



ADULT LEARNER RECRUITMENT

Succeeding in a Dynamic Graduate and Adult Learner Market

Katie Shaver, *Managing Director*



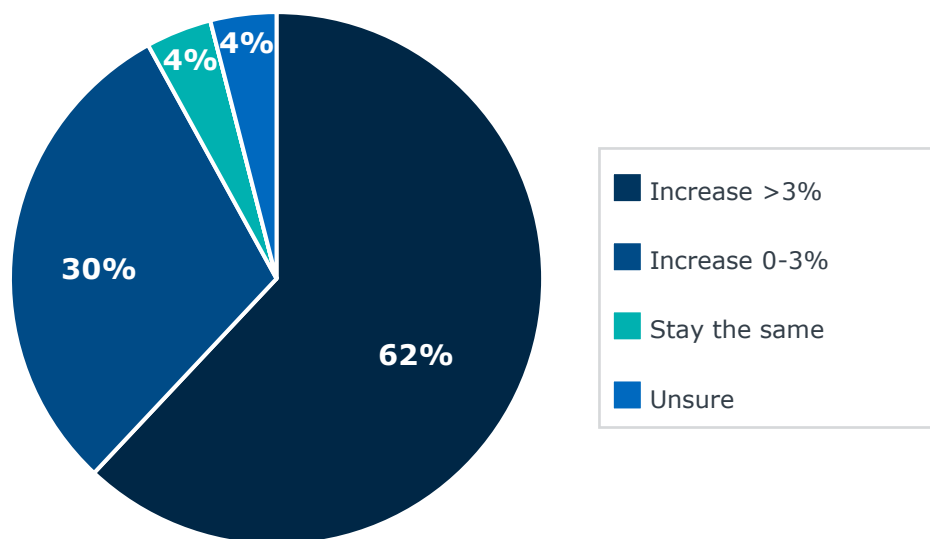
Fewer Students Are Entering the Graduate and Adult Education Markets

And It's Only Getting Worse

Graduate Goals Often Outpace Enrollment Realities

Most Schools Seek 3%+ Grad Growth

Winter 2024 survey of graduate enrollment leaders



But Growth Is Slowing...

