

YOU'RE INVITED

# Executive Strategy Summit

Securing Your Future in a New Era of Graduate, Adult, and Online Enrollment

Growing graduate and adult learner enrollment is a priority for many institutions. But shrinking budgets and staffs, declining student populations, and growing competition make succeeding in this market a challenge. This new era of enrollment management requires doing more with less, as well as strategic decision making to stay ahead of local, national, and global trends.

Join fellow higher ed executives and EAB experts at an 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.

## ▶ June 4-5

Washington, DC

### Tuesday, June 4

#### Private Museum Tour

3:30 p.m. Eastern Time  
[The National Gallery of Art](#)

#### Cocktail Reception & Executive Dinner

5:15 p.m. Eastern Time  
[L'Arden](#)

*Additional detail on the following page*

### Wednesday, June 5

#### 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: June 5

- 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 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 New Era of Graduate, Adult, and Online Enrollment**  
To succeed in the graduate, adult and online markets, institutions will need a sound strategy at every stage of the funnel. This session will explore tactics to curate your prospect pool and nurture students through to enrollment in this challenging market.
- 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 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. **Immediate and Future Implications of the New AI**  
This session will provide an overview of new AI, examine immediate use cases of new AI in admissions and enrollment, and speculate on the 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, June 4, each designed to give you a taste of life in the nation's capital.

### ► **Museum Tour: The National Gallery of Art**

*Tuesday, June 4 at 3:30 p.m. Eastern Time (depart the Fairmont Georgetown at 3:00 p.m. Eastern Time)*

Join us for a private, interactive tour of The National Gallery of Art's modern and contemporary art collections. The tour will explore the artistic process and uncover layers of meaning in four to six hallmark works.

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

*Tuesday, June 4 at 5:15 p.m. Eastern Time*

Following the tour, join us for hand-crafted cocktails, Italian food, and networking with peers at [L'Ardente](#), a DC hotspot renowned for their 40-layer lasagna.

*Transportation provided*

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