Connecting to Audio

Refer to the **webinar confirmation email** you received in your inbox.

Asking a Question

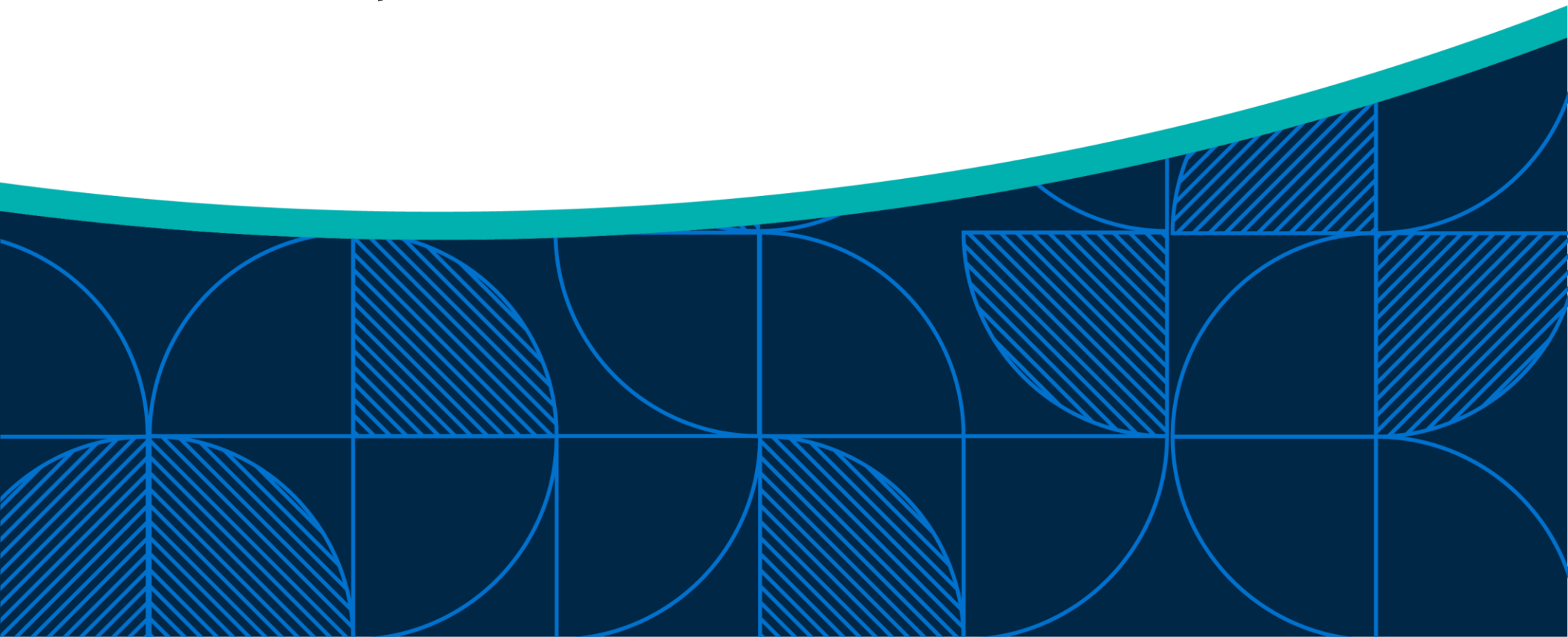*Type your question here*

Brief Exit Survey

We'd appreciate your **feedback** on today's presentation.

EAB

ADULT LEARNER RECRUITMENT

Succeeding in a New Era of Graduate, Online, and Adult Enrollment
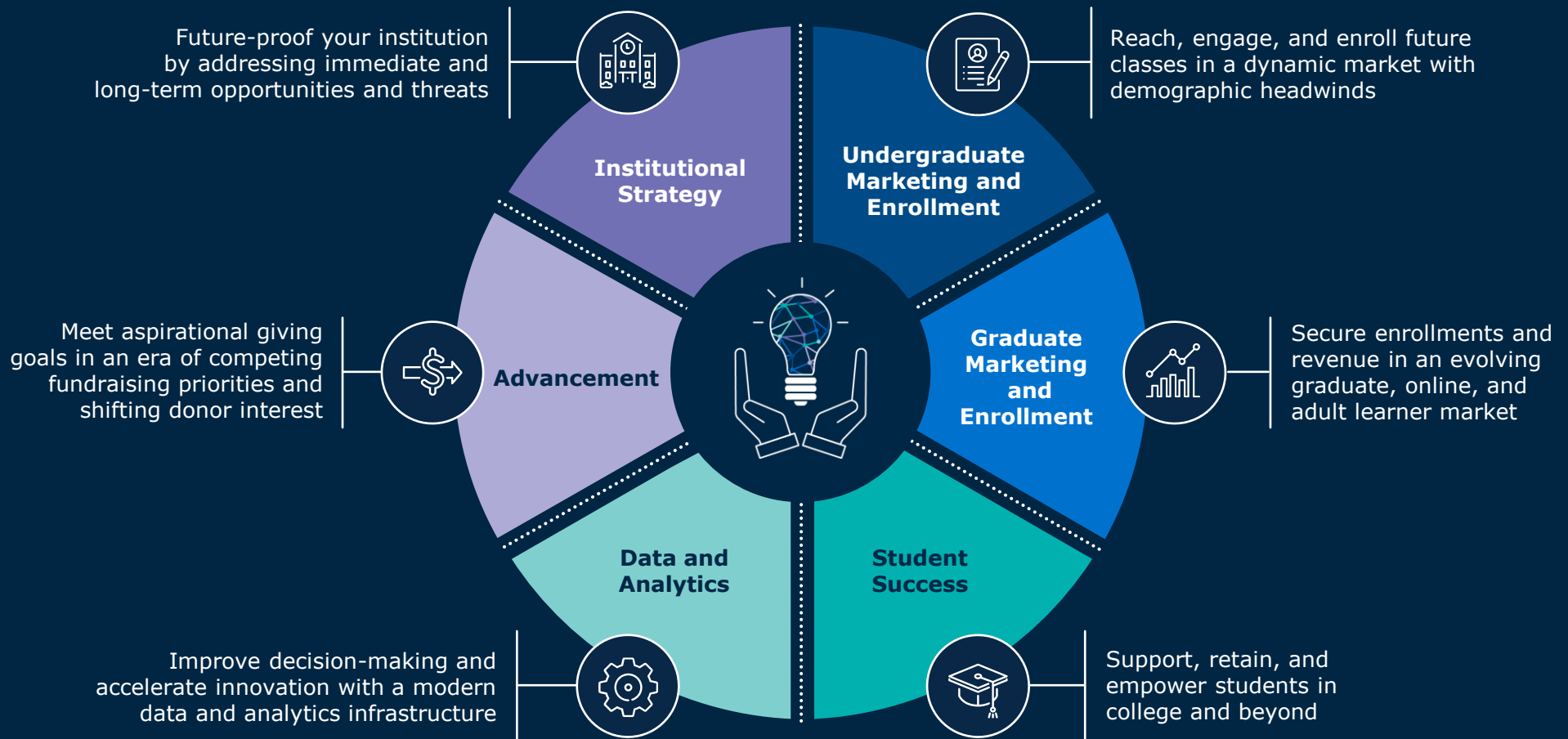
Today's Presenter

Sharon Shoham

Managing Director

EAB's Adult Learner Recruitment

Connect with me on LinkedIn

Insight-powered Solutions for Your Top Priorities and Toughest Challenges

Future-proof your institution by addressing immediate and long-term opportunities and threats

Institutional Strategy

Reach, engage, and enroll future classes in a dynamic market with demographic headwinds

Undergraduate Marketing and Enrollment

Meet aspirational giving goals in an era of competing fundraising priorities and shifting donor interest

Advancement

Secure enrollments and revenue in an evolving graduate, online, and adult learner market

Graduate Marketing and Enrollment

Improve decision-making and accelerate innovation with a modern data and analytics infrastructure

Data and Analytics

Support, retain, and empower students in college and beyond

Student Success

We partner with 2,800+ institutions to accelerate progress, deliver results, and enable lasting change.
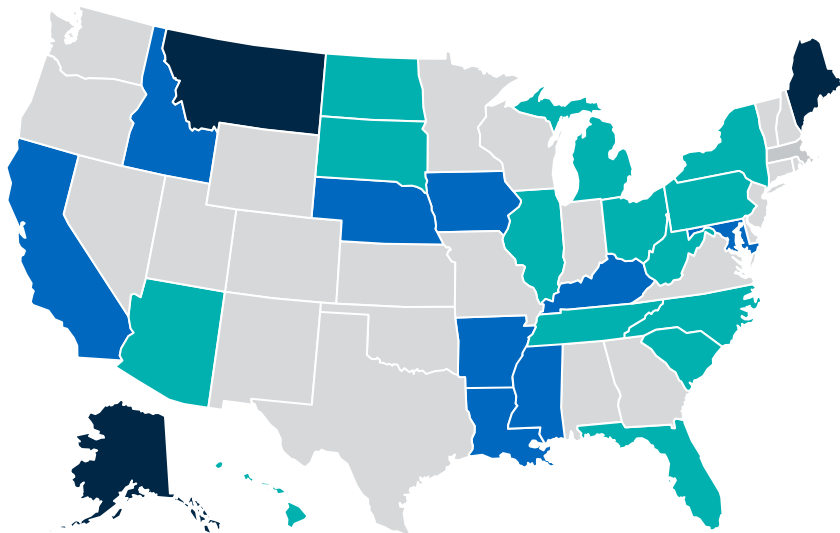
95%+ of our partners return to us year after year because of results we achieve, together.

Fewer Students Are Entering the Graduate and Adult Education Markets

And It's Only Getting Worse

More than Half of States Saw Grad Enrollment Fall

Percentage of Change in Enrollment by State of Institution, Fall 2021-22

- ■ 0% and higher
- ■ -0.1%-2.5%
- ■ -2.6% to -5%
- ■ -5.1% and lower

Nationwide Grad Slowdown After Decades of Growth

3.2% ▶ **1.3%**

Actual Avg. Annual Growth
1990 - 2021

Projected Avg. Annual Growth
2022 - 2032

...With More Trouble on the Horizon

Undergraduate Enrollment Is Falling

Nonconsumption

-7.7% Decline in college-going rate of recent high school graduates, 2016-22

Demographic Cliff

-6.3% Decline in 15-to-19-year-old population, 2021-32

Student Demographics and Behaviors Are Shifting

Changing Student Profile

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

Mega-Stealth Shopping

80% of adult learner applicants are "stealth," up from 20% in 2014

Source: 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; EAB research interviews and analysis.

At the Same Time, Schools Face More Competition for Fewer Students

University Competition Is Heating Up as New Graduate Programs Outpace Conferrals

Percentage of change since 2013 — Programs, Conferrals, 2013–2022

Programs: 42K
Conferrals: 892K
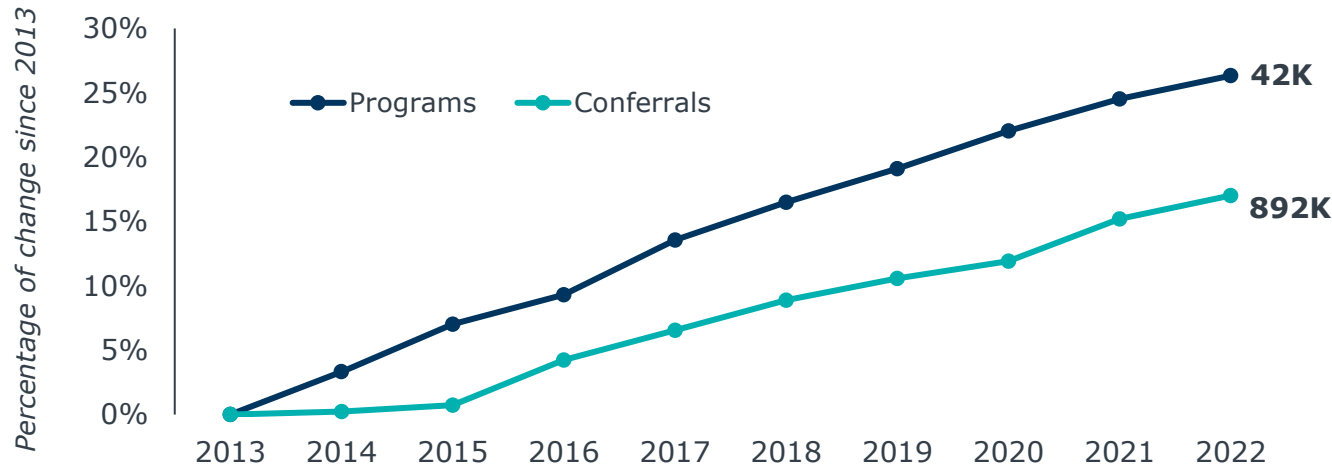
2.37% average annual growth rate, **programs**

1.58% average annual growth rate, **conferrals**

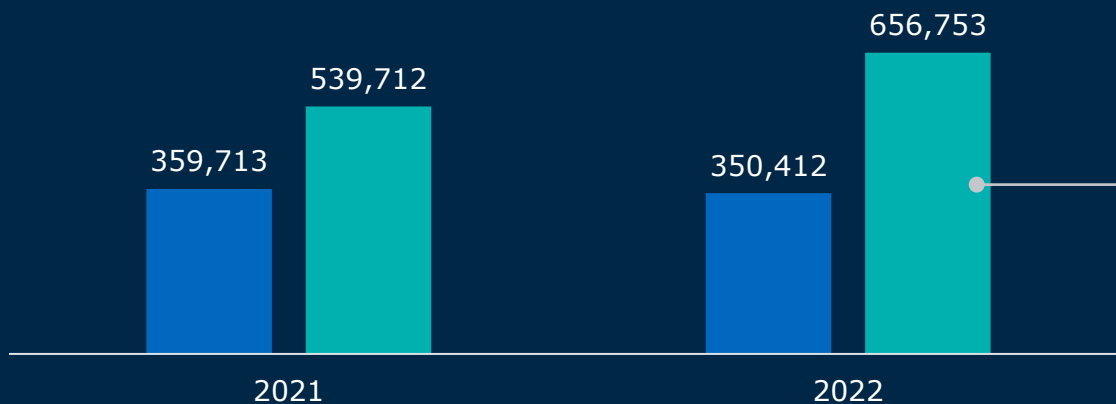**IHE Inside Higher Ed**

January 23, 2024

Microcredentials on the Rise, but Not at Colleges

A new survey found training partnerships between employers and four-year colleges fell between 2022 and 2023 while instruction provided by third-party providers rose.

By Kathryn Palmer

Nonacademic Providers Are a Growing Threat

Estimated count of credentials offered (certificates, badges, licenses, diplomas, etc.), 2021-22

	2021	2022
Postsecondary institutions	359,713	350,412
Nonacademic providers	539,712	656,753

−9,301
Decrease in credentials offered by **colleges and universities**

+117,041
Increase in credentials offered by **nonacademic providers**

Postsecondary institutions   Nonacademic providers

Source: IPEDS data; "How many unique education credentials exist? More than 1M, according to a new count," Higher Ed Dive.

A Series of Unknowns Make This Market Even More Challenging

Economic Headwinds

- How will a changing economy impact demand for degrees?
- How will inflation impact university budgets?
- How will increasing tax burdens on young adults impact enrollments?

The New Administration

- How will tightening borders impact international enrollment?
- How will shifts away from Department of Education toward state ownership impact funding and policy?
- What does the future hold for OPMs without close federal regulation?
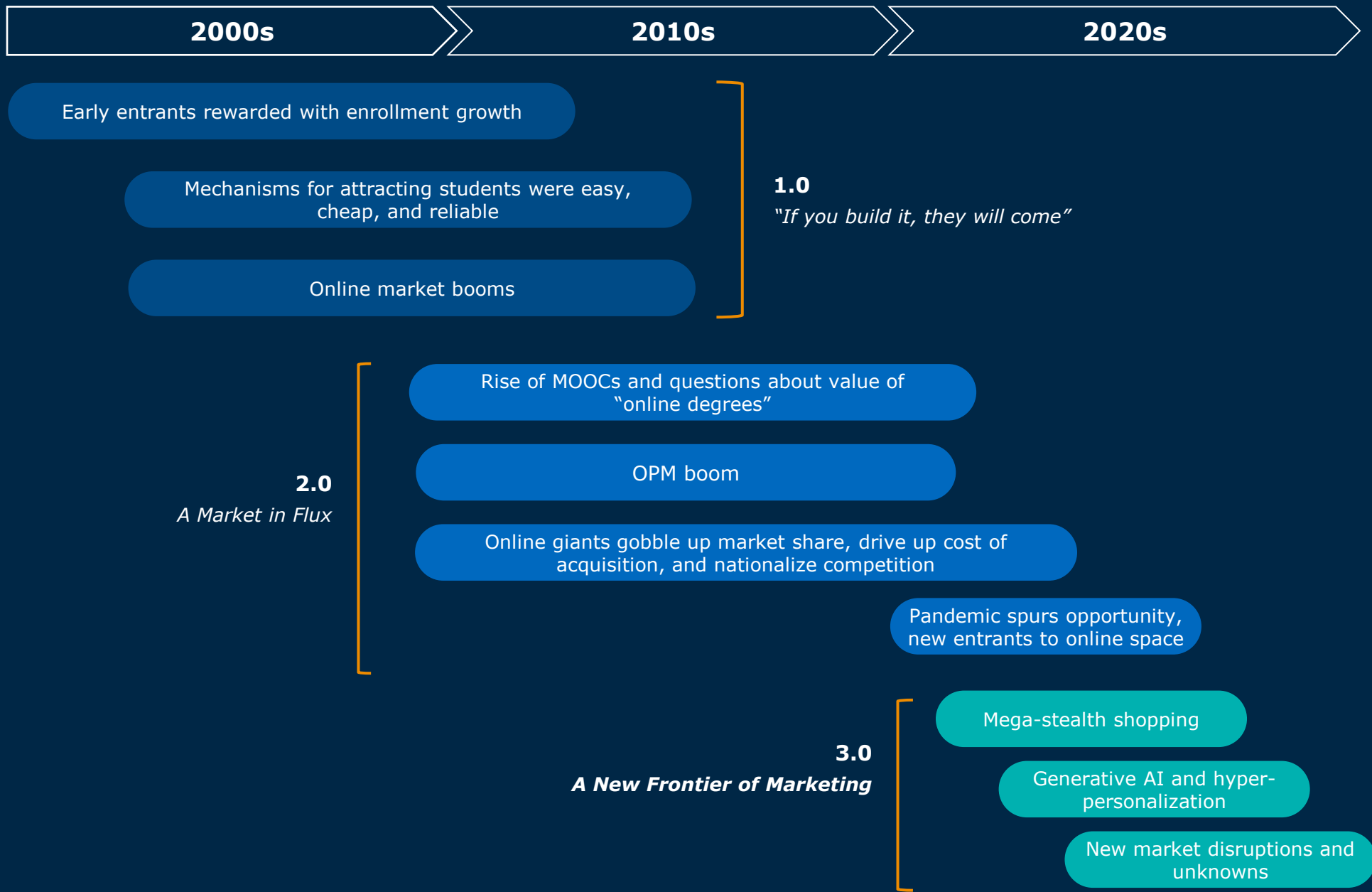
International Landscape

- How will population decline and changing economic policy in China impact enrollment?
- How will enrollments from India and Southeast Asia be impacted by potential changes to OPT policies?
- How will U.S. institutions reach emerging and growing markets in Africa?