3.2%

Actual Avg. Annual Growth
1990 - 2021



1.3%

Projected Avg. Annual Growth
2022 - 2032

More Trouble on the Horizon

Your Future Student Pools Are Shrinking



Growing Nonconsumption

32%

of 18-to-24-year-olds have opted out of college, and this share is growing



The Demographic Cliff Is Here

-13%

Decline in the number of traditional-age incoming college students by 2041



International Uncertainty

-40%

Decline in international student interest in U.S. programs in 2025

Student Demographics and Behaviors Are Shifting



Changing Student Profile

60%

Gen Z will account for 60% of the adult learner population by 2031



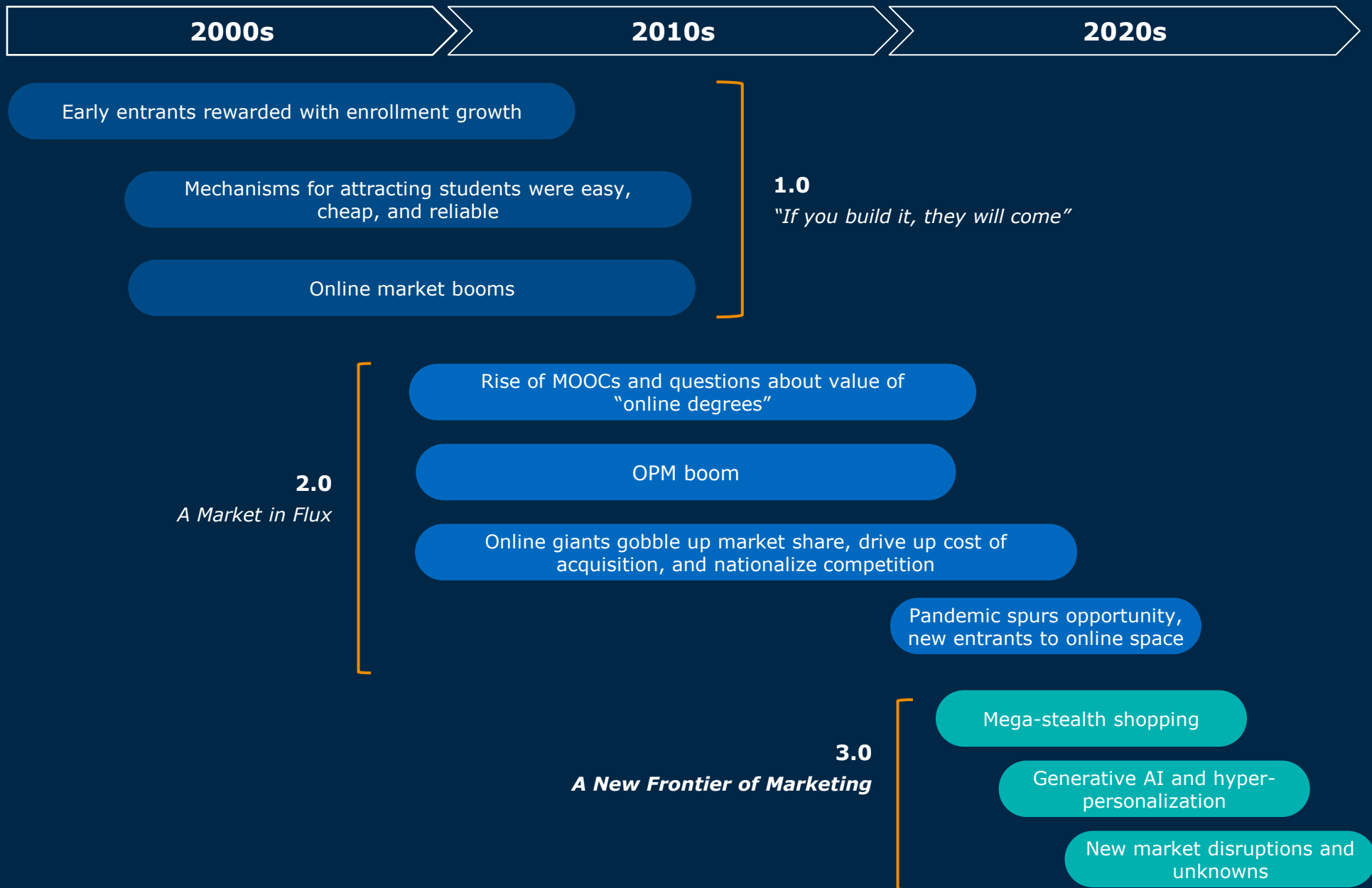
The Mega-Stealth Shopping Phenomenon

80%

of adult learner applicants are "stealth," up from 20% in 2014

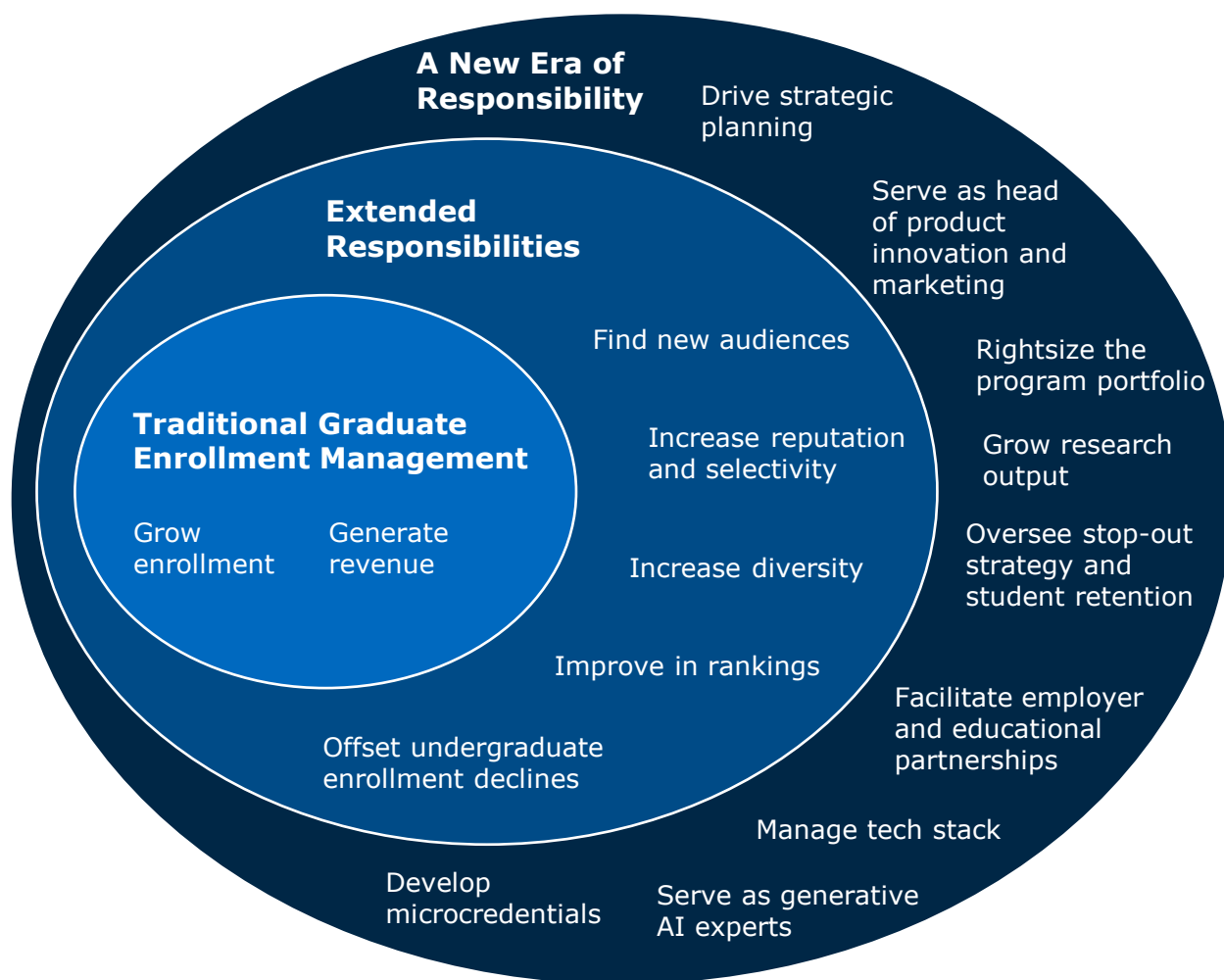
Sources: National Student Clearinghouse; "Global Burdens of Disease Population Projections 2019-2100," Institute for Health Metrics and Evaluation; EAB Blueprint for Growth analysis of 2000-2021; Western Interstate Commission for Higher Education, "Knowing at the College Door: Projections of High School Graduates," 2024; EAB research interviews and analysis.

Entering a New Chapter in Graduate and Online Enrollment Management



Enrollment Leaders Are Being Asked to Do More—with Less

New and Different-in-Kind Responsibilities for Enrollment Leaders



...All While Facing Resource Constraints



68%

of surveyed graduate enrollment leaders said they have **at least one vacancy** on their team



65%

of surveyed university executives have **not increased budget** for graduate and adult education since 2020

...And More Pressure from Senior Leaders



100%

of surveyed **presidents and provosts** said graduate and adult enrollment is a **high or moderate priority**



63%

of surveyed presidents and provosts said graduate and adult enrollment is a **high or moderate priority for their boards of trustees**

Source: EAB and NAGAP fall 2023 survey of 422 graduate enrollment leaders; EAB summer 2022 survey of 64 presidents, provosts, and VP EMs; EAB interviews and analysis.

EAB Adult Learner Recruitment

Secure Your Future in a Changing Graduate, Online, and Adult Learner Market

Outperform the Market at Every Stage of the Funnel



Strategize

Identify and build market-ready programs for competitive advantage



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

What Makes Us Different

40+ Years of
**Higher Ed
Expertise**

**Unrivalled
Access** to New
Audiences

Seamless
**Marketing
Orchestration**

Visibility into
Full-Funnel
Performance

Proven Results in a Dynamic Landscape

200+

Partner institutions

6:1

Average ROI across
multiyear partnership

18%

Average graduate
enrollment growth

\$2M

Average NTR influenced
per partner



Curate

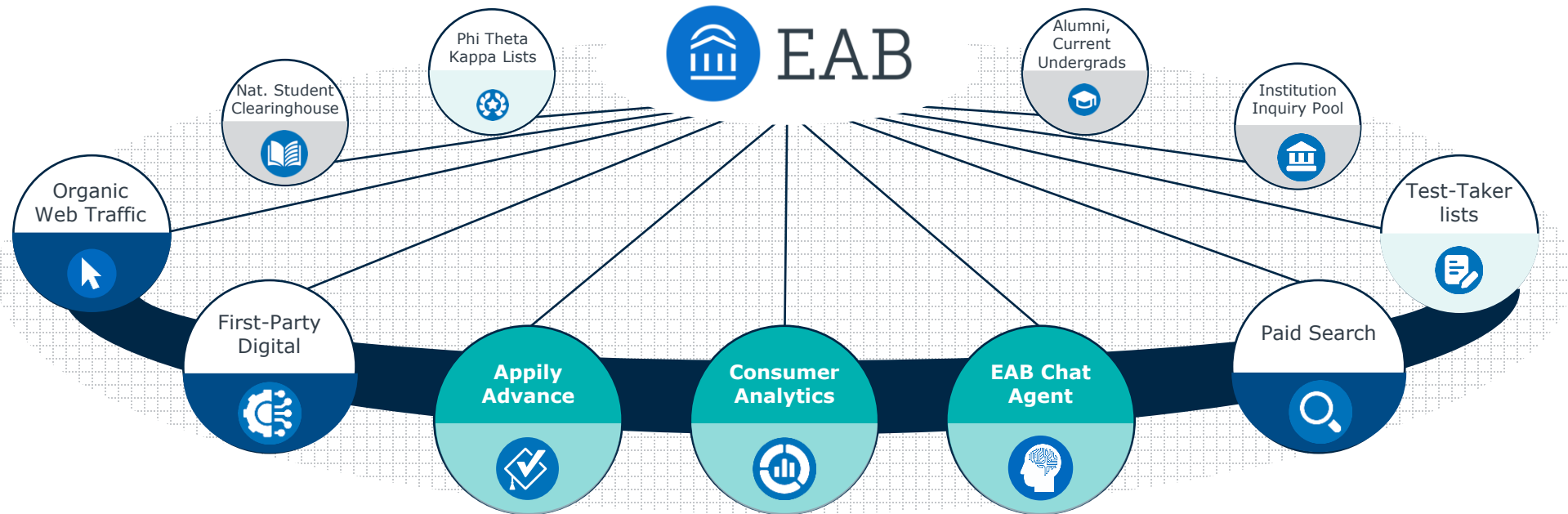
Expand and Diversify Your Pool of Right-Fit Students

