



VIRTUAL EVENT

Executive Strategy Summit

Adult Learner and Graduate Growth in an Uncertain Market

The COVID-19 crisis has only heightened the already acute pressure on university leaders to grow enrollment among graduate, online, and adult degree completion programs. However, with intensifying competition for students and uncertain economic impacts of the pandemic, institutional leaders must navigate a complex and shifting market to succeed.

Join your peers and EAB experts to hear our latest research on the future of the graduate market and discuss innovative strategies for graduate, online, and degree completion growth.

Agenda

Thursday, November 12

Virtual Meeting
1:00 p.m. – 3:00 p.m. EST

TO PARTICIPATE

Please visit:

<https://pages.eab.com/Adult-Learner-Strategy-Summit-November.html>

1:00 p.m.

Welcome and Opening Remarks

1:10 – 1:45 p.m.

The New Blueprint for Graduate Growth

As the pandemic continues to disrupt traditional on-campus enrollment and transform the economy, institutional leaders are increasingly looking to graduate and adult education programs to generate new revenue. In this session, EAB researchers will share predictions of the pandemic's impact on the future of graduate enrollment and discuss key trends shaping the market, including a building threat of national competition and market concentration.

1:45 – 2:30 p.m.

Vision-Setting Workshop: Your Institution in 2025

The upcoming weeks and months represent a pivotal moment for institutional leaders. In this interactive vision-setting workshop, participants will take a step back from everyday challenges to consider their longer-term goals for graduate and adult enrollment. They'll also confer with EAB experts and leaders from other institutions about the interim steps and strategies required to succeed.

2:30 – 2:50 p.m.

Data-Driven Strategies to Recruit and Enroll Adult Learners

This session will delve into proven strategies for overcoming the challenges of growing adult learner enrollment, from designing market-ready programs to engaging and yielding prospects at scale. Attendees will learn how EAB's Adult Learner Recruitment initiative is using out-of-industry marketing strategies and big data to help institutions meet their graduate and online growth goals.

2:50 – 3:00 p.m.

Closing Remarks

**Agenda subject to change.*