



ADULT LEARNER RECRUITMENT

# **Building Enrollment Advantages in a Shifting Graduate and Online Market**

How Institutions Are Adapting to AI-Driven Search, Market Contraction, and Changing Student Behavior

## Today's Presenter

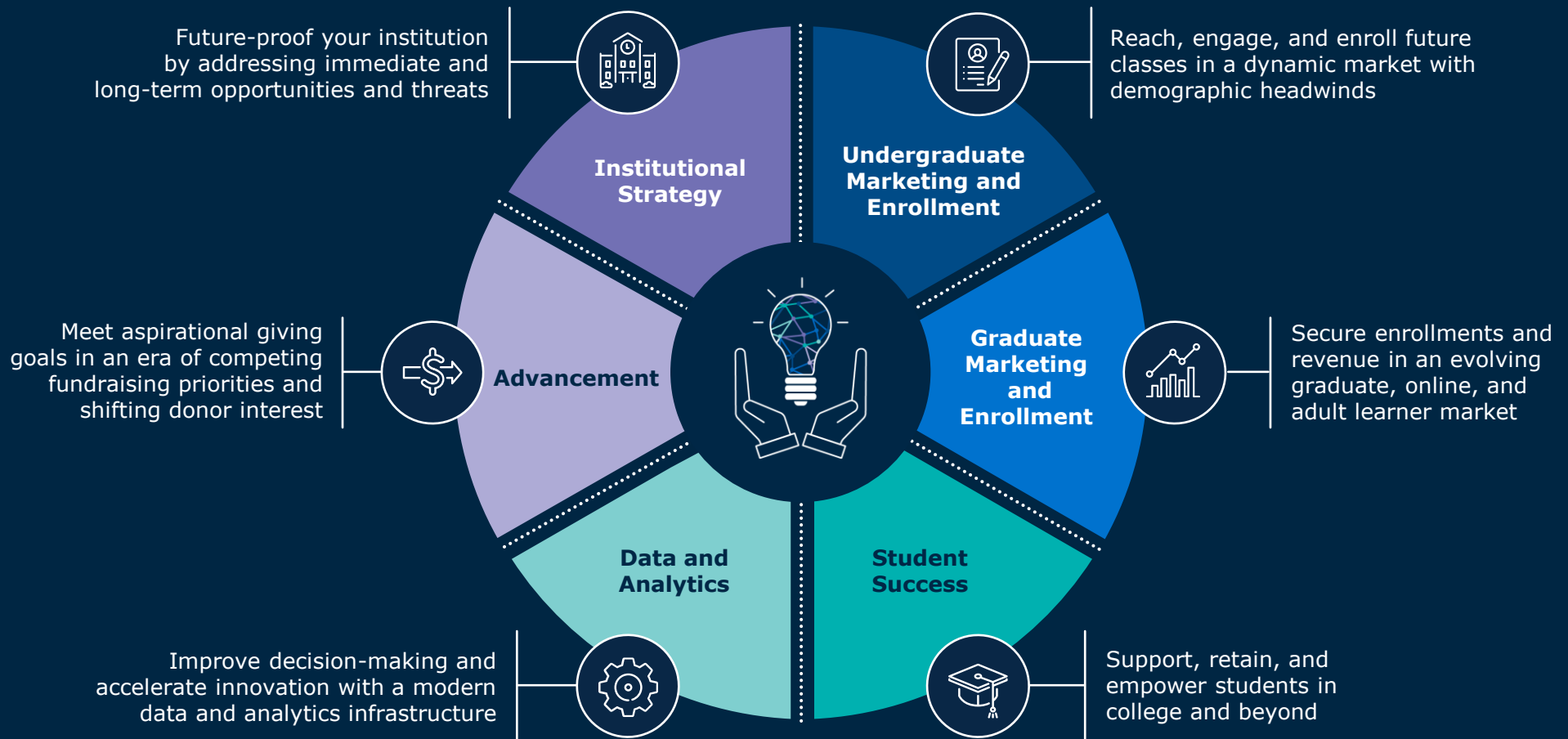


**Katie Shaver**

*Managing Director*

EAB Adult Learner Recruitment

[KShaver@eab.com](mailto:KShaver@eab.com)

**Insight-Powered Solutions for Your Top Priorities and Toughest Challenges**

We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

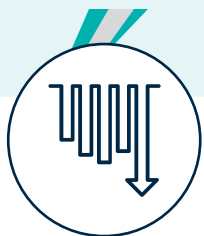
**95%+** of our partners return to us year after year because of results we achieve, together.

# The Ground Is Shifting Beneath Us

## The Pool of Prospective Graduate and Adult Students Is Shrinking



The **demographic cliff** is here.



**-10–15%**

Nationwide decline in traditional-aged students by the early 2030s

More students are **choosing not to enroll**.



**1/3**

of 18-to-24-year-olds are not enrolling in college

International enrollment is **no longer reliable**.



**40%**

Decline in interest in studying in the U.S.

The **end of Grad PLUS** will force more students to opt out.



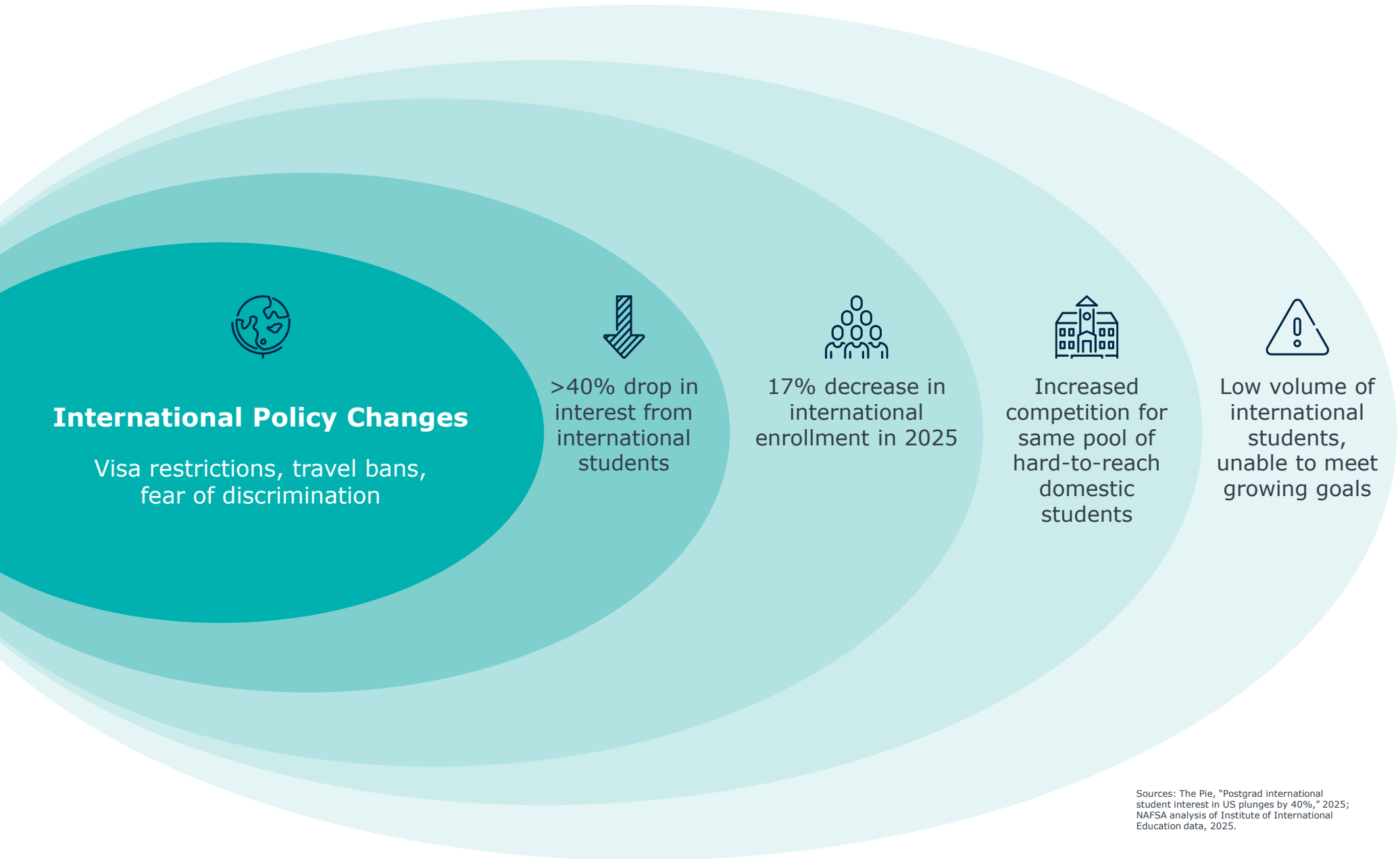
**16%**

of graduate students rely on Grad PLUS loans

Sources: National Student Clearinghouse; "Global Burdens of Disease Population Projections 2019–2100," Institute for Health Metrics and Evaluation; EAB Blueprint for Growth analysis of 2000–2021; Western Interstate Commission for Higher Education, "Knowing at the College Door: Projections of High School Graduates," 2024; The Pie, "Postgrad international student interest in US plunges by 40%," 2025; Georgetown University Center on Education and the Workforce, "Graduate Degrees: Risky and Unequal Paths to the Top."

# No Institution Is Immune from Impacts of International Policy Changes

More Competition for Fewer Domestic Students



Sources: The Pie, "Postgrad international student interest in US plunges by 40%," 2025; NAESA analysis of Institute of International Education data, 2025.