Access and Expertise Needed to Manage Lead Generation Strategies

**Your Goals and
Differentiators**

Strategy Transformation

Intelligent Analytics



Unrivaled Student Access and Insight

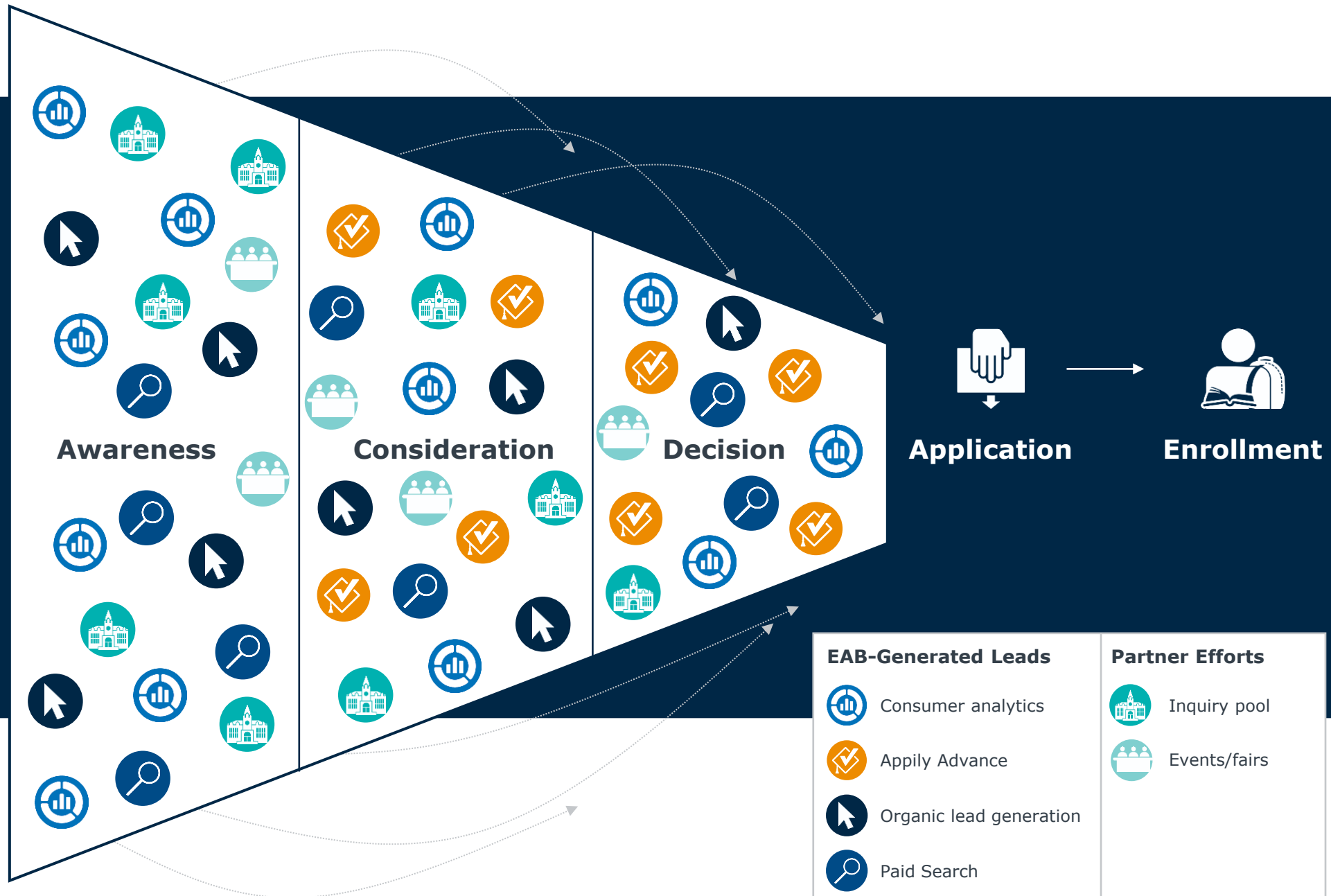
1.5B+ Student interactions analyzed annually

211K Leads generated in FY25

Diversifying Leads Across Proprietary and Known Sources

 Only with EAB  Display  List  Known  EAB Pixel

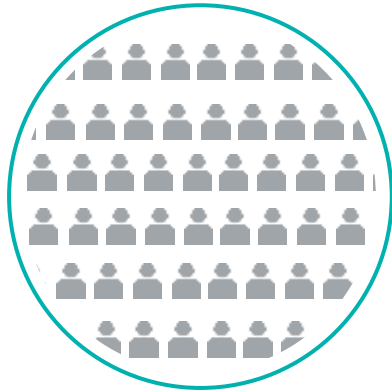
A Surgical Approach to Filling Your Enrollment Funnel



How Consumer Analytics Support Your Strategy

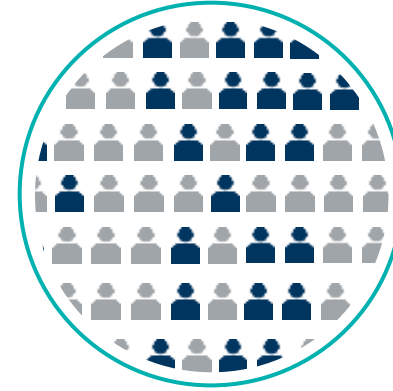
Our Approach Marries Your Data with Our Consumer Database

Historical Students



Basic contact information such as gender and age

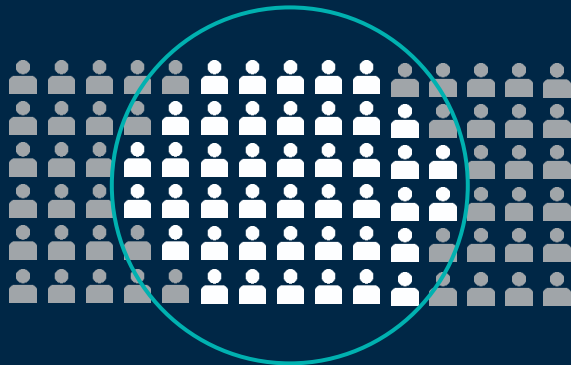
Historical Students in National Consumer Database



Isolate characteristics of high-affinity prospects from a database with 200 million consumers and 115+ variables

Analyze and Match Using Machine Learning

New Right-Fit Prospects to Target



Deep Dive on Analytic Insights

Analytics reveal important student profile insights based on key characteristics of historical high-affinity students, including but not limited to:

- ▶ Lifestyle
- ▶ Personal Interests and Behaviors
- ▶ Geographic Distribution

Your Unique Audience Insights Reveal New Patterns and Trends

1

Machine Learning Finds Prospective Students

Identify the **most impactful audience**, which is tuned specifically to your student population and target market(s).

2

Deep Dive on Analytic Insights

Generate a report about **your school's unique student populations**, connect your audience to known archetypes, and discuss how these findings should be used to enhance recruitment.

3

Generate a Custom List Using Data Science

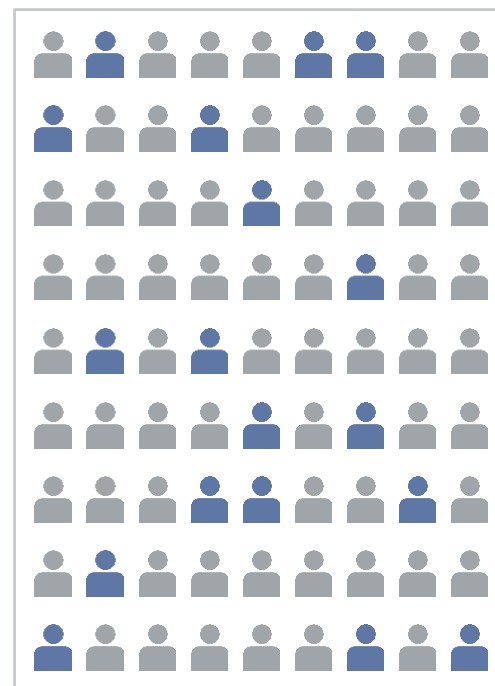
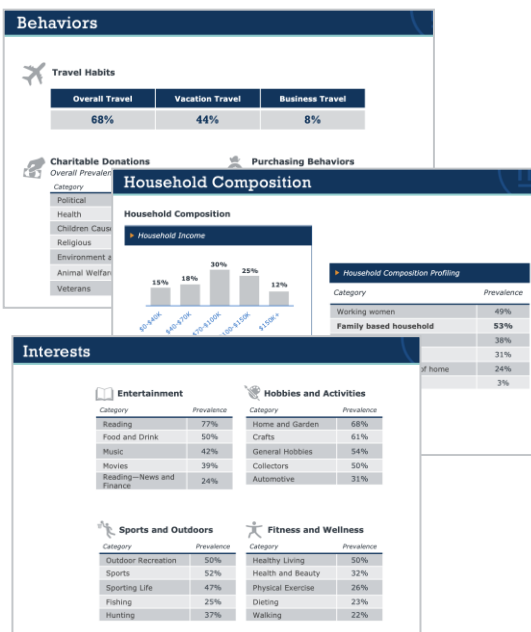
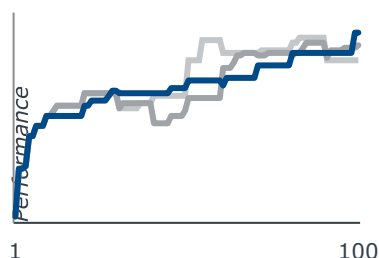
Create a custom list of student names as one piece of a **diversified lead generation strategy**.

