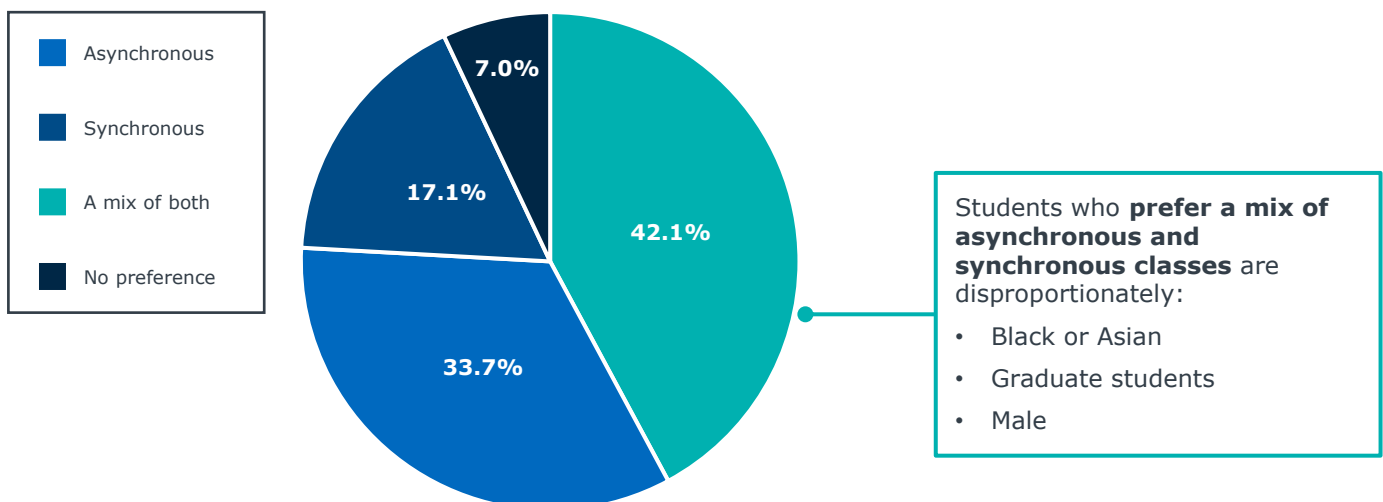


The desire for flexibility blended with face-to-face opportunities also extends to online learning: 42% of students considering or enrolled in online or hybrid programs prefer a combination of synchronous and asynchronous classes.

While flexibility is important to graduate and adult learners, that doesn't always mean they want a fully asynchronous, online experience. Today's students are looking for choice and convenience, but without sacrificing person-to-person interaction.

"For online classes, which modality would you select if all were offered?"

Asked of participants currently enrolled in or who prefer either online or hybrid programs