# More Programs Are Competing for Fewer Students

## More Competition from Within and Outside of Higher Ed

*Proliferation of Non-University Providers*



**1.03M**

Microcredentials and badges offered, 2025



**+137%**

Increase in microcredentials and badges offered, 2022–25

*With More Modest Growth in Higher Ed*



**750K**

Degrees and certificates offered, 2025

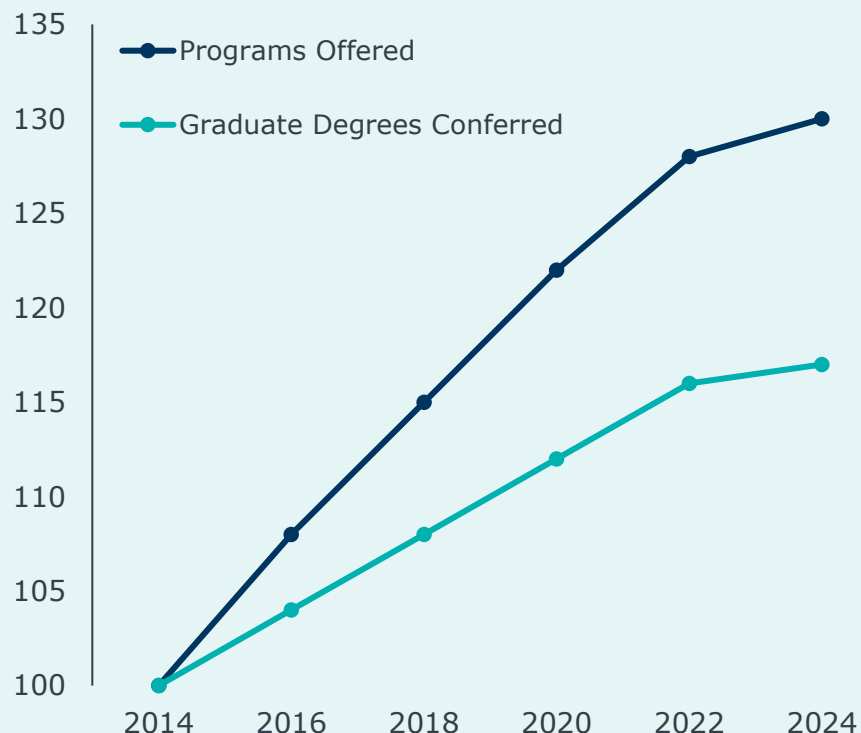


**+32%**

Increase in degrees and certificates offered, 2022–25

## Graduate Program Growth Is Outpacing Student Demand...

*Indexed growth for directional comparison (2014=100), 2014–2024*



*Fewer Students per Grad Program, on Avg.*

**27.4**

2014



**25.8**

2024

## ...But Growth Is Uneven And the Gap Is Getting Wider

**Program supply grew ~24% over the past decade** as institutions added new graduate offerings

**Graduate degree conferrals grew more slowly (~17%)** and show signs of flattening in recent years

Sources: Credential Engine. (2025). Counting Credentials 2025. Washington, DC: Credential Engine. <https://credentialengine.org/allresources/2025-counting-credentials>; IPEDS (Program Inventory 2014–2022; Degree Completions 2014–2024 provisional)

# AI Is Making an Already-Hidden Market Even Harder to Reach

## Most Prospective Students Are Already Invisible Until Late in the Funnel

**80%** of graduate and adult students **research programs in stealth mode**

## And Now, AI Is Accelerating—and Scaling—This Behavior

**5.3X** as many students **used ChatGPT and similar tools for program search** in 2025 as in 2024

**75%** By 2028, experts predict about 75% of Google searches **will have AI Overviews**

## The Result: Institutions Are Paying More to Reach Fewer Students

### Fewer Clicks



**60%+** Average **decline in organic CTR** when AI Overviews appear

### Fewer Leads



**94%** of adult learners **do not click on paid search links** while researching colleges

### Less Traffic



**50%** Brands unprepared for AI search stand to see up to a 50% **decline in site traffic**

### Rising Costs

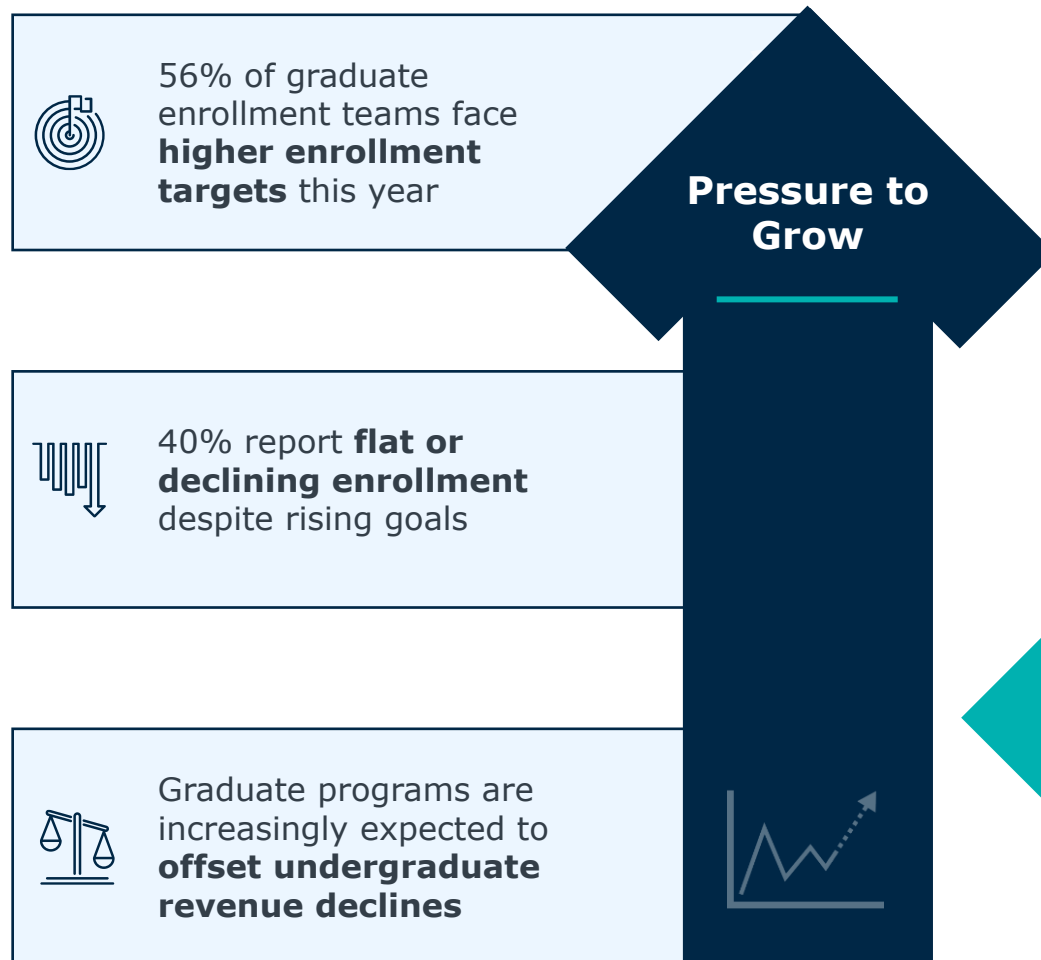


**42%** Average **increase in Google Ads CPC** in the education industry from 2024 to 2025

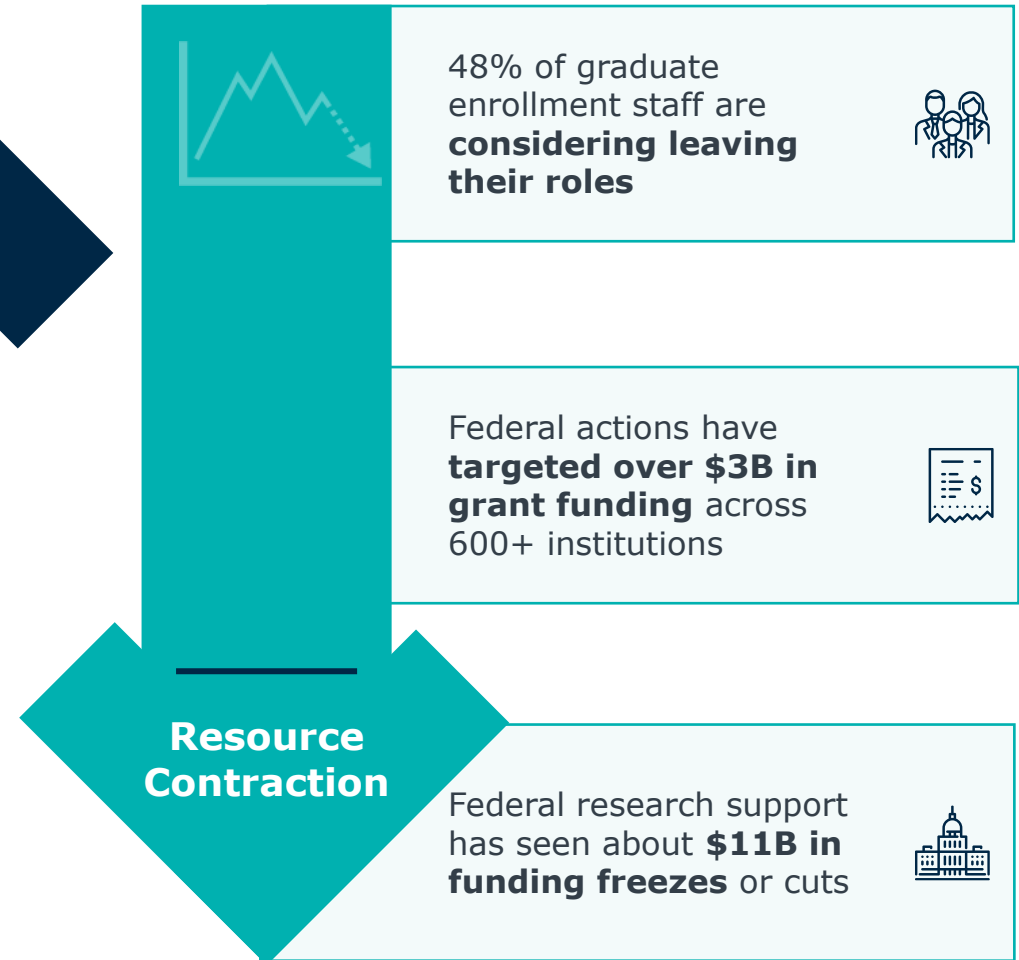
Sources: EAB Adult Learner Survey, 2025; WordStream, "Google Ads Benchmarks 2025: Competitive Data & Insights for Every Industry," 2025; McKinsey & Co, "New front door to the internet: Winning in the age of AI search," 2025.