Student Profile "Fingerprinting"

- Construct an advanced mathematical re

Self-Learning Algorithms

- Identify the most impactful audience tuned specifically to your student population and target market
- Compare results to known archetypes of graduate and adult learners



Apply Advance for Graduate and Adult Programs

Reach More Prospects Through a Diversified Source of High-Quality Leads



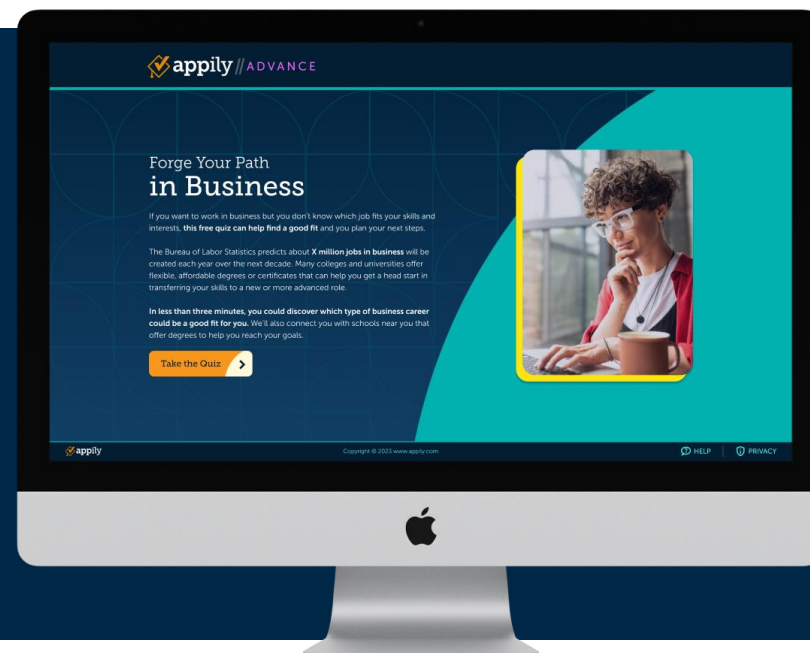
Apply Advance offers high-intent leads, curated from a variety of external and proprietary sources.

Graduate programs

- ✓ Business
- ✓ Education
- ✓ Healthcare
- ✓ Nursing
- ✓ STEM and AI

Adult/nontraditional programs

- ✓ Adult degree completion



Key Benefits of Apply Advance

Expanded Reach

A highly diversified acquisition strategy, including paid media, SEO, and proprietary sources, helps us find and engage more prospects.

15%

Higher response rate compared to other purchased names, on average

High-Quality Leads

We vet student interest and capture critical lead data, enabling personalized follow-up and boosting conversion rates.

3%

Lead to application rate

14%

Application to enrollment rate

Campaign Speed and Integration

Enable real-time lead flow and campaign integration with EAB's responsive marketing campaigns.

60

Median days from **contact to apply**

40

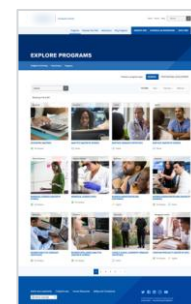
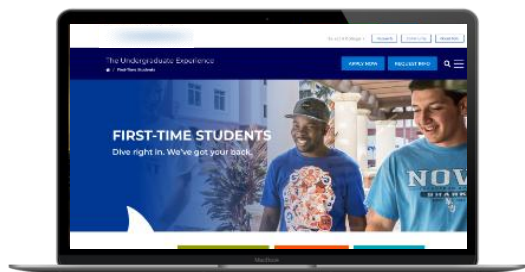
Median days from **lead to apply**

