

# Executive Strategy Summit

## Adult Learner and Graduate Growth for the Next Decade

With widespread demographic changes projected over the next ten years, many institutions will face an urgent need to backfill lost undergraduate revenue. While early data indicates promise in graduate, online, and undergraduate degree completer programs, institutional leaders will need to overcome several core challenges to succeed.

Join your peers and EAB experts in Chicago to discuss innovative strategies for graduate, online, and degree completion growth. **You'll leave with insights from EAB's newest research on the adult learner market, strategies for prioritizing program investments, and proven tactics for enrolling more students.**

### ▶ April 28, 2020

Chicago, IL

#### Meeting Location

University of Chicago –  
Gleacher Center  
450 North Cityfront Plaza Drive  
Chicago, IL 60611

#### Hotel Accommodations

InterContinental Chicago  
Magnificent Mile  
505 North Michigan Ave  
Chicago, IL 60611  
P 312-944-4100

#### Dinner Information

Date: Monday, April 27  
Time: 6:00 pm  
Location: [RPM Italian](#)  
52 W Illinois Street  
Chicago, IL 60654

### ▶ RSVP

Learn more and register at [pages.eab.com/Adult-Learner-Strategy-Summit-2020](https://pages.eab.com/Adult-Learner-Strategy-Summit-2020) or contact Nicole Curtis at [NCurtis@eab.com](mailto:NCurtis@eab.com)

- For hotel reservations, call 1-800-628-2112 or [book online here](#)
- If making reservations by phone, mention "EAB Adult Learner Recruitment" for a discounted rate
- Single and double rooms are \$239 per night
- Please make reservations by April 6, 2020

### AGENDA

#### 8:00 a.m. Guest Arrival and Registration

*Light Breakfast Provided*

#### 8:30 a.m. Opening Remarks

#### 9:00 a.m. Blueprint for Graduate Growth

With more competitors entering the adult student market and uncertain growth in master's degrees and certificates, competition among non-profit institutions now rivals the for-profits at their peak. This session will share highlights from EAB's ongoing research about the future of graduate education and adult learner markets, including sizing new and evolving program markets, understanding emerging winner-take-all markets, and assessing the capabilities and expertise required to compete.

#### 10:00 a.m. Data-Driven Strategies to Recruit and Enroll Adult Learners

This session will delve into proven strategies to overcome core challenges at each phase of adult learner enrollment growth, from program planning to recruitment. Attendees will learn how out-of-industry marketing strategies and innovations involving big data and are helping institutions meet their graduate and online growth goals.

#### 11:00 a.m. Market-Savvy Program Design Workshop

This interactive workshop will explore key issues in strategic enrollment planning, including approaches to online program launch, tactics for developing scalable programs, and best practices for designing programs that appeal to today's adult learners. The session will enable participants to assess their institutions' own practices and discuss solutions to their most pressing enrollment planning challenges.

#### 12:00 p.m. Lunch

#### 1:00 p.m. Case Study Presentation and Q&A

Hear directly from one of our Adult Learner Recruitment partners about their experience and results to date. This session will include a facilitated Q&A so you can learn how the insights and strategies could apply to your programs.

#### 2:00 p.m. Developing High-Impact Employer Partnerships

As traditional revenue sources become more unpredictable, universities have turned to employer partnerships as an additional source of enrollment and revenue. But developing and capitalizing on these relationships is easier said than done. Participants will come away from this session equipped to identify best-fit employer partners and position the university as a strong candidate for sustainable, high-impact industry partnerships.

#### 3:00 p.m. Adjournment

*\*Agenda and speakers subject to change.*