# Enrollment Teams Face an Unsustainable Equation

## Graduate Enrollment Teams Are Expected to Do More...



## ...With Smaller Teams, Shrinking Budgets, and Less Federal Support



Sources: EAB and NAGAP surveys, 2025; NPR, "What losing billions in federal grants means for universities, and the nation," 2025; Department of Health and Human Services' (HHS) Tracking Accountability in Government Grants System" Grants Terminated" report; EAB interviews and analysis.



# Entering a New Era of Graduate and Online Enrollment

## *Then: "Build It and They Will Come"*



## *Now: A Fight for Enrollment Advantage*



## *Next: Institutions Must Act or Risk Falling Behind*

## Succeeding in This Era Demands...

Making the  
**right**  
decisions.

Prioritizing  
the **right**  
programs.

Winning the  
**right**  
audiences.

Optimizing  
the **right**  
channels.

**These capabilities don't happen by accident.  
They require a new approach.**

## How Can We Help?



*Select all that apply*

**I'd like to schedule time to learn about EAB solutions to ...**

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- 1** Identifying and optimizing graduate and online **programs for enrollment growth**
- 2** **Generating quality leads** for graduate and online programs
- 3** **Developing marketing campaigns** to reach and recruit more graduate and online students in the AI era
- 4** Enhancing our **yield and financial aid strategies**



# 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

**Unrivald 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



# Curate

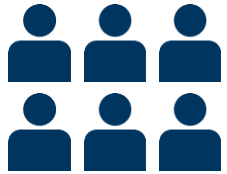
*Expand and Diversify Your Pool of Right-Fit Students*

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# The Opportunities & Challenges of Recruiting Prospective Adult Learners

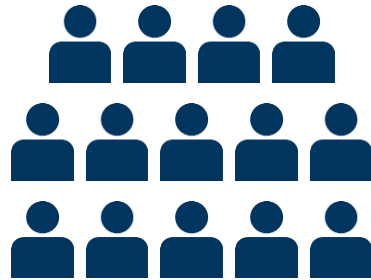
## Adults Are a Comparatively Large and Diffuse Market

*Anytown, USA, 10,000 Residents*



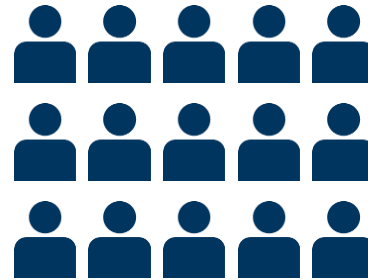
177

High school seniors



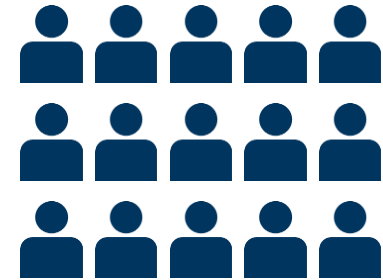
491

Aged 25-34 **with a high school diploma but no college**



508

Aged 25-34 **some college or associate degree**



564

Aged 25-34 **with a bachelor's but no grad degree**

## But Current Tactics Aren't Reaching Them

80%

of adult learner applicants are stealth applicants

37%

of surveyed graduate and adult students researched programs for more than a year

29%

of surveyed graduate and adult learners are opting not to take admission tests

Sources: U.S. Census (2022); EAB Adult Learner Survey (2025).

## ***EAB Proprietary Sources***



Consumer Analytics



Conversation Agent



Appily Advance



Virtual Tour

## ***Digital Sources***



Paid Search



Paid Social



Organic Web Traffic



First-Party Digital

## ***List Sources***



Test-taker lists



Phi Theta Kappa



Third-party and employer lists

## ***Known Sources***



Current undergrads



Alumni



Institutional Inquiry Pool



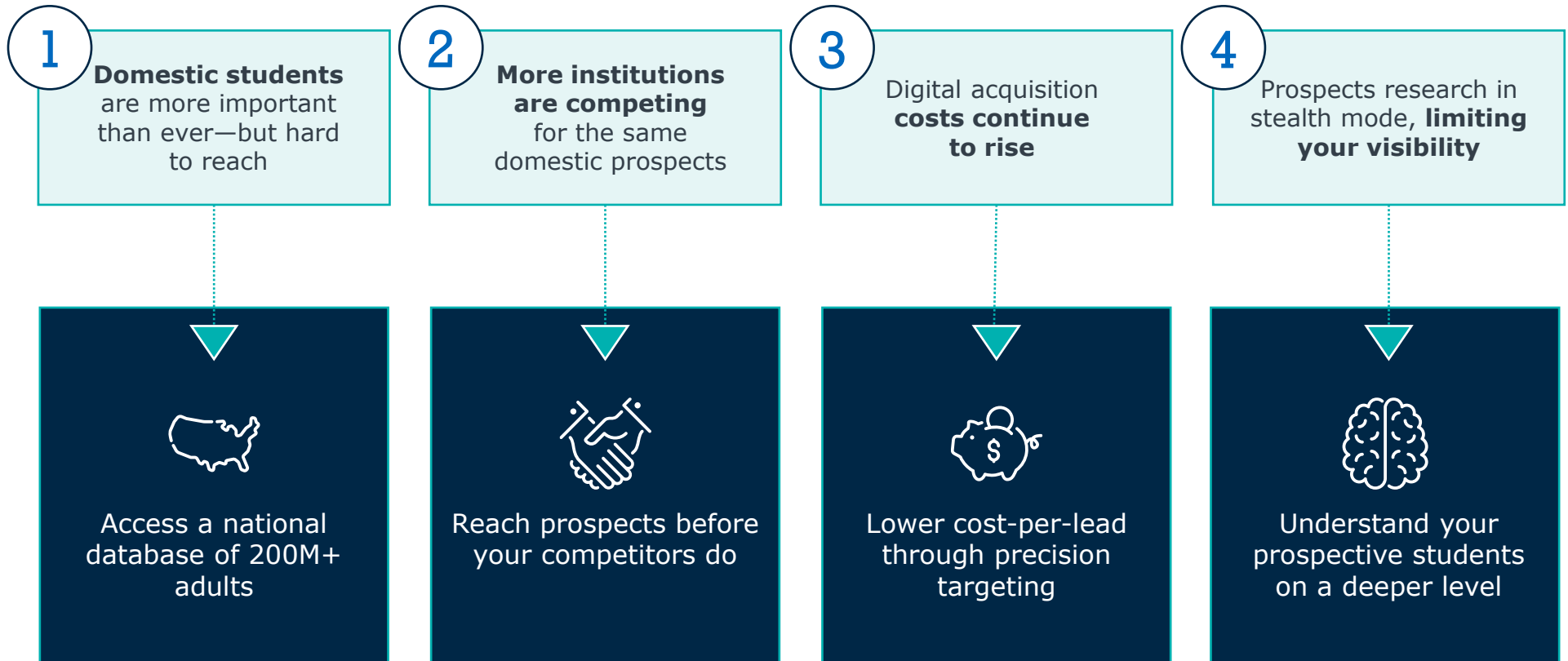
National Student Clearinghouse

**EAB** orchestrates the lead generation ecosystem into a ..... comprehensive and cohesive strategy unique to your ..... enrollment objectives

# A Smarter, More Precise Way to Find Right-Fit Prospects

Introducing Our Proprietary Consumer Database Targeting

## Our Consumer Database Targeting Solves 4 Key Challenges





# How Our Consumer Database Targeting Works

## The U.S. Adult Population

### 220M+ U.S. Adults in the Database

75% of U.S. adults are in our database

### Customized Lead Generation Based on Your Growth and Class-Shaping Goals

Right-fit leads are shared with your team and added to our Student Journey marketing campaigns

### Precision Targeting to Find Look-Alike Students

Our data scientists identify individuals who closely resemble your historical students based on 150+ key variables, including:

- Demographic data
- Household composition
- Interests
- Behaviors



# Most Institutions Can't Keep Pace with AI Search

Limited Visibility, Measurement Gaps, and Rapid Change Are Creating a Growing Competitive Gap