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

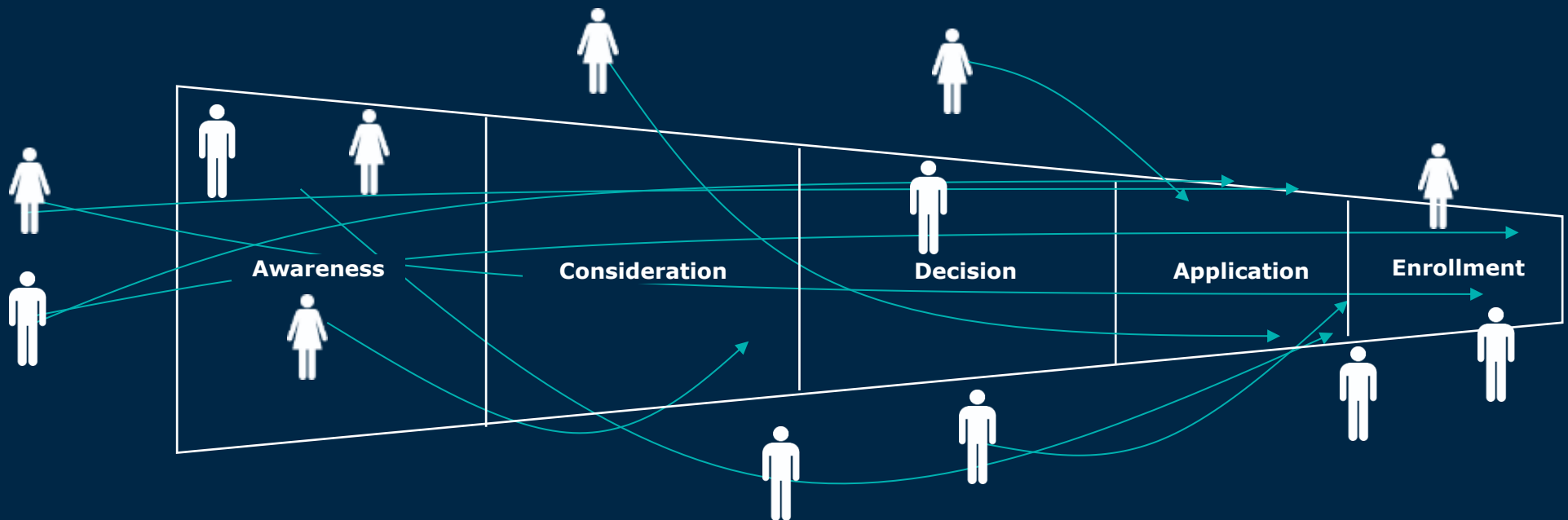


Cultivate

Customized Campaigns to Drive Students to Application

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

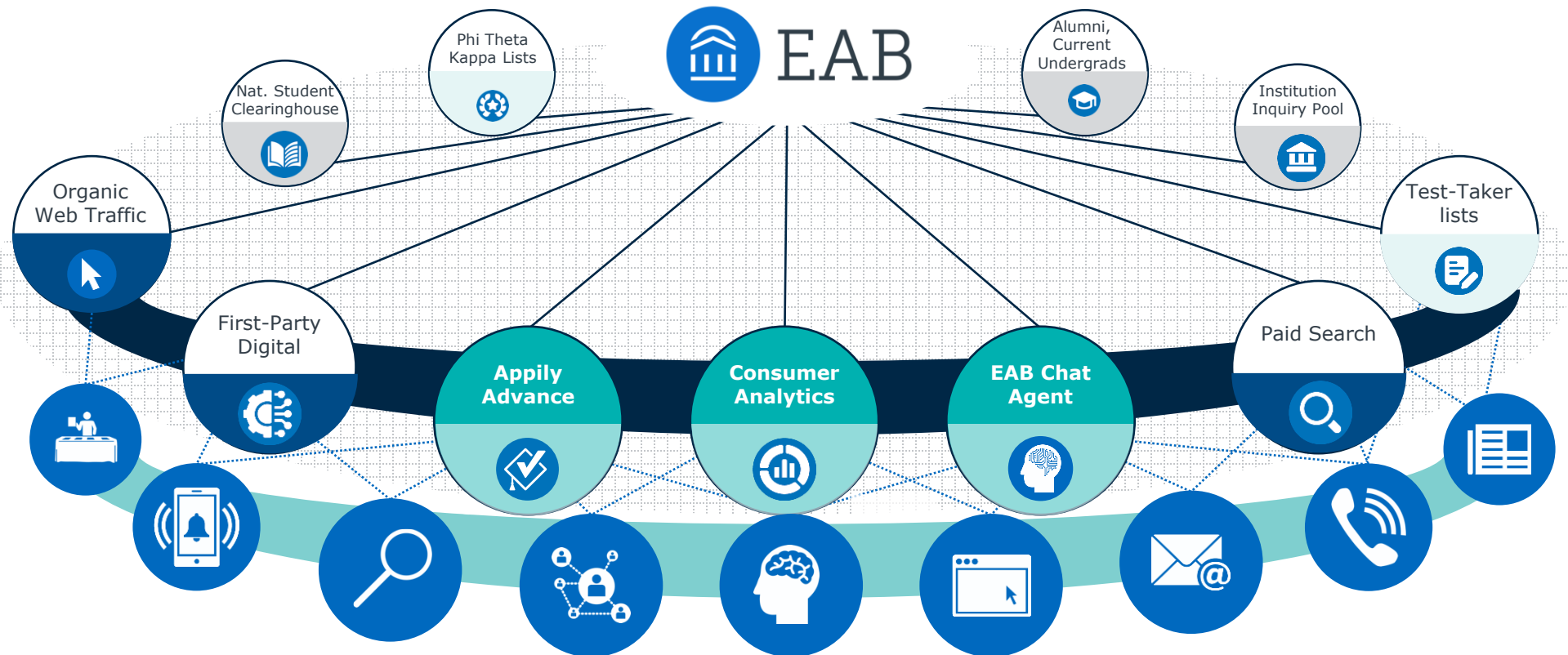
are **worried about how they will pay for school**

Partnering with Your Team to Orchestrate Cohesive Marketing Strategies

**Your Goals and
Differentiators**

**Strategy
Transformation**

**Intelligent
Analytics**



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

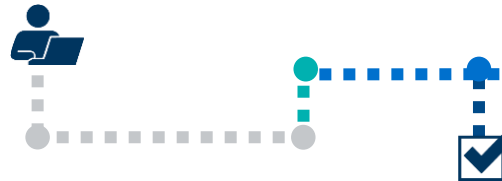


Emma

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

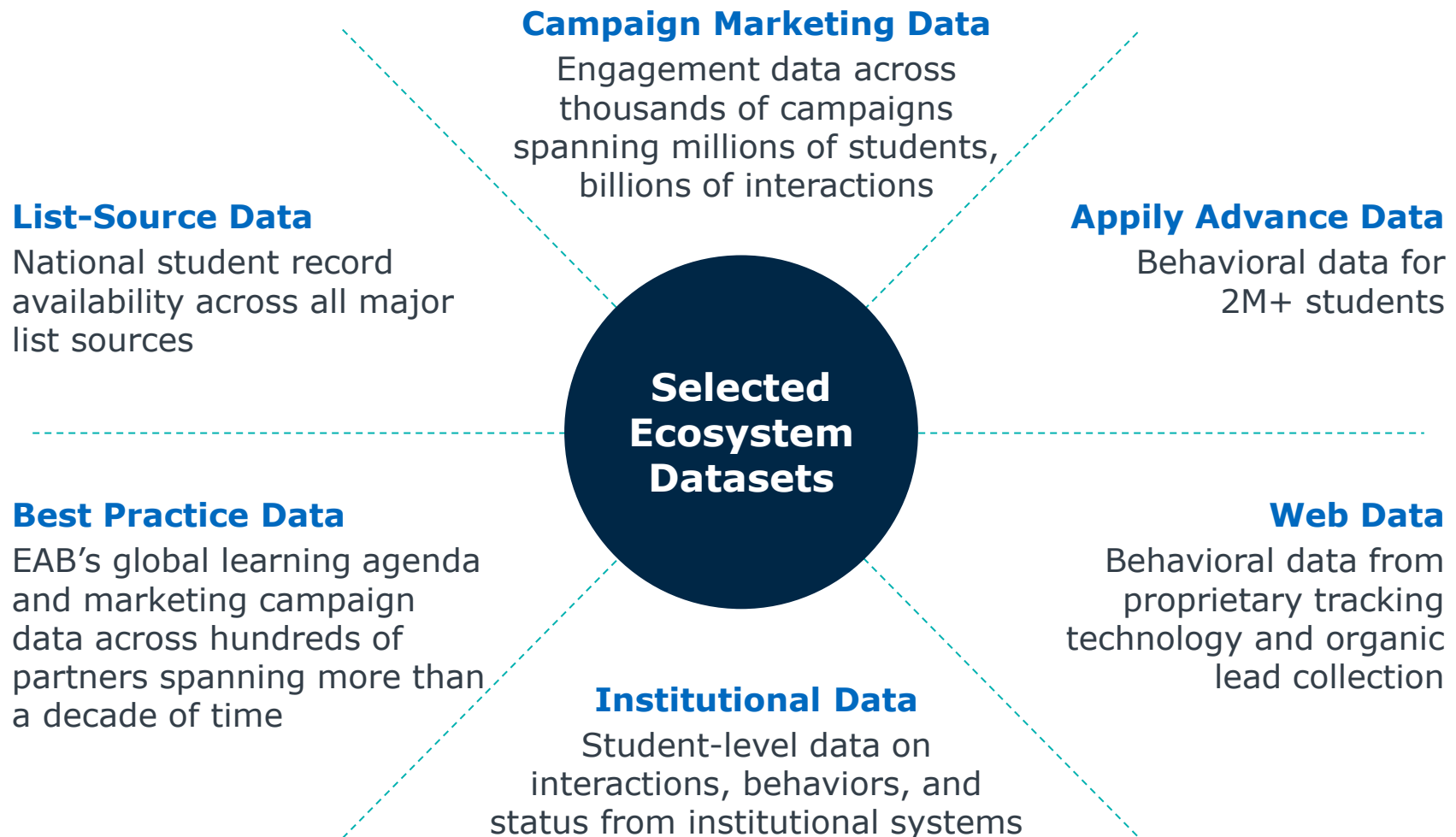
■ ■ ■ ■ ■ Awareness Stage ■ ■ ■ ■ ■ Consideration Stage ■ ■ ■ ■ ■ Decision Stage ■ ■ ■ ■ ■ Application Stage

