

YOU'RE INVITED



EAB

# Executive Strategy Summit

Securing Your Future in a Dynamic Graduate and Adult Education Market

Shrinking budgets and the impending demographic cliff are increasing pressure on university leaders to grow graduate, online, and adult-serving programs. But enrollment in these programs is expected to slow in the coming decade. Succeeding in this changing landscape will require a deep understanding of new market realities and strategic decision-making in the near and long term.

**Join fellow higher ed executives and EAB experts at this exclusive event in Washington, DC** to discuss innovative strategies for growing enrollment in graduate, online, and adult degree completion programs. You will leave the Summit with actionable tactics to future-proof your graduate and adult learner enrollment strategy.

## March 12-13

Washington, DC

### Tuesday, March 12

#### Private Museum Tour

3:45 p.m. Eastern Time  
[The Phillips Collection](#)

#### Cocktail Reception & Executive Dinner

5:15 p.m. Eastern Time  
[Fiola Mare](#)

*Additional detail on the following page*

### Wednesday, March 13

#### Executive Summit

8:00 a.m. Eastern Time  
[EAB](#)

## RSVP

Use our [discount code](#) to book your stay at the Fairmont Georgetown

RSVP at the button below or email [LexRubyHowe@eab.com](mailto:LexRubyHowe@eab.com)

[RSVP HERE](#)

### Agenda: March 13

- 8:00 a.m. **Guest Arrival and Registration**  
*Light Breakfast Provided*
- 8:30 a.m. **Opening Remarks**
- 9:00 a.m. **State of the Union: The Graduate, Online, & Adult Learner Markets**  
Attendees will hear EAB's newest research on the characteristics of the graduate, online, and adult degree completer markets—and what these trends could mean for future growth.
- 10:00 a.m. **Meet Your New Graduate & Adult Learner**  
Hear findings from EAB's new survey of 3,800+ prospective graduate and adult learners. This session will shed light on students' program preferences, evolving criteria when making an enrollment decision, and more.
- 11:00 a.m. **Succeeding in a Dynamic Graduate & Adult Learner Market**  
To thrive in today's market, institutions will need to win on execution in several key areas: strategy, lead generation, prospect engagement, and yield. This session will provide actionable tactics your team can use to achieve your goals in each of these areas and grow enrollment.
- 11:45 a.m. **Fireside Chat with Adult Learner Recruitment Partners**  
Hear directly from Adult Learner Recruitment partners about the strategies they used to grow graduate enrollment and generate a strong return on investment.
- 12:15 p.m. **Peer Networking and Lunch**  
*Lunch Provided*
- 1:00 p.m. **Breakouts: Designing Right-Fit Programs or Recruiting Stealth Shoppers**  
Join your peers in one of two breakout sessions led by our experts. Choose from the following topics: 1) designing academic programs to grow enrollment or 2) reaching and recruiting the next generation of adult learners.
- 2:00 p.m. **AI for Enrollment: Immediate and Future Implications of the New AI**  
This session will look at new AI in the context of enrollment management, examining immediate use cases for admissions and enrollment teams and speculating on long-term impact of AI on student recruitment.
- 3:00 p.m. **Closing Remarks**
- 3:15 p.m. **Adjournment**

*Agenda subject to change.*



## Welcome to Washington, DC

We can't wait to welcome you to our Executive Summit. Before the Summit begins, attendees are invited to join us for two optional, impactful events on Tuesday, March 12, each designed to give you a taste of life in the nation's capital.

### ► **Museum Tour: The Phillips Collection**

*Tuesday, March 12 at 3:45 p.m. Eastern Time (depart the Fairmont Georgetown at 3:30 p.m. Eastern Time)*

Join us for a private, interactive tour of The Phillips Collection, located in Washington's historic Dupont Circle neighborhood and renowned as America's first museum of modern art.

### ► **Cocktail Reception & Executive Dinner**

*Tuesday, March 12 at 5:15 p.m. Eastern Time*

Following the tour, join us for hand-crafted cocktails, coastal Italian cuisine, and networking with peers at [Fiola Mare](#), a Georgetown hot spot.

*Transportation provided*

To RSVP, please visit our [event website](#) or email [LexRubyHowe@eab.com](mailto:LexRubyHowe@eab.com)