**Limited visibility** into how AI models represent your institution



**Difficult to measure performance** across AI platforms



**AI models and competitors evolve faster** than enrollment teams can respond



**AI visibility is fragmented across platforms**



**Leaders lack reliable insight into what's working—and what's not**

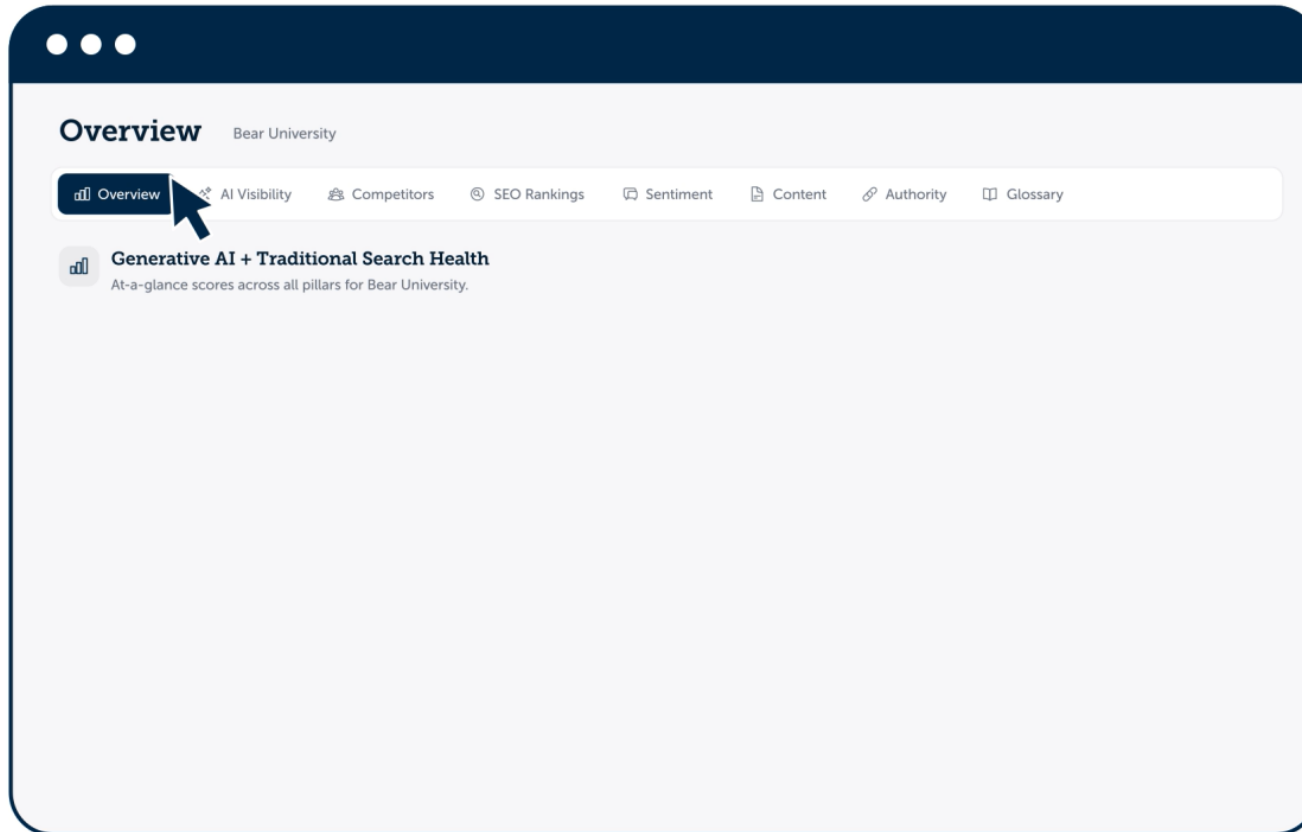


**Competitors are appearing where your institution is not**



**If your institution isn't visible in AI search, you're losing prospective students to competitors.**

# The Largest AI Visibility Dashboard Purpose-Built for Higher Ed



## Visibility Across LLMs, Including:

- ▶ ChatGPT
- ▶ Claude
- ▶ Perplexity
- ▶ Meta AI
- ▶ Google AI Overviews
- ▶ Mistral AI
- ▶ Qwen
- ▶ DeepSeek
- ▶ Grok

## Customizable by:

- ▶ Program, school, or campus-wide views
- ▶ Key competitors
- ▶ Keywords (SEO)
- ▶ Prompts (GEO)

## A Complete View of Your Institution's Visibility in AI Search

12

AI models monitored—  
and growing

500

Up to 500 keywords  
monitored per institution

1,152

Institutions supported  
across the U.S. and UK

1.3M+

AI responses captured  
and analyzed

# On-Demand Access to Your AI Search Performance

*GEO Intelligence Gives You a Complete, Real-Time Picture of ...*



## AI Visibility

How often AI platforms mention your institution across 12 models



## Competitive Positioning

How you compare to competitors in AI search



## SEO Performance

Your foundational search metrics that AI models rely on



## GEO Sentiment

Whether AI platforms describe you positively or negatively



## Content Readiness

How well your website is structured for AI to consume



## Authority and Citations

How often AI models cite and link to your domain directly



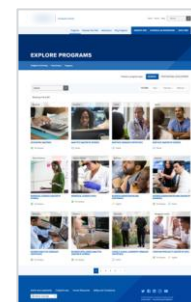
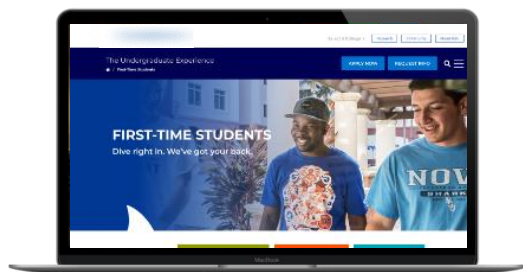
***Our GEO Dashboard shows you exactly where you're winning, where you're losing, and what to fix***

# Ensure Your 'Digital Front Door' Is Open



## Using AI to Enhance Your Organic Lead Generation Strategy

AI is transforming how students find and engage with your website. From SEO/GEO to authoritative content strategies, **our experts evaluate impacts of AI at every touchpoint**—ensuring your website is a powerful enrollment engine in a new era of recruitment.



### AI Visibility Audit, SEO Audit, and Keyword Strategies

Reveal your opportunities to increase search engine visibility, drive organic traffic, and inform content strategy in today's zero-click search environment. Quarterly management and a custom dashboard support optimization.

**+72%**

Average increase in new users after incorporating SEO/GEO recommendations on key pages



### Interactive Best Practices Playbook

Optimize enrollment-critical pages, aligning with SEO/GEO best practices and prospective students' unique search behaviors. Best practice recommendations for audiences, lead capture, Information Architecture, navigation, and accessibility, along with implementation guidance.

**+59%**

Increase in web-generated clicks after implementing recommendations



### Integrated Lead Capture Form

This form is designed to complement your RFI form and capture data on prospective students by offering a specific purpose to engage.

**2X**

Higher completion rate compared to traditional registration forms

**52**

Average leads generated with EAB's lead capture form per month



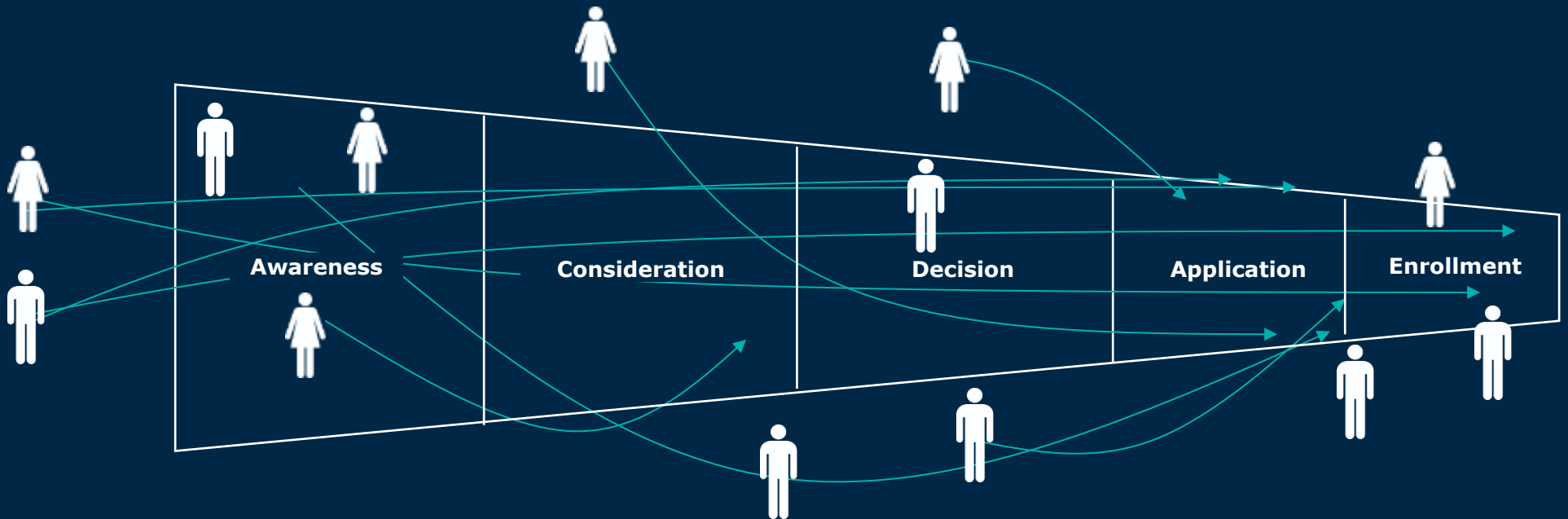
# Cultivate

*Hyper-Personalized Campaigns to Drive Students to Application*

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# The Complexity of Engaging Graduate Students and Adult Learners

How Do You Recruit Them at Scale When Their Path Is Rarely Linear?



## Key Questions Plague Graduate and Adult Learners—and Inform How They Engage with Your Funnel

What options do I have?

**9 out of 10**

**don't know which school** to attend when they start their journey

How will I find the right program?

**4 out of 10**

search for information about going back to school for **more than a year**

If I enroll, will it be worth it?