Effective Hyper-Personalization Requires a Collective Intelligence

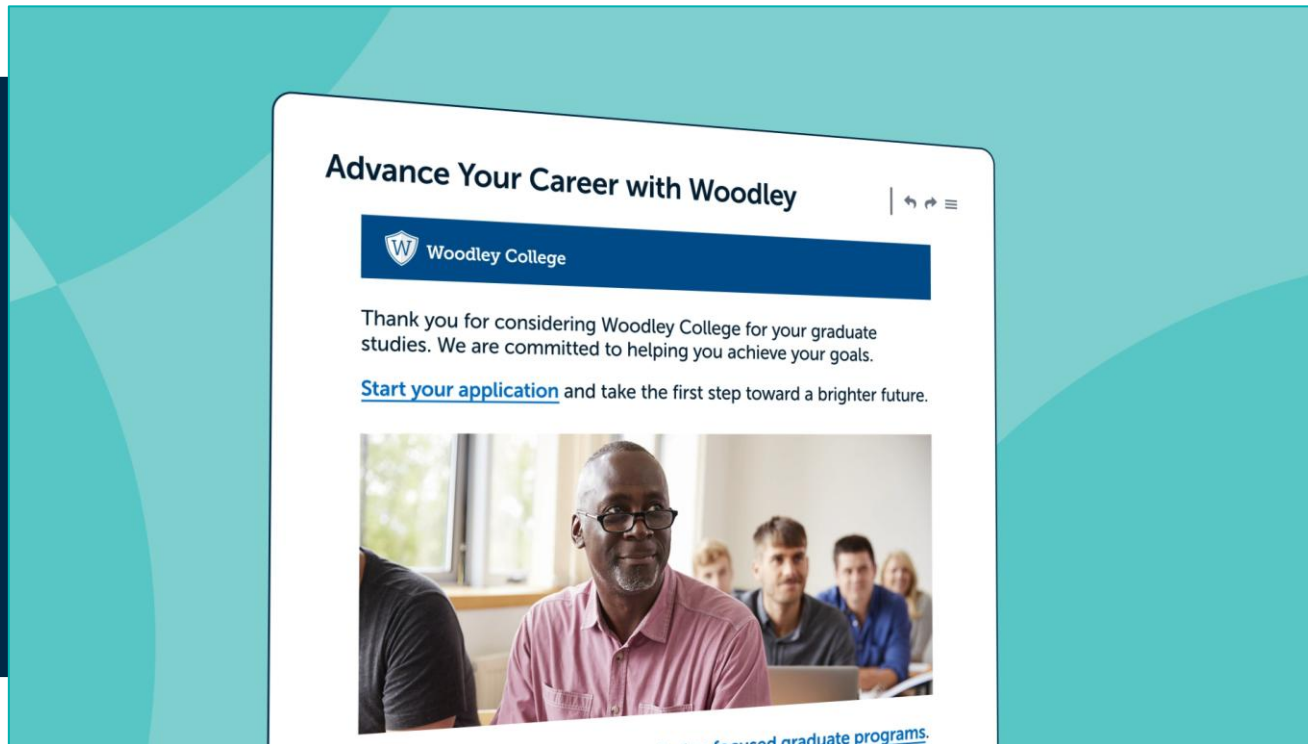
1B+ Interactions across channels and domains

8M Student records across data sources

12M De-anonymized web hits from .edu sites



Putting AI to Work in Recruitment Emails



90%

of EAB campaign emails can be hyper- personalized using AI

+68%

Increase in engagement rate when hyperpersonalization is used

5 Promising Hyper-Personalized Tactics

1

Super-Granular Segmentation

2

Advanced Trigger Emails

3

Individualized Offers

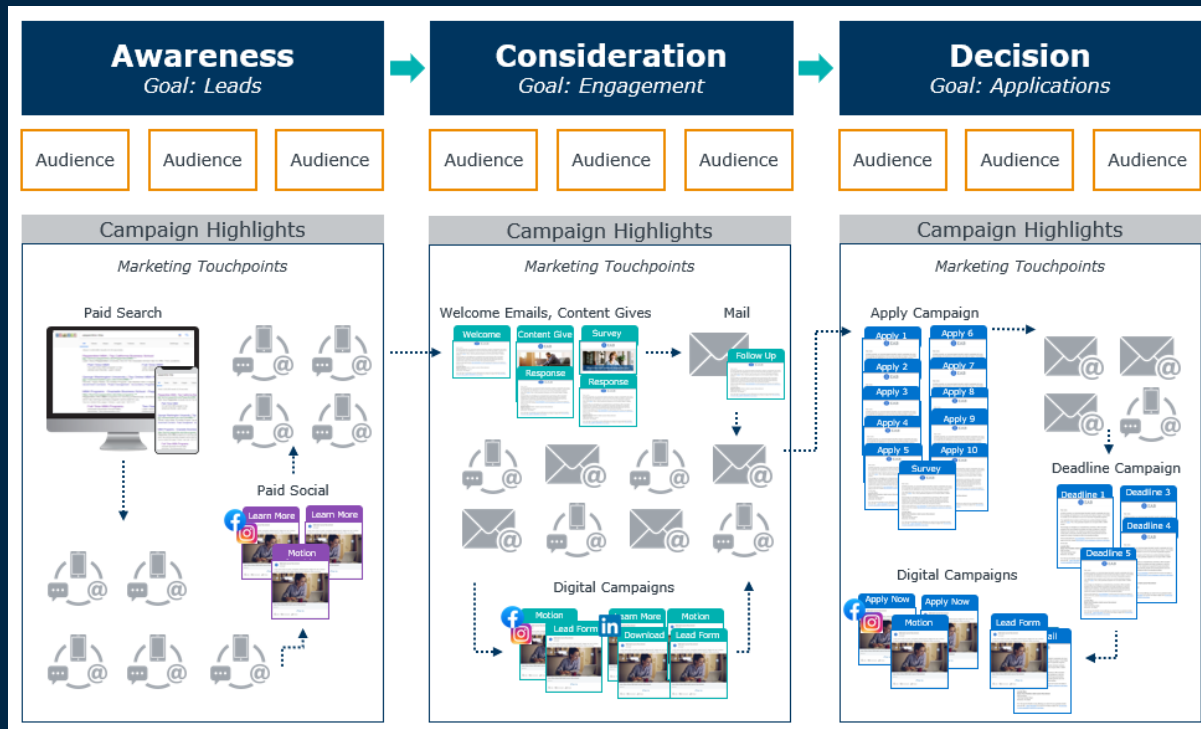
4

Individualized Subject Lines

5

Fully Personalized Email Copy

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

Campaigns Nurture Near- and Future-Term Prospects

25 months Duration of nurture campaigns

2.6M

New prospective students
contacted in FY25

321M

Digital impressions in FY25

102K

Apps influenced in entry
year 2025

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 Audit
- Content Strategy
- Embedded Lead Forms



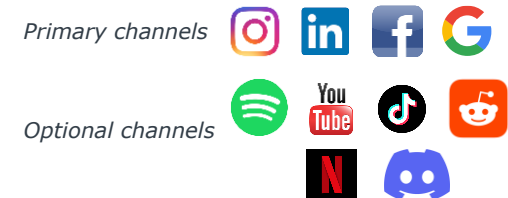
High-Converting, Cost-Efficient Lead Generation

- Paid Search
- Remarketing
- Apply 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%

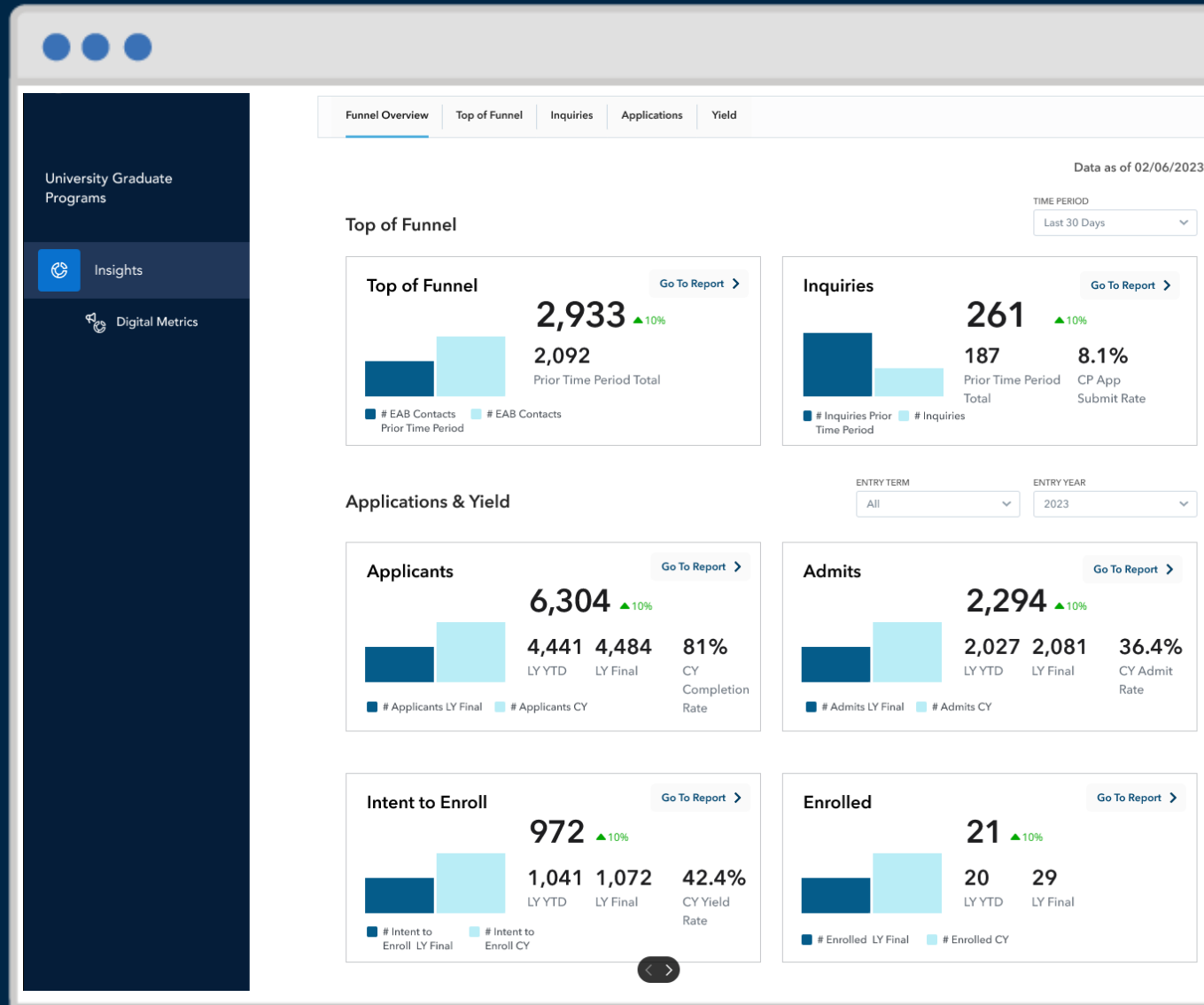
of new leads engaged with new calls to action

