



Adult Learner Enrollment Through the Next Decade

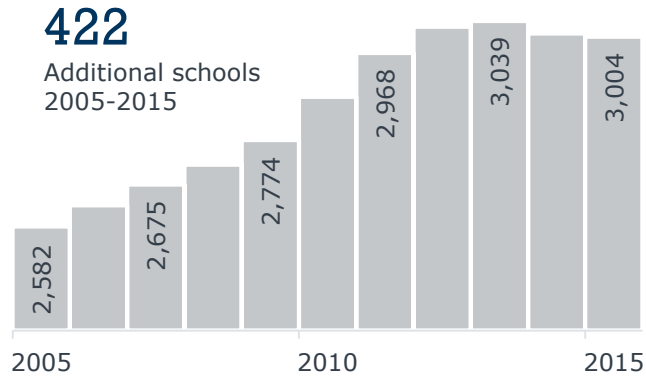
Understanding the Shifting Adult Learner Market

Adult Learner Recruitment

An Already Challenging Enrollment Landscape Is About to Get Worse

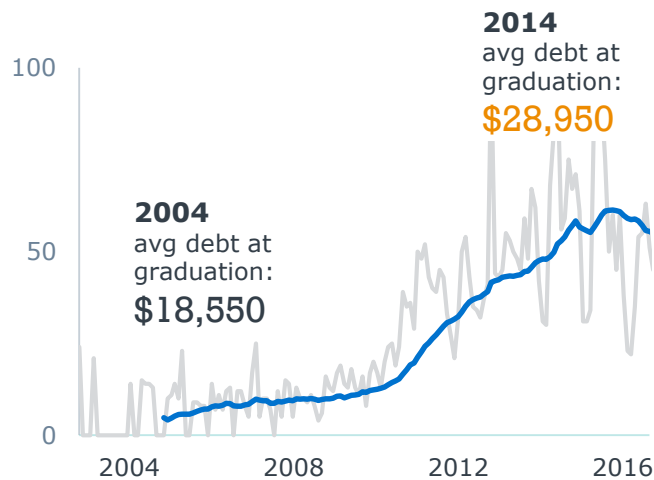
College Capacity Increased...

Total 4-Year Degree-Granting Institutions



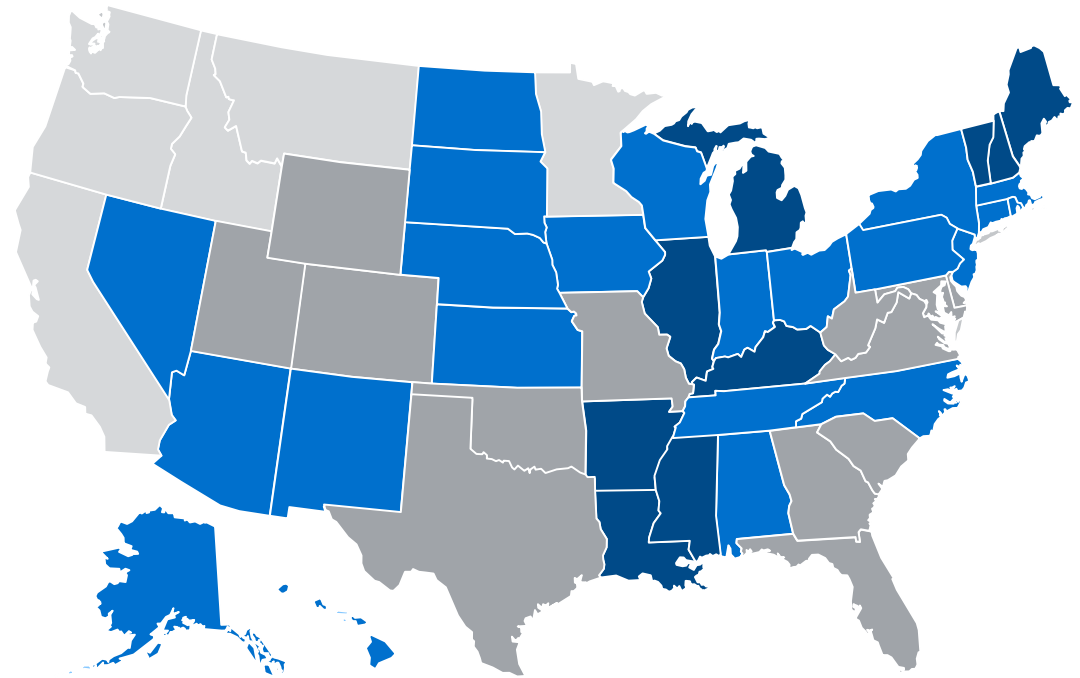
...Amid Growing Doubt over Value...

Google searches for: "Is College Worth It?"