**8 out of 10**

cite **outcomes-driven motivations** for earning their degree

How will I pay for school?

**6 out of 10**

are **worried about how they will pay for school**

Source: EAB research and analysis.

## ***EAB Proprietary Sources***



Consumer Analytics



Conversation Agent



Appily Advance



Virtual Tour

## ***Digital Sources***



Paid Search



Paid Social



Organic Web Traffic



First-Party Digital

## ***List Sources***



Phi Theta Kappa



Third-party and employer lists

## ***Known Sources***



Institutional Inquiry Pool



National Student Clearinghouse

## **We Orchestrate Cohesive Marketing Strategies Across the Channels That Matter Most**

| <i>Paid</i> |              | <i>Owned</i> | <i>Web and Conversion Rate Optimization</i> |                            | <i>Insights</i> |
|-------------|--------------|--------------|---------------------------------------------|----------------------------|-----------------|
| Google Ads  | YouTube      | Email        | Retargeting                                 | Hyper-personalized content | Secret shopping |
| LinkedIn    | Connected TV | SMS          | Geotargeting                                | Optimized Webpages         | Micro-surveys   |
| Instagram   | Spotify      | Chat Agent   | SEO/GEO                                     |                            | Analytics       |
| TikTok      |              | Mail         |                                             |                            |                 |
| Facebook    | Reddit       |              |                                             |                            |                 |



# Student Journeys as Unique as Each of Your Adult Learners



**Allie**

*Working parent seeking a promotion*

## Allie's Six-Month Journey

*Nudging Needed for a Busy Parent*



- Is served MBA U **LinkedIn** ad
- Indicates her concerns about balancing family and work in MBA U's **short survey**
- Engages with **email** about flexible options
- Gets personalized deadline **ads** and **emails**
- Submits her **application** but then gets busy and forgets to complete it
- Receives **text message** application nudges

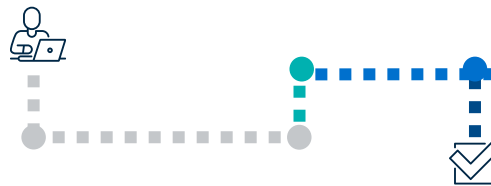


**Emma**

*Gen Z seeking to finish her degree*

## Emma's Two-Year Journey

*From Online Research to Application*



- Becomes aware of degree completion programs through **display ads**
- Clicks through to **Apply Advance** to explore personalized resources
- Engages with ABC U **email survey**
- Receives **self-mailer** with information tailored to survey response
- Receives application **discount offer**
- Submits **application**



**Sam**

*Engaged alumnus looking to upskill*

## Sam's Ongoing Journey

*Interested, but Waiting for the Right Time*



- Receives **emails** from his alma mater
- Registers for the GRE and engages with **social media ads** from his school
- Receives "good luck on the GRE" **email**
- Receives application deadline info and indicates a **future term of enrollment**
- Continues to receive periodic **email updates** from his school

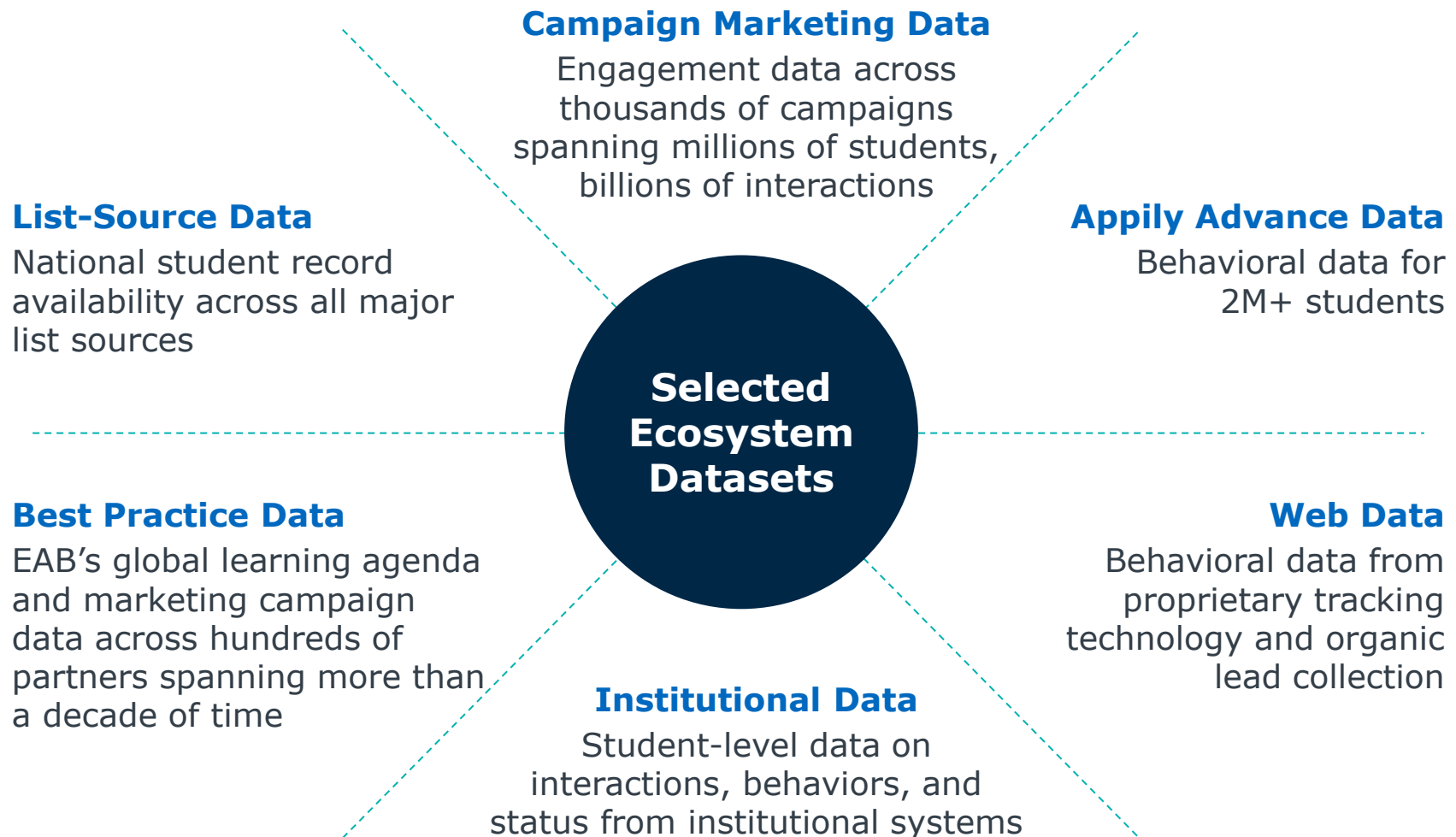
■ ■ ■ ■ ■ Awareness Stage ■ ■ ■ ■ ■ Consideration Stage ■ ■ ■ ■ ■ Decision Stage ■ ■ ■ ■ ■ Application Stage

# Effective Hyper-Personalization Requires a Collective Intelligence

**1B+** Interactions across channels and domains

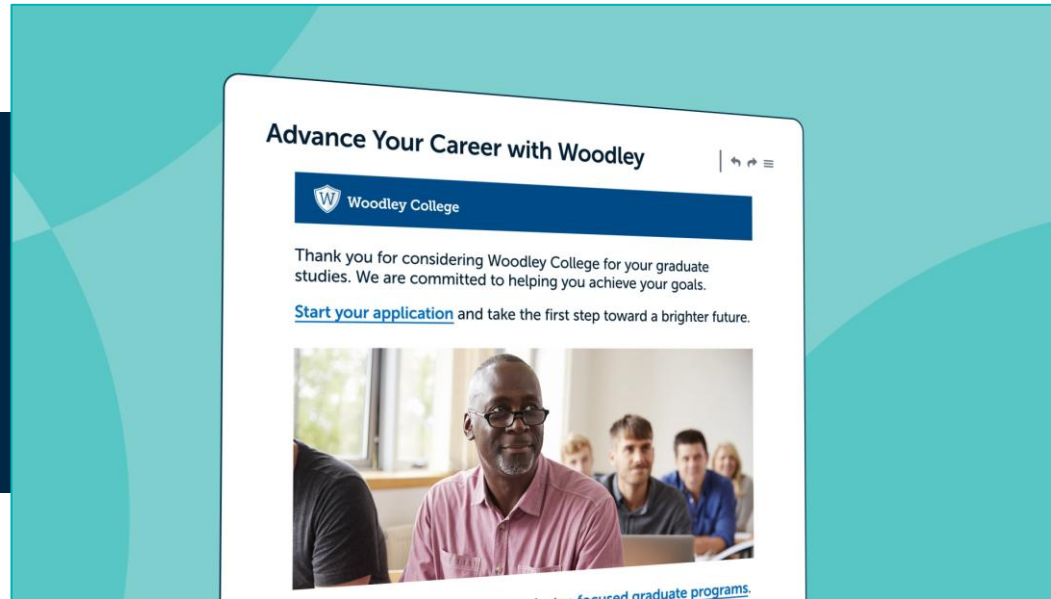
**8M** Student records across data sources

**12M** De-anonymized web hits from .edu sites



# Hyper-Personalization Increases Engagement Throughout the Funnel

## Results of Our Hyper-Personalization Pilots



## Test Results Underscore The Value of Hyper-Personalization



### Increased Engagement

Hyper-personalized content improved:

- Email response rate
- Landing page engagement
- Form submissions



### Improved Conversion

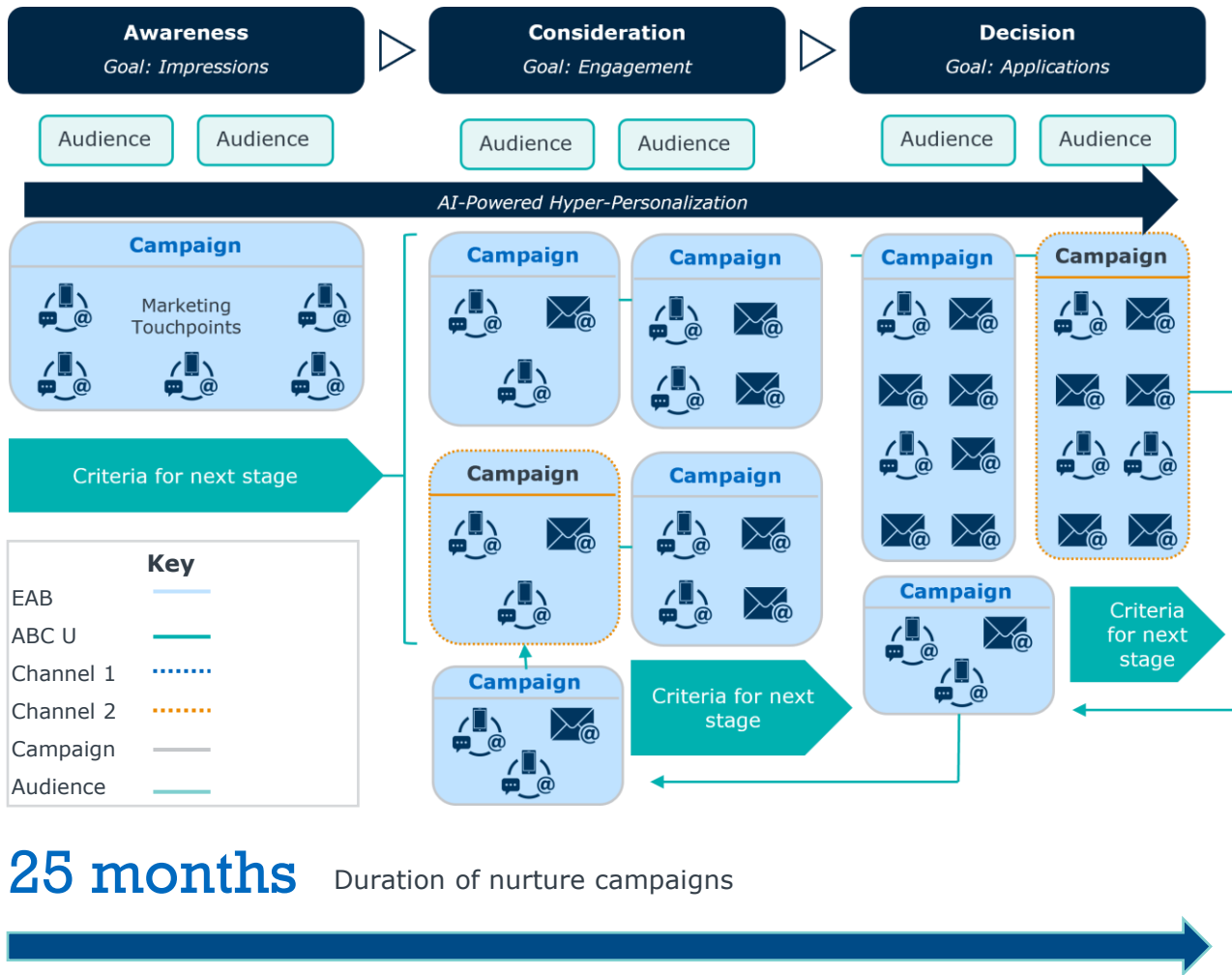
Students who received hyper-personalized content converted at a **1.8x** higher rate



### Exceptional Application Impact

**71%** of key events students took with hyper-personalized content were apply form submissions

## We Craft a Customized ‘Student Journey’



## Recommendations Tailored to Your Institution's Goals

- ✓ Audiences
- ✓ Campaign flows
- ✓ Timing and schedule
- ✓ Channels
- ✓ Campaign objectives
- ✓ Messaging strategy
- ✓ Imagery strategy
- ✓ Calls to action
- ✓ Suggested A/B tests

**25 months** Duration of nurture campaigns

2.6M

## New prospective students contacted in FY25

# 321M

## Digital impressions in FY25

## Digital Ads Personalized to Each Student's Unique Intent Signals

Our Best-in-Class Creatives Work with Your Team to Develop Ads That Speak to Your Brand and Students

**Institution A**  
682 followers  
Promoted

Our online bachelor's degrees deliver the same high-quality education as our on-campus programs, with the added benefit of flexible learning.



**FINISH YOUR DEGREE**

Programs Designed to Fit Seamlessly into Your Schedule

[Sign up](#)

Sponsored

Build a career in a rapidly growing field with a degree in Health Information Technology or Management at [Sign up to learn more!](#)



**GO FOR IT.**

The Next Step to Elevate Your Career  
A leader in online education.

[Sign up](#)

Sponsored

**Graduate Business Programs**

The innovative, career-focused graduate programs you'll find at are designed to empower you as an ethical leader in the world of business.



**BECOME A LEADER.**

Become an Industry Leader  
Learn where an advanced degree takes you.

[Sign up](#)

**Institution B**  
98,014 followers  
Promoted

Earn your master's degree, Ph.D. or graduate certificate in top fields, such as computing, engineering, finance, data science and more.



**100+ Graduate Offerings to Advance Your Career**

[Sign up](#)

Sponsored

Our courses are taught by industry experts who share your desire for personal enrichment and learning new skills.

**TAUGHT BY FACULTY, OPEN TO ALL.**



**Our Faculty Share Your Passions**  
Learn from highly qualified faculty members.

[Learn more](#)

Sponsored

Transfer up to 90 credits from an undergraduate program, saving you time and money.



**Transfer Credits to Complete Online Degree**

Pay for What You Need  
Start from where you left off.

[Apply now](#)



# Content Gives Address Students' Top Barriers to Enrollment

Our Best-in-Class Creatives Work with Your Team to Develop Ads That Speak to Your Brand and Students



**YOUR MBA. YOUR WAY.**

**ONLINE MBA**

To provide ultimate flexibility for our students, we are now offering an innovative Online MBA. This program gives you the freedom to earn your degree on your schedule through a fully online, asynchronous program. You can personalize your Online MBA with concentrations in Human Resources Management and Entrepreneurship.

**\$94k**  
Average Starting Salary for MBA graduates

**EXECUTIVE MBA**

Designed for managerial-level professionals with a minimum of five years of experience, our Executive MBA will help you prepare for future top leadership positions. Join this small cohort-based program where you'll be supported and challenged by your peers and professors. You will also have flexibility in your schedule, as most courses can be completed online, with some components completed in person on weekends.

At [redacted], we've built our MBA program for today's working professionals. Our programs are flexible and designed to effectively prepare our graduates to be successful leaders and thinkers and ethical leaders.

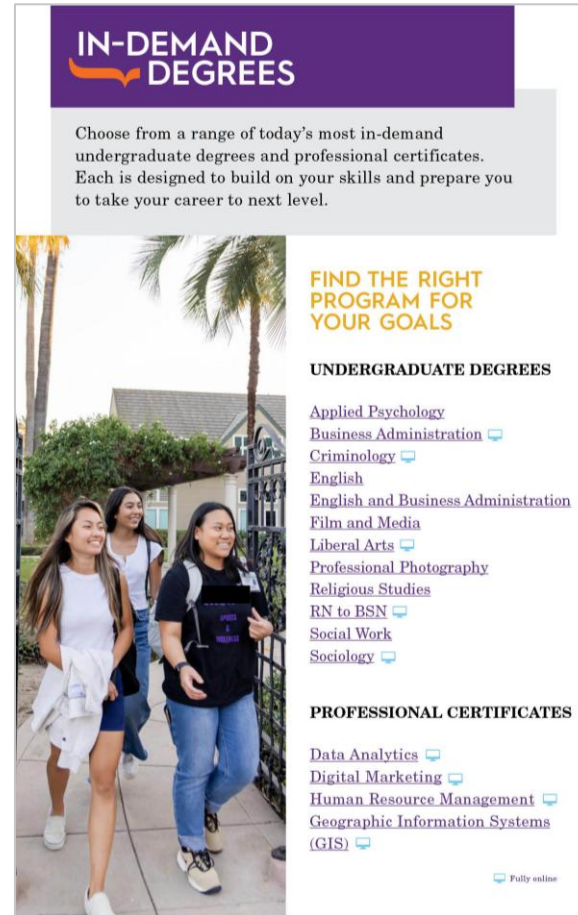
Whether you're interested in breaking into a new field or advancing your current career, our AACSB-accredited MBA program can prepare you for success.



*From acquiring knowledge in classrooms, to networking opportunities off campus, without any doubt, pursuing my MBA was the reason for my immediate success after graduating from the College of Business at [redacted].*

— Cintia Dente  
MBA Internal Auditing '16

No matter what program you choose, you'll receive personalized support thanks to our intentionally small class sizes and expert faculty who are committed to your success. Plus, you'll graduate with a highly regarded MBA, as the College of Business at [redacted] has been named one of the nation's best graduate business schools for 19 consecutive years by The Princeton Review.



**IN-DEMAND DEGREES**

Choose from a range of today's most in-demand undergraduate degrees and professional certificates. Each is designed to build on your skills and prepare you to take your career to next level.