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

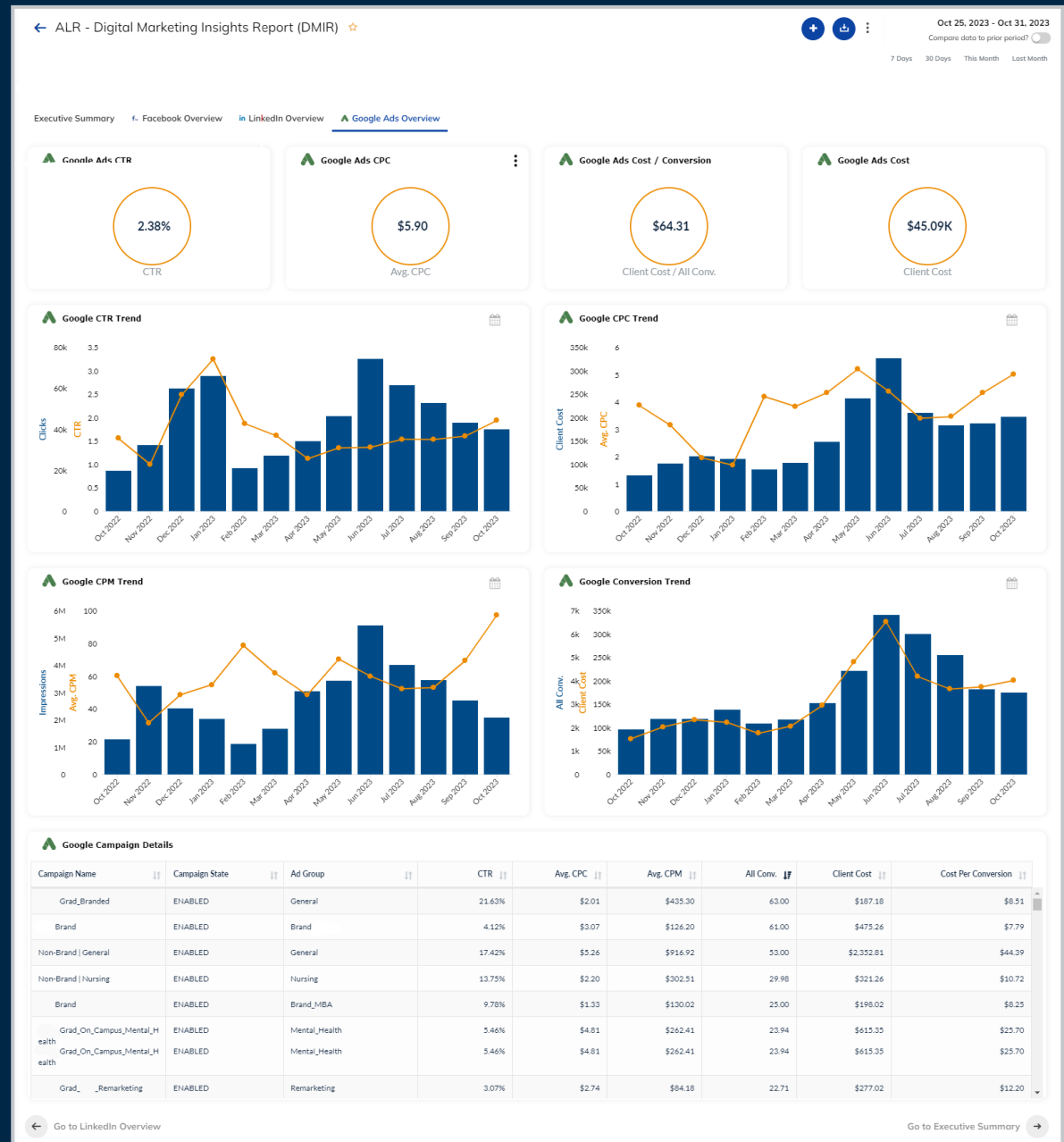
Analyze key metrics day over day, month over month, or year over year