...With Far Fewer Students on the Horizon

Projected Decline in Students Attending Regional Four-Year Colleges and Universities, 2017-2029



Regional:

Research universities and liberal arts colleges ranked outside of Top 100 (USNWR rankings)

- 0% to 10% growth
- 1% to -9% decline
- 10% to -19% decline
- over -20% decline

Source: National Center for Education Statistics Integrated Postsecondary Education Data System (IPEDS), 2000-2016; Google Trends; Grawe, Nathan D., *Demographics and the Demand for Higher Education*, 2017; EAB data and analysis.

Many Institutions Are Looking to Master's and Online for Growth

While Adult Learner Programs Have Grown, the Market Is Becoming Increasingly Complex to Navigate

Strong Growth in Recent Years

Students Aged 25-34
2008-2018, NCES



Master's Conferrals
2008-2018, NCES



Online-Only Students
2013-2018, EAB Research



Many Schools Aiming to Capitalize on the Opportunity

A Common Goal
EAB Research

75%
Of university strategic plans list graduate or adult enrollment as priorities

Ambitious Targets
EAB Research

10-25%
Recent increases in online program growth targets

"We are at \$50M in online tuition revenue. How do we get to \$100M?"

-Provost, Public Flagship

However, the Adult Learner Market Is Changing Rapidly

Master's Growth Is Slowing

400,000
Fewer master's students than were previously anticipated

Winner-Take-All Markets Emerging

Top 20%
Of institutions control 75% of the master's market share

"We need to grow our professional and master's programs to offset the pressure on undergrad net tuition. But it feels like we are behind."

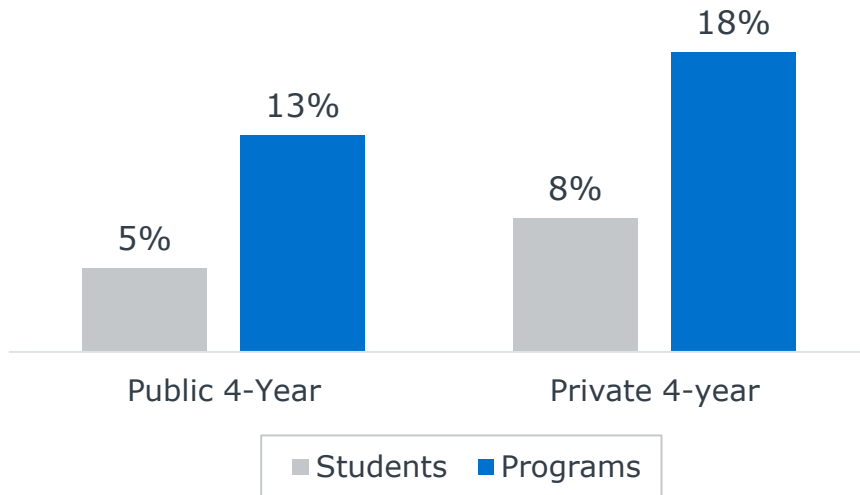
-Provost, Private University

No Surprise, We Are Seeing a Massive Uptick in Competition

Program Growth Outpacing Student Growth, Leaving Many Deans Spending More to Get Less

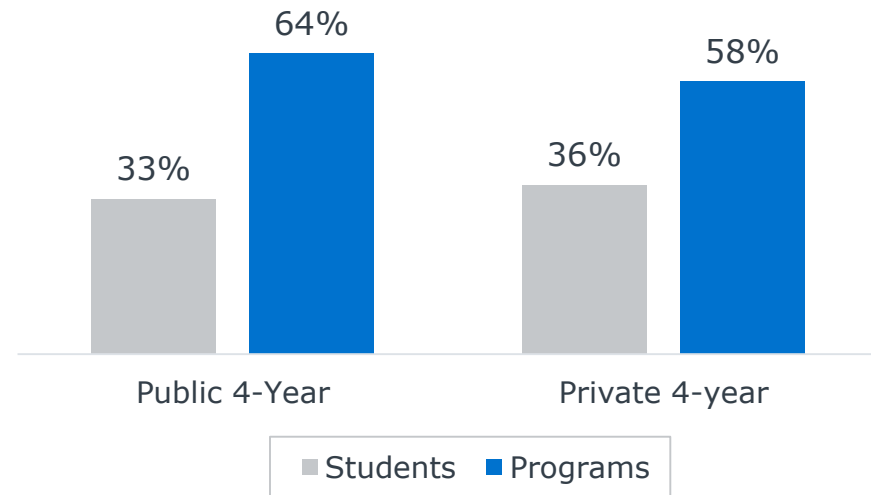
Graduate Growth

2013-2018, EAB Research



Online Bachelor's Growth

2013-2018, EAB Research



Explosive Program Growth Wreaking Havoc on Recruiting Expenses

226%

Increased **cost per click** for graduate programs from 2009 to 2014

"We're getting eaten alive on our ad spend. Not only are the costs increasing due to more competition, but it's easy to spend a lot of money in the wrong places and we aren't getting the same returns. The costs crept up over time, and I can't believe what we're spending now. **It's becoming cost-prohibitive.**"

-Director of Graduate Marketing

Source: EAB research and analysis.