**FIND THE RIGHT PROGRAM FOR YOUR GOALS**

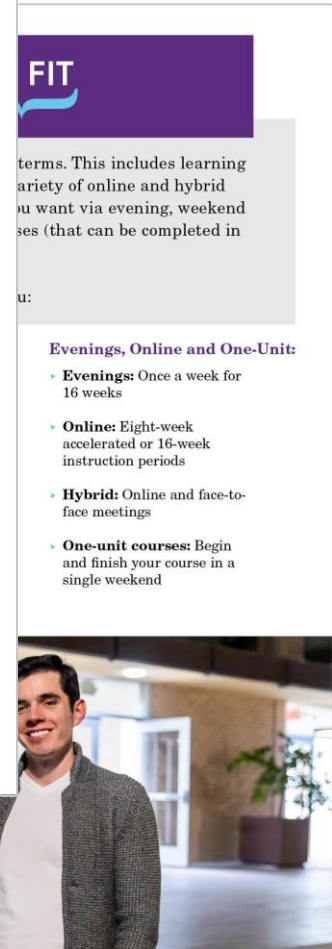
**UNDERGRADUATE DEGREES**

- [Applied Psychology](#)
- [Business Administration](#)
- [Criminology](#)
- [English](#)
- [English and Business Administration](#)
- [Film and Media](#)
- [Liberal Arts](#)
- [Professional Photography](#)
- [Religious Studies](#)
- [RN to BSN](#)
- [Social Work](#)
- [Sociology](#)

**PROFESSIONAL CERTIFICATES**

- [Data Analytics](#)
- [Digital Marketing](#)
- [Human Resource Management](#)
- [Geographic Information Systems \(GIS\)](#)

Fully online



**FIT**

terms. This includes learning a variety of online and hybrid options you want via evening, weekend sessions (that can be completed in [redacted] u:

**Evenings, Online and One-Unit:**

- **Evenings:** Once a week for 16 weeks
- **Online:** Eight-week accelerated or 16-week instruction periods
- **Hybrid:** Online and face-to-face meetings
- **One-unit courses:** Begin and finish your course in a single weekend



# Integrated Solutions Offer Recruitment Upside

## Organic Strategy

Mega-stealth shopping makes website biggest recruitment risk



## Paid Strategy

Web searches a top source of information for making enrollment decisions



## Campaign Strategy

Brand-powered responsive marketing that moves users from awareness to decision

### Benefits of a Connected Strategy



#### Drive, Engage, and Capture Organic Traffic

- SEO and AI Optimization Audits
- Content Strategy
- Embedded Lead Forms



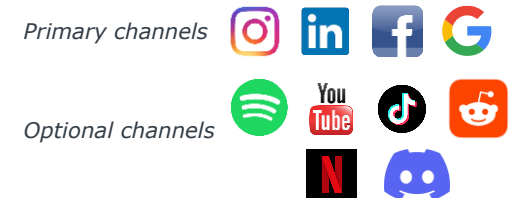
#### High-Converting, Cost-Efficient Lead Generation

- Paid Search
- Paid Social
- Remarketing and Display
- Appily Advance



#### Coordinated Marketing Ecosystem

- Intent-Based Marketing
- Decision IQ
- Orchestration Across Channels:



Student Journey Marketing  
**Outperforms the Average**

#### Campaign Response Rates

**30%**

Average increase in campaign response rate

#### Leads Generated

**3x**

Number of leads generated

#### New Content Impact

**35%**

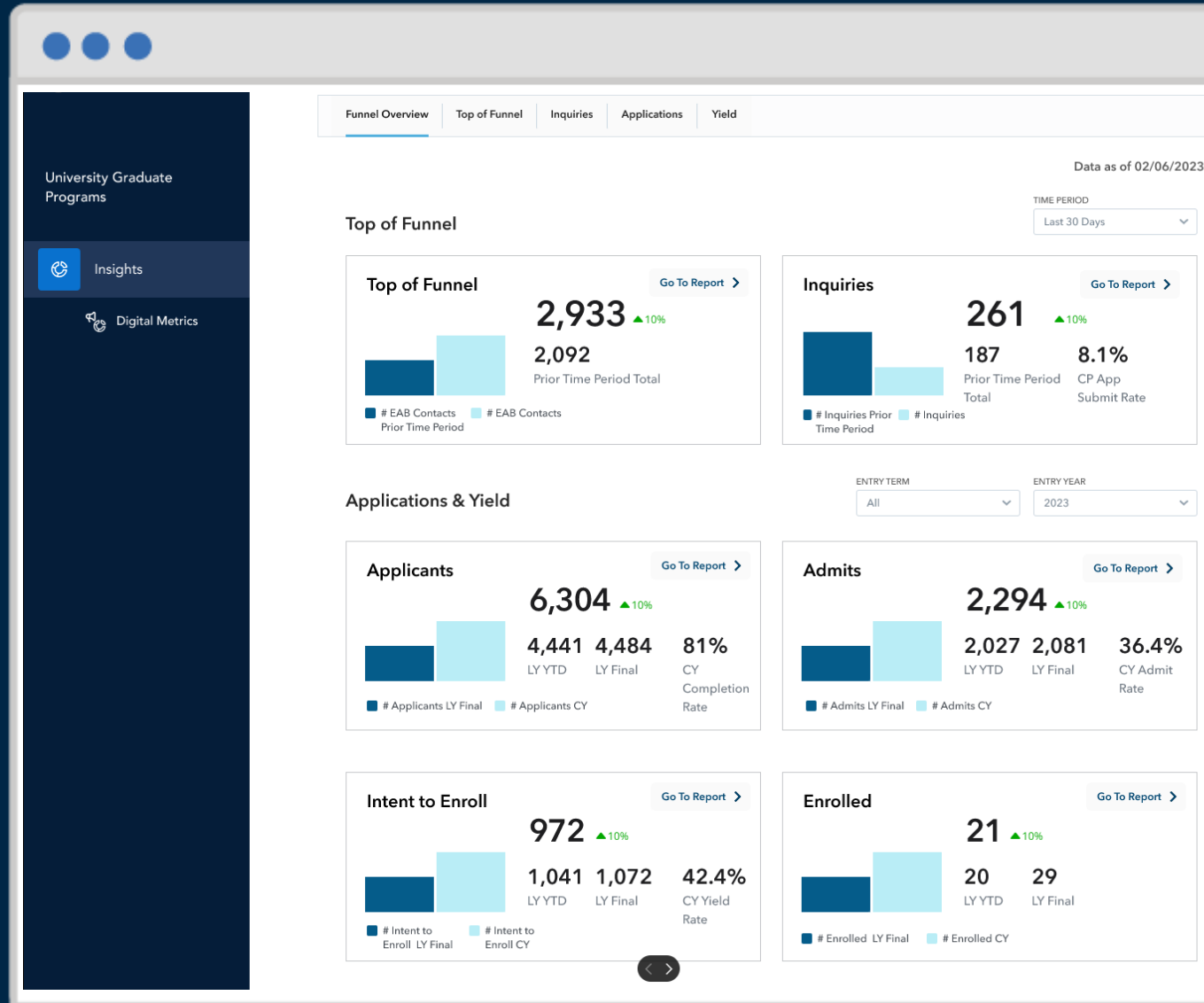
of new leads engaged with new calls to action

# Empowering Your Team with Data and Visibility

Our Partner Portal Provides Transparent Access to Campaign Performance Data

## Insights Dashboard

- ✓ **Top-of-Funnel Reporting**  
*View funnel conversion by audience sources*
- ✓ **Future Planning Views**  
*Track future audiences and inquiry builds and compare to prior year*
- ✓ **Full-Funnel, Year-over-Year Analytics**  
*We aggregate disparate data sources into one place to help you understand performance*
- ✓ **Consultant Access**  
*Access to EAB experts for collaboration on insights and action*





# Empowering Your Team with Data and Visibility

Understand the Performance, Composition, and Health of Digital Marketing Campaigns

## Digital Marketing Insights Report

### ✓ Proactively Monitor Campaign Health

View metrics such as cost, click-through rate, cost-per-click, and cost-per-mille