✓ Foster Conversation

Export digital marketing campaign data to spur conversation on campus

✓ Consultant Access

Access to EAB experts for collaboration on insights and action



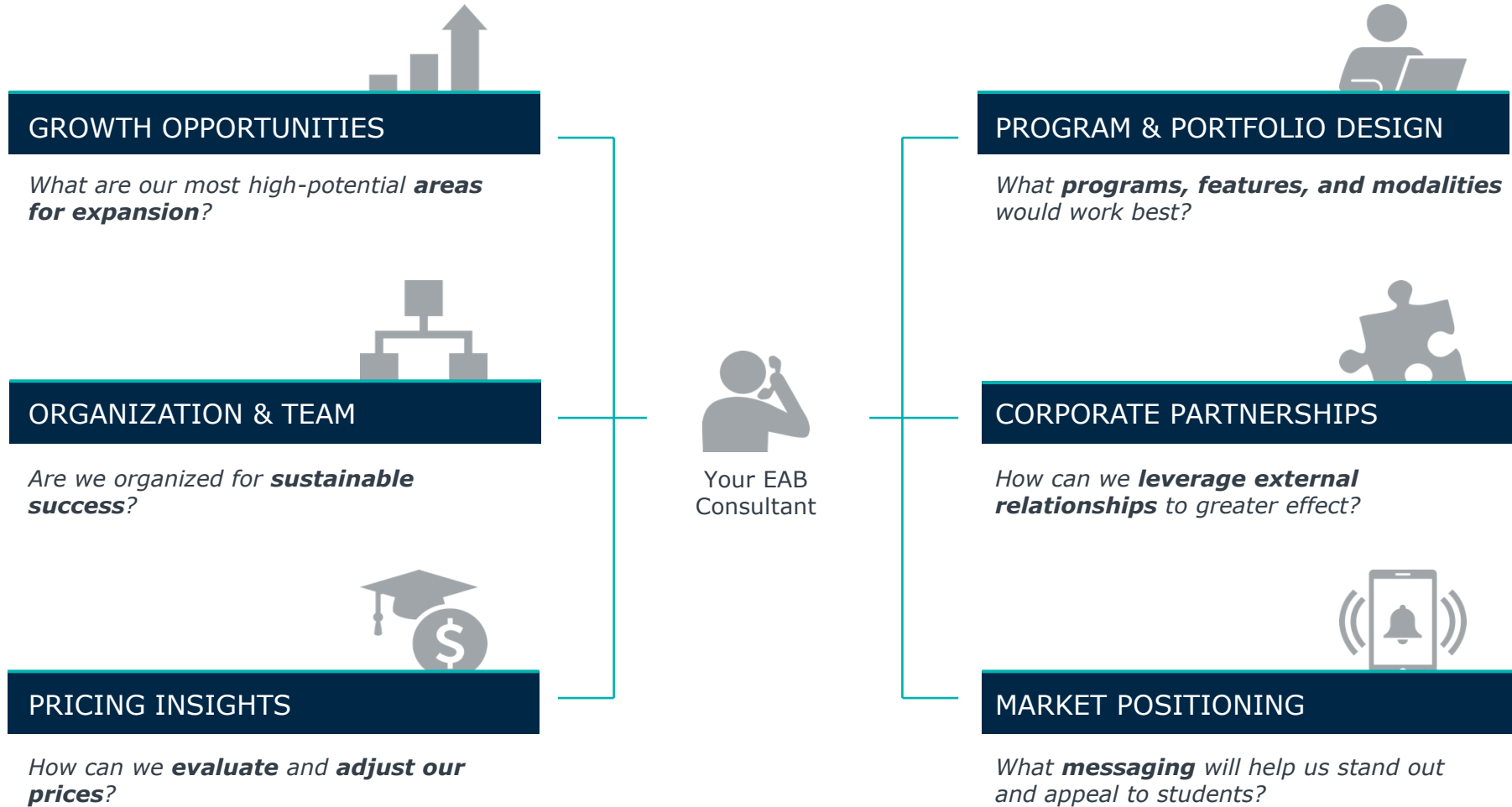


Strategize

*Identify and Build Market-Ready Programs for
Competitive Advantage*

EAB Consultations Provide Customized Guidance

On-Call, Expert Guidance Across Core Areas of Graduate and Adult Enrollment Strategy



A Library of On-Demand Resources, Unlocked on Day One

Employer
Partnerships



Marketing to Adult
Learners



Organizing
for Growth



Credential
Innovation



Online
Education

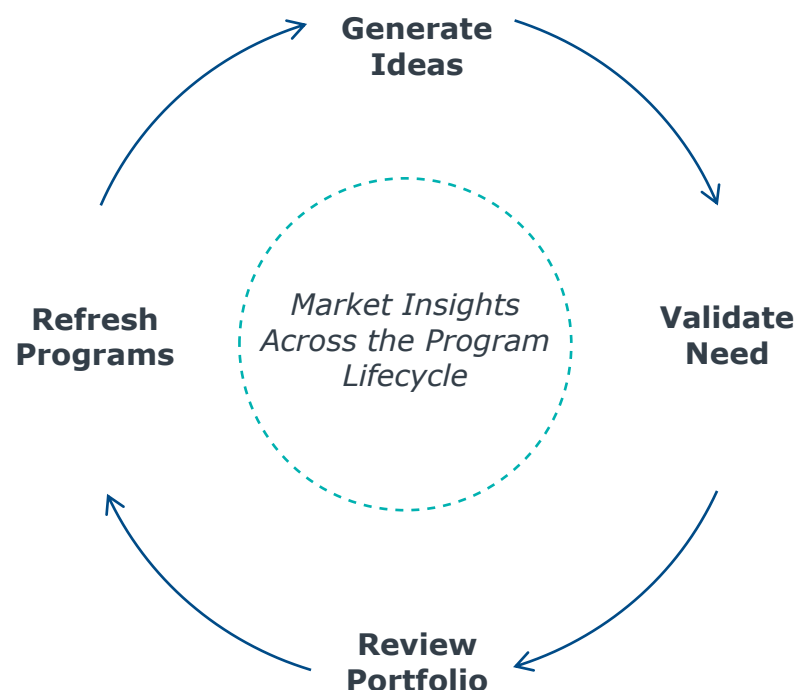


Industry
Futures

Custom Analysis to Strengthen Program and Portfolio Growth Strategy

Introducing EAB's Market Insights Service

EAB Supports Institutions at Every Stage of Growth



Rich Data Inputs and Expert Analysis Inform Every Answer

We partner with industry-leader Lightcast for real-time labor market intelligence and add analysis of:



Enrollment and conferral trends



Competitor program positioning



Prospect-facing website and inquiry process audits



BLS projections, Census data



Peer program curricula



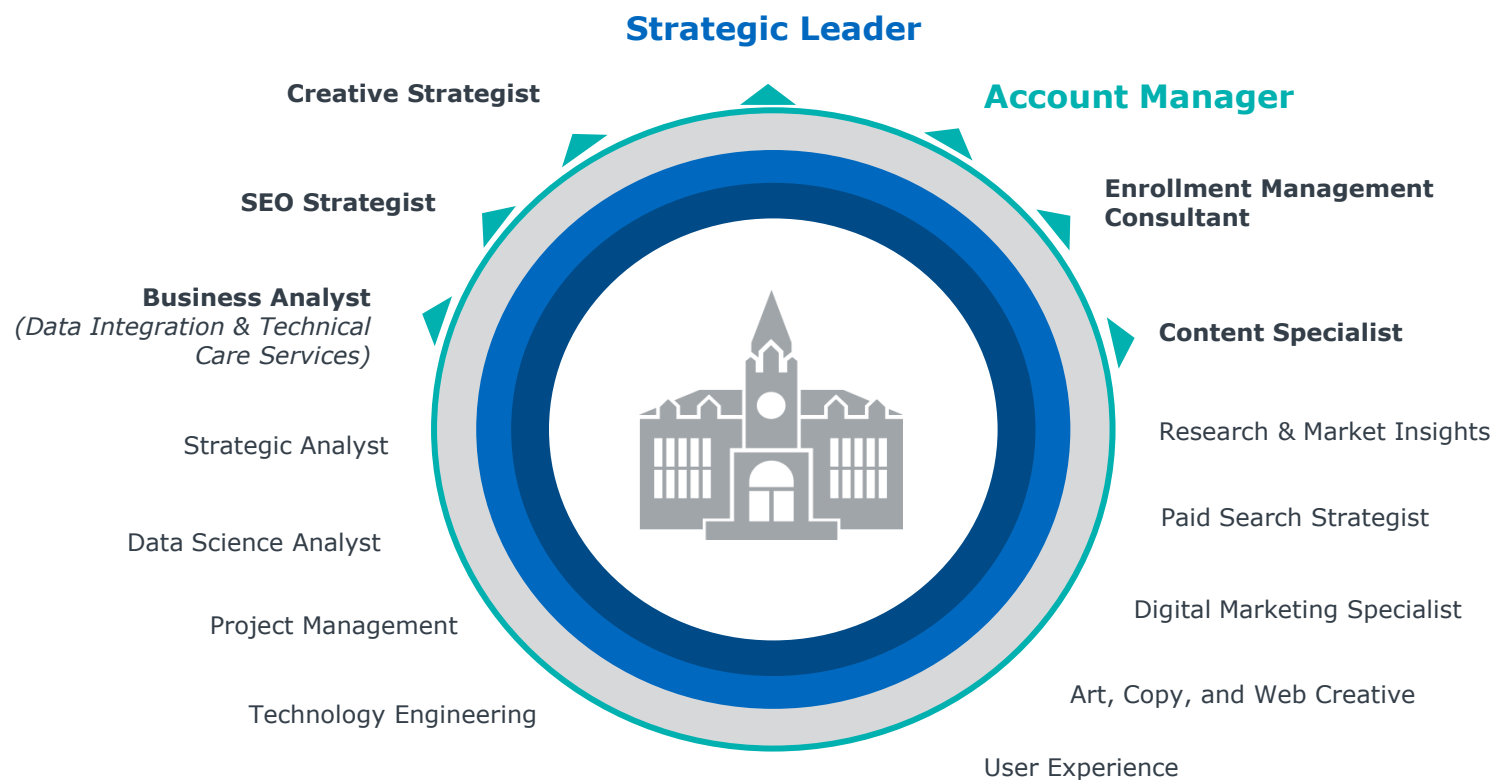
Industry trends and literature

How EAB Can Support Your Portfolio Growth Strategy

- 1** Surface regional market-aligned program ideas with a **Market Opportunity Scan**
- 2** Find your market-aligned existing programs with a **Portfolio Health Check**
- 3** Refresh existing programs with a **360° Program Assessment**

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



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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.