Program Value Extends Beyond Outcomes

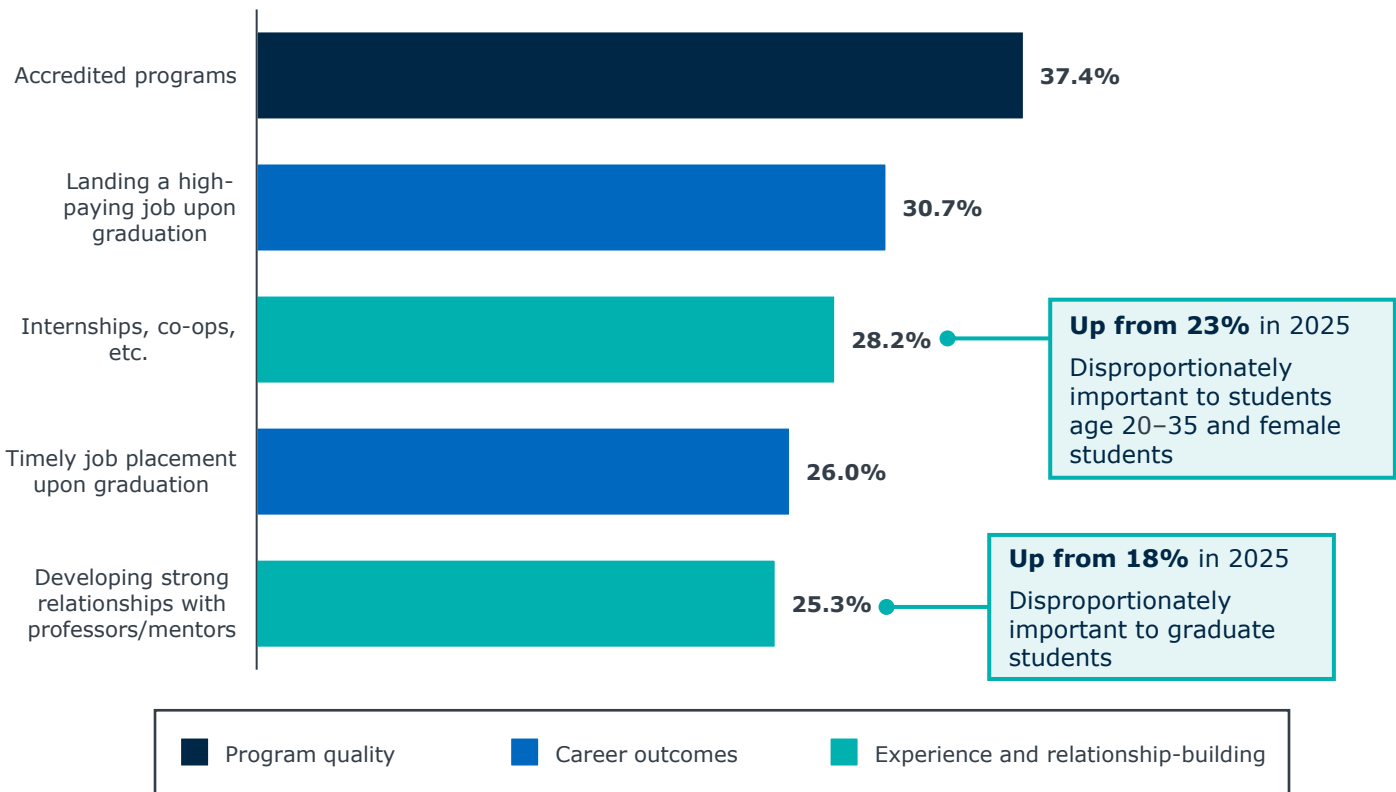
Experiential Learning and Opportunities to Build Relationships Are Key Value Indicators

At a time when skepticism around higher education is high, it's key to understand what students hope to gain from their investment in your program. Program quality and outcomes rank among students' top value signals consistently year over year. However, students also increasingly associate value with opportunities to gain practical experiences and professional relationships. Internships and strong relationships with professors or mentors both ranked as top signals of value and increased in popularity from last year's survey.

Alongside information on cost, program quality, and outcomes, ensure your .edu and other marketing materials highlight the ways you support experiential learning and relationship-building. Information around mentorships, professional networking, research opportunities, and alumni networks should be easy to find and supported by social proof content on your .edu.

"When you think about the cost of higher education and what you get for the price you pay, what characteristics would you say best represent the value of higher education?"

Select up to three, top 5 responses shown



Research and Alumni Networks Also Gain Ground as Signals of Program Value



21.8%

Opportunities to conduct research with faculty

Up from 19% in 2025



18.3%

Network of successful alumni

Up from 12% in 2025

Key Takeaways and Resources



1. AI Is Reshaping How Students Discover and Evaluate Schools

Nearly one-quarter of graduate and adult students are using AI-powered tools and chatbots in their program search. This means they have a constant, personalized search companion helping answer their questions and narrow down their consideration sets, often without ever communicating with an institution. In today's zero-click environment, some students may never make it to your .edu directly. Make sure your program page is discoverable across LLMs and AI-generated search results to earn a place on students' short consideration lists.