### ✓ Compare Metrics over Time

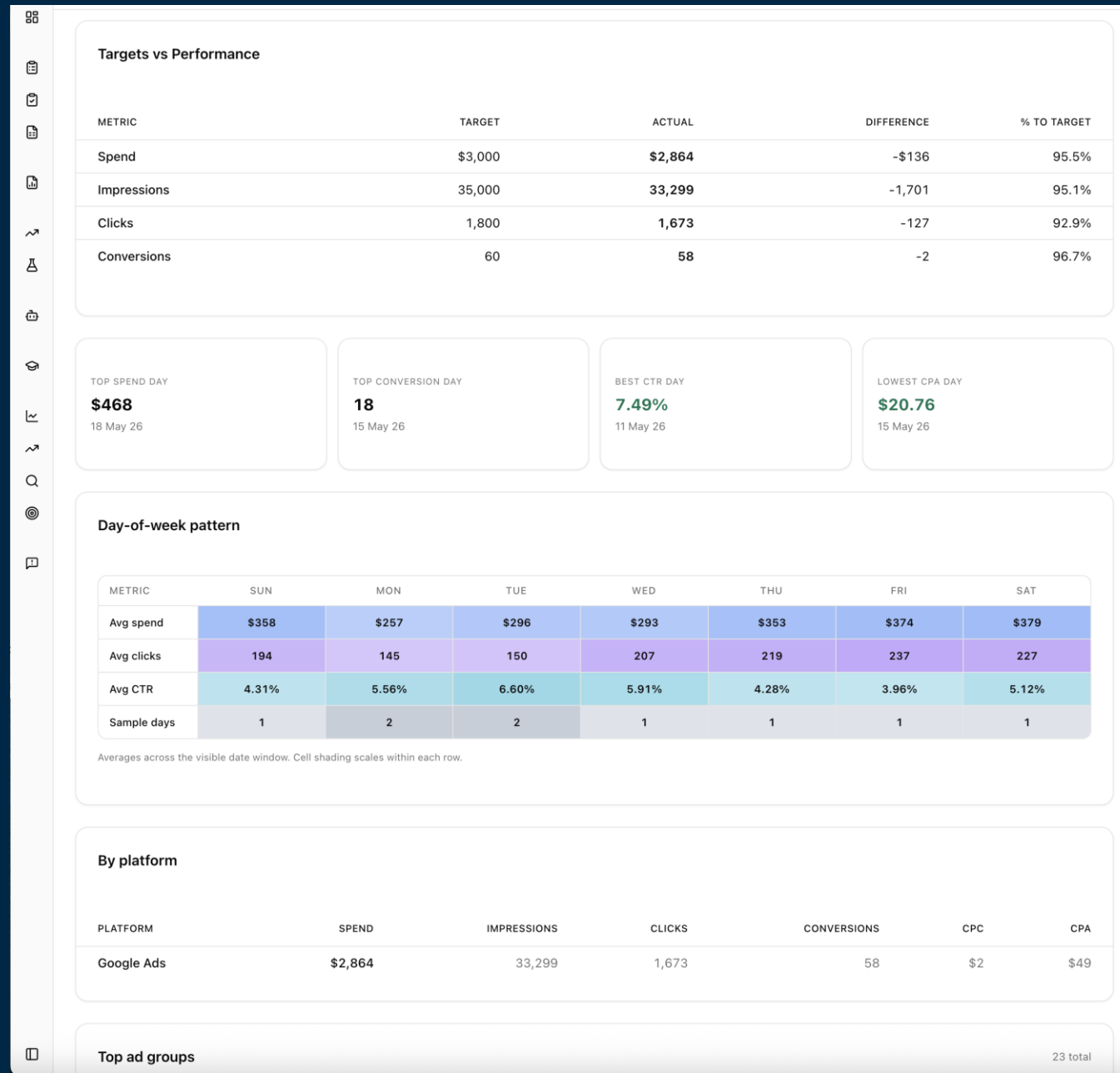
Analyze key metrics day over day, month over month, or year over year

### ✓ Foster Conversation

Export digital marketing campaign data to spur conversation on campus

### ✓ Consultant Access

Access to EAB experts for collaboration on insights and action



## Only with EAB

### Strategy Transformation

Craft a nimble, forward-thinking growth strategy based on custom and best practice research—guided by a dedicated team of EAB experts every step of the way.

### Unrivaled Access

Build your prospect pool with advantaged audience generation, direct access to a proprietary consumer database, and channels that deliver high-intent, best-fit students to your university.

### Intelligent Analytics

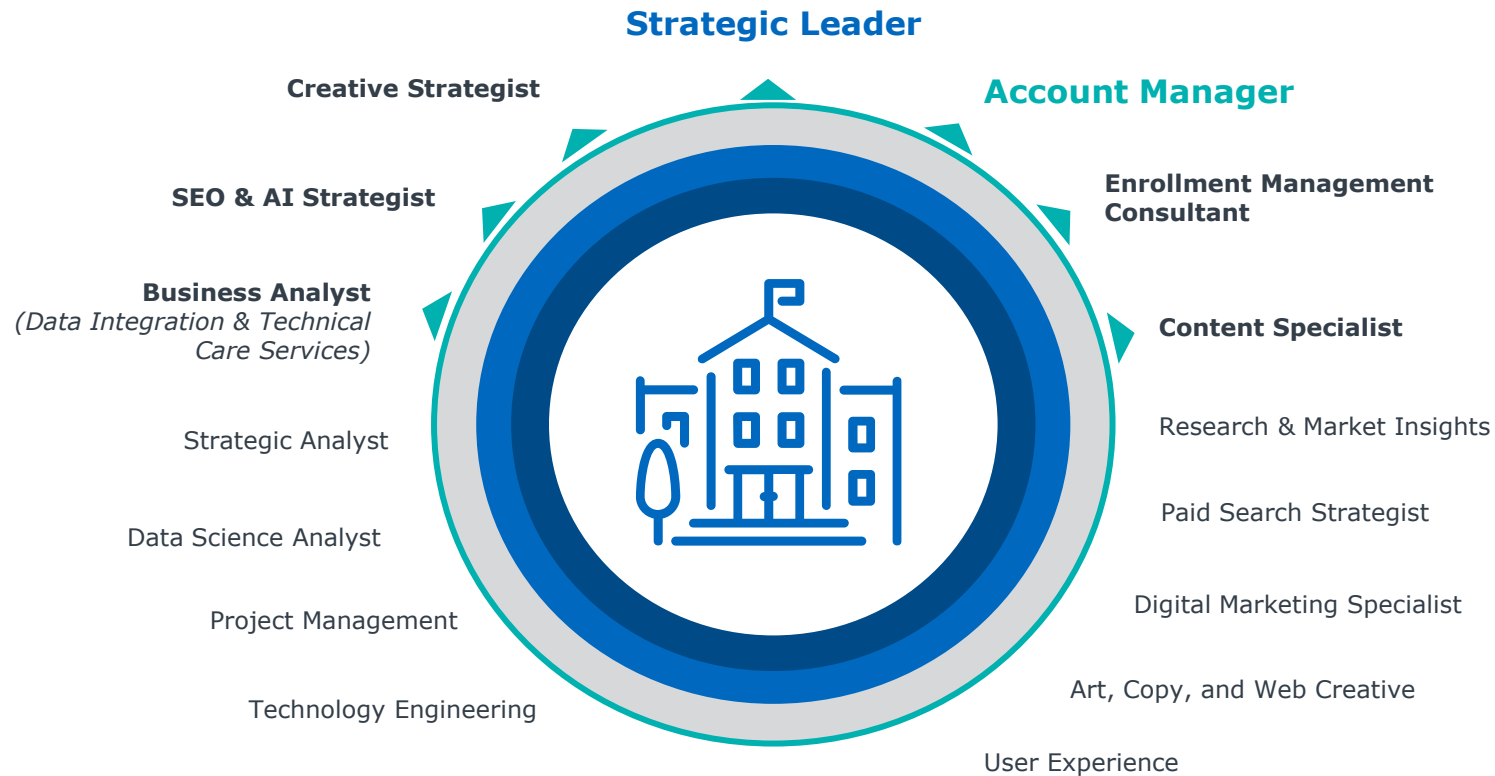
Use AI to illuminate the student journey and fuel each decision with micro and macro insights derived from digital body language, proprietary data sets, and predictive analytics.

### Marketing Orchestration

Drive enrollment results with choreographed, responsive marketing to keep pace with shifting student behavior and trends in the graduate and adult learner market.

## Customized Support from EAB's Team of Experts

Our Multidisciplinary Team Is Focused on Your Day-to-Day Success



### Our Team Has Extensive Experience in Marketing and Higher Education

**40+**

Marketing and analytics professionals on staff

**100+**

Researchers dedicated to higher education strategy

**15+**

Disciplines covered by EAB's team of experts

### Our Growth Story

**+187%**

Growth of Adult Learner Recruitment team since 2017



*Select all that apply*

## I'd like to schedule time to learn about EAB solutions to ...

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- 1 Identifying and optimizing graduate and online **programs for enrollment growth**
- 2 **Generating quality leads** for graduate and online programs
- 3 **Developing marketing campaigns** to reach and recruit more graduate and online students in the AI era
- 4 Enhancing our **yield and financial aid strategies**

# Next Steps Available In Our Post-Webinar Poll

Today's Slides

1

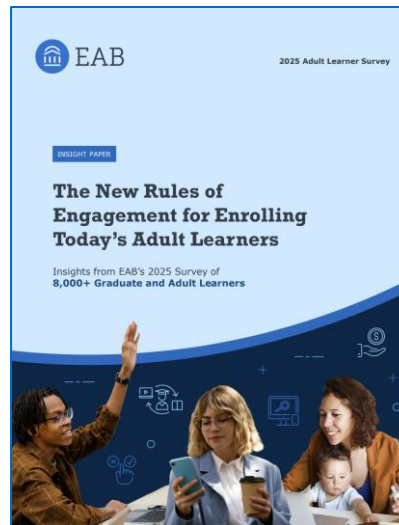
Receive a copy of today's **presentation slides**



Student Mindset

2

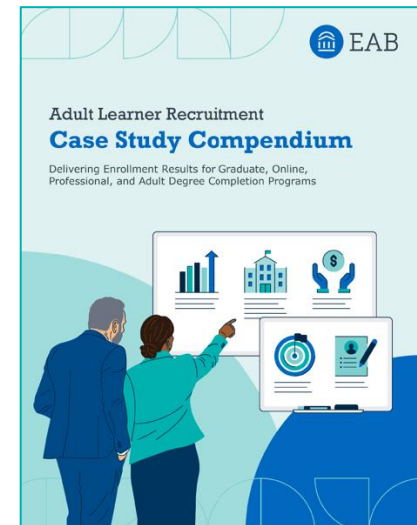
Read our **insight paper** featuring findings from a survey of 8,000+ students



Case Studies

3

Hear how our **partners** are growing graduate, online, and adult enrollment



4

Get the Latest Insights from EAB

**Subscribe to the Adult Education blog** to receive EAB's latest research and insights on graduate, online, and adult programs

**Thank You!**



**Katie Shaver**

*Managing Director*

EAB Adult Learner Recruitment

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**Consider Our Team a Resource**

Please don't hesitate to reach out with any questions.



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## ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of 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 five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). 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](https://eab.com).