Your Four Challenges to Growing Adult Learner Enrollment

1

Prioritizing Areas for Growth

A Maturing Adult Learner Market



Requires strategic investment in a limited number of high-value opportunities

Tough Questions for Leaders to Answer

- *What are the best areas for expansion?*
- *How do we develop a sound online strategy?*
- *Do we need to let some programs go?*

2

Supporting Your Colleges in Recruitment

Decentralized Adult Program Recruitment



Coordination (and often, added budget) needed from senior leadership

Calls for a Central Conductor

"Each of our colleges does its own adult recruitment. Some programs do as well. Is this really the most efficient way to sell our value?"

*-President
Private research university*

3

Finding Prospects in a Huge Market

A Comparatively Large and Diffuse Market



Prospective adult learners are more difficult to identify than traditional undergraduates

Current Tactics Aren't Reaching Them

9 out of 10

adult learners first learned about their program through sources other than direct recruitment outreach

4

Engaging Prospects at Scale

Many Different Mindsets and Behaviors



Prospects have diverse concerns, obligations, expectations, and career aspirations

Wide Variation in When and Why Prospects Engage

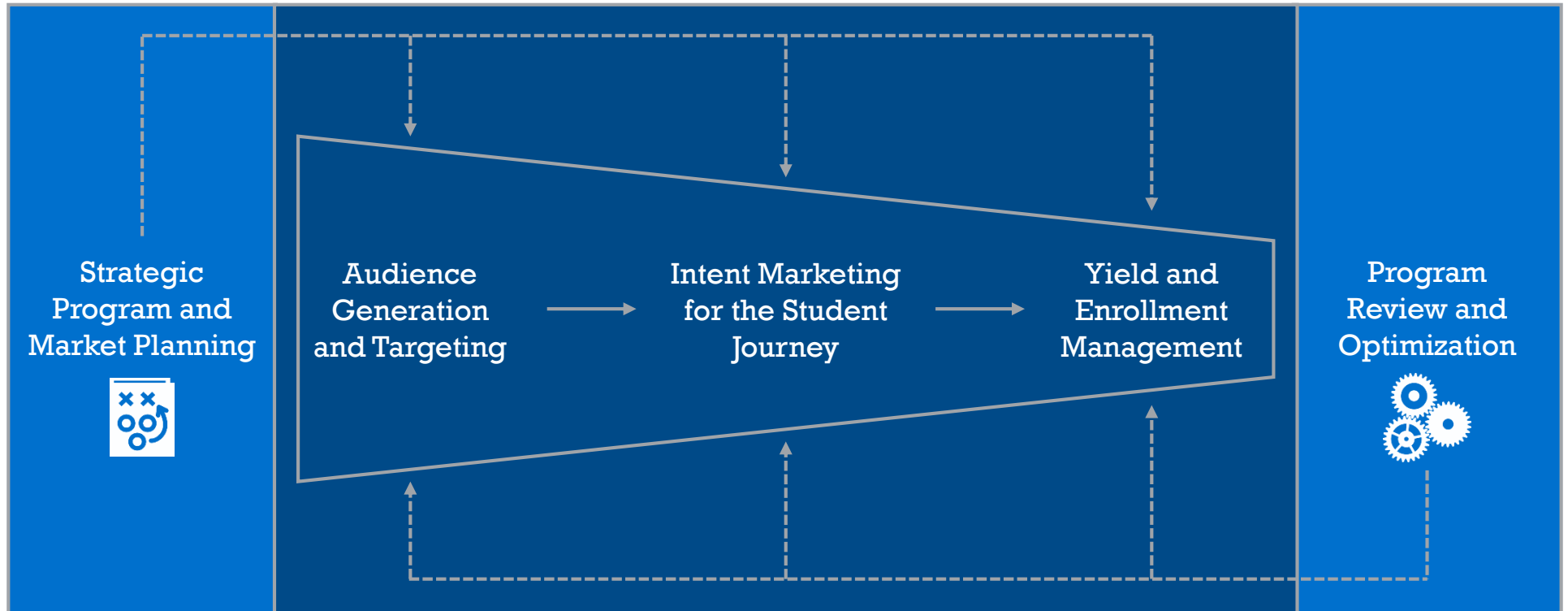
"I need more school to take the next step in my career"

"Maybe when my kids are older"

"I want to invest in my future, but can I afford it right now?"

The Smart Growth Solution for the Adult Learner Market

Our **strategic enrollment solution** combines consumer analytics, intent marketing, and strategic services.



DATA & CONSUMER ANALYTICS AT SCALE

1.5B+

Student interactions analyzed annually

100+

Data and analytics experts on staff

500+

Field marketing tests performed annually

▶ For more information, visit EAB.com/ALR or email jocelynpowers@eab.com

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