Use the resource: [The AI Readiness Scorecard for Higher Ed](#)



2. Students Apply Selectively and Engage on Their Own Terms

Students are applying to fewer than five schools on average, and it's difficult to know whether they'll apply within six months or spend more than a year exploring program options. With the rise of AI-powered search and 80% of graduate and adult students stealth shopping, it's also challenging to identify prospects or understand their needs before they apply. However, students indicated a slight increase in their willingness to share some data in order to receive personalized content from an institution. Hyper-personalization can help you do this at scale, meeting students' expectations and keeping them engaged through a potentially long program search.

Use the resource: [How to build an AI-ready digital strategy for student recruitment](#)



3. Paying for a Graduate Degree Is Becoming More Challenging and Complex

Not only are most students unwilling to pay over \$50,000 for their degree, but their ability to pay with personal income or savings is also decreasing year over year. With the elimination of the Grad PLUS loan and students' hesitation to assume debt, students have fewer options for paying for their education. Be upfront about total program cost (including tuition and fees), as well as any discounts, scholarships, and other payment options.

Use the resource: [The End of Grad PLUS: A Playbook for Protecting Enrollment and Revenue](#)



4. Today's Students Seek Flexibility Without Sacrificing Experience

Nearly 70% of students are looking for at least some in-person instruction. Even those who prefer a primarily online or hybrid format are interested in some face-to-face, synchronous experiences. Students' definition of program value also extends beyond career outcomes to include internships, faculty mentorship, and alumni connections. Make these opportunities visible across program pages and outreach so students can see how flexible programs still deliver meaningful academic and professional experiences.

Use the resource: [Graduate and Online Program Planning Diagnostic](#)

Research Overview

About the 2026 Adult Learner Survey

EAB’s University Research Partners conducted a survey of current and prospective graduate and adult learners from July 8 to August 3, 2026. The survey asked students about their motivations, modality and schedule preferences, and search behaviors. The findings in this report are based on responses from 6,300 participants.

Participant Profile

Age	
<28	40.7%
28-35	23.6%
36-43	16.0%
>44	19.7%

Gender	
Female	63.7%
Male	36.3%

Race/Ethnicity	
African/African American/Black	30.4%
Asian (Central/South/East/Southeast)	13.3%
Hawaiian Native/Pacific Islander	0.8%
Hispanic/Latine	12.5%
Middle Eastern/West Asian	2.4%
Native American/Alaska Native	2.1%
White/Caucasian	46.6%
Other	0.9%

Employment Status	
Full-time	47.4%
Part-time	21.0%
Not Employed	25.2%

Degree Pursuing	
Bachelor’s	19.1%
Master’s	44.0%
Doctorate	36.9%

Area of Study	
Arts	5.4%
Business	19.6%
Education	15.5%
Healthcare	14.7%
Law	12.2%
Medical	19.7%
Social Sciences	29.6%
STEM	25.4%

Residency	
Domestic	81.4%
International	18.6%

Domestic Region	
Northeast	18.9%
Southeast	21.5%
Midwest	22.3%
Southwest	18.1%
West	19.1%



Adult Learner Recruitment

Outperform the Market at Every Stage of the Funnel

Marketing Engine to Orchestrate Enrollment Growth

A True Strategic Partnership



Demand

Expand and diversify your prospect audience pool



Digital

Orchestrate organic and paid digital



Conversion

Customized campaigns to drive action



Research

Insights to help you place smarter bets



Strategy

Expert guidance on your top challenges



Intelligence

Prove and scale results at every stage

What Makes Us Different

Unrivaled Mix
of Proprietary and
Known Lead Sources

Full-Funnel Enrollment
Ecosystem Built for the
AI Era

24/7, Transparent
Access to Campaign
Data

Strategic Support—
While Your Team
Maintains Control

Proven Impact in a Dynamic Landscape

+12%

Average **enrollment growth** in the **first year** of partnership

6:1

Average **ROI** for
multiyear partnership

200+

Institutions partner
with our Adult Learner
Recruitment team

90%

of institutions **continue their work with us**
year after year

To discuss how EAB can help you meet your graduate and adult enrollment goals, email LexRubyHowe@eab.com. Learn more at eab.com/ALR.



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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.