

YOU'RE INVITED



EAB

# Executive Strategy Summit

Securing Your Future in a Dynamic Graduate and Adult Education Market

Leaders in graduate and adult education are facing new headwinds, from navigating uncertainties in today's political landscape to responding to changing student preferences and integrating AI into their programs and workflows. In this challenging environment, growing enrollment requires a keen understanding of new market dynamics and strategic, forward-thinking decisions.

Join fellow higher ed executives and EAB experts in Washington, DC, for an exclusive event focused on innovative strategies for growing enrollment in graduate, online, and adult degree completion programs. You'll leave with actionable insights to succeed in a new era of graduate and adult enrollment.

## ▶ June 4–5

Washington, DC

### Wednesday, June 4

#### Private Museum Tour

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

#### Cocktail Reception & Executive Dinner

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

*Additional details on the following page*

### Thursday, June 5

#### Executive Summit

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

## ▶ RSVP

Use our [discount code](#) to book your stay at the Park Hyatt.

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**  
*Breakfast Provided*
- 8:30 a.m. **Opening Remarks**
- 9:00 a.m. **State of the Union: The Graduate, Online, and Adult Learner Markets**  
Attendees will hear EAB's newest research on the characteristics of the graduate, online, and adult degree completer markets—and learn what market trends and the new administration could mean for future enrollment growth.
- 10:00 a.m. **Student Preferences in a New Era of Graduate and Adult Education**  
In this session, we will explore how student mindset is changing based on findings from our survey of 6,000 prospective adult learners.
- 11:00 a.m. **Succeeding in a Dynamic Graduate and 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 an Adult Learner Recruitment Partner**  
Hear directly from an Adult Learner Recruitment partner about the strategies they use 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: AI for Graduate and Adult Enrollment**  
Join your peers in one of two breakout sessions led by our experts. Choose from the following topics: (1) integrating AI into program curriculum or (2) how to use AI to better reach and recruit students.
- 2:00 p.m. **Differentiating Your Institution in a Crowded Market**  
Defining and communicating your institution's unique value proposition has never been more important. In this session, EAB experts will walk you through the steps to identify and articulate your differentiators in the hyper-competitive graduate and adult markets.
- 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 Wednesday, June 4, each designed to give you a taste of life in the nation's capital.

### ▶ **Private Museum Tour**

*Wednesday, June 4, at 3:30 p.m. Eastern Time (depart the Park Hyatt at 3:10 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**

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

Following the tour, join us for handcrafted cocktails, Italian food, and networking at L'Ardente, a DC favorite renowned for their 40-layer lasagna.

*Transportation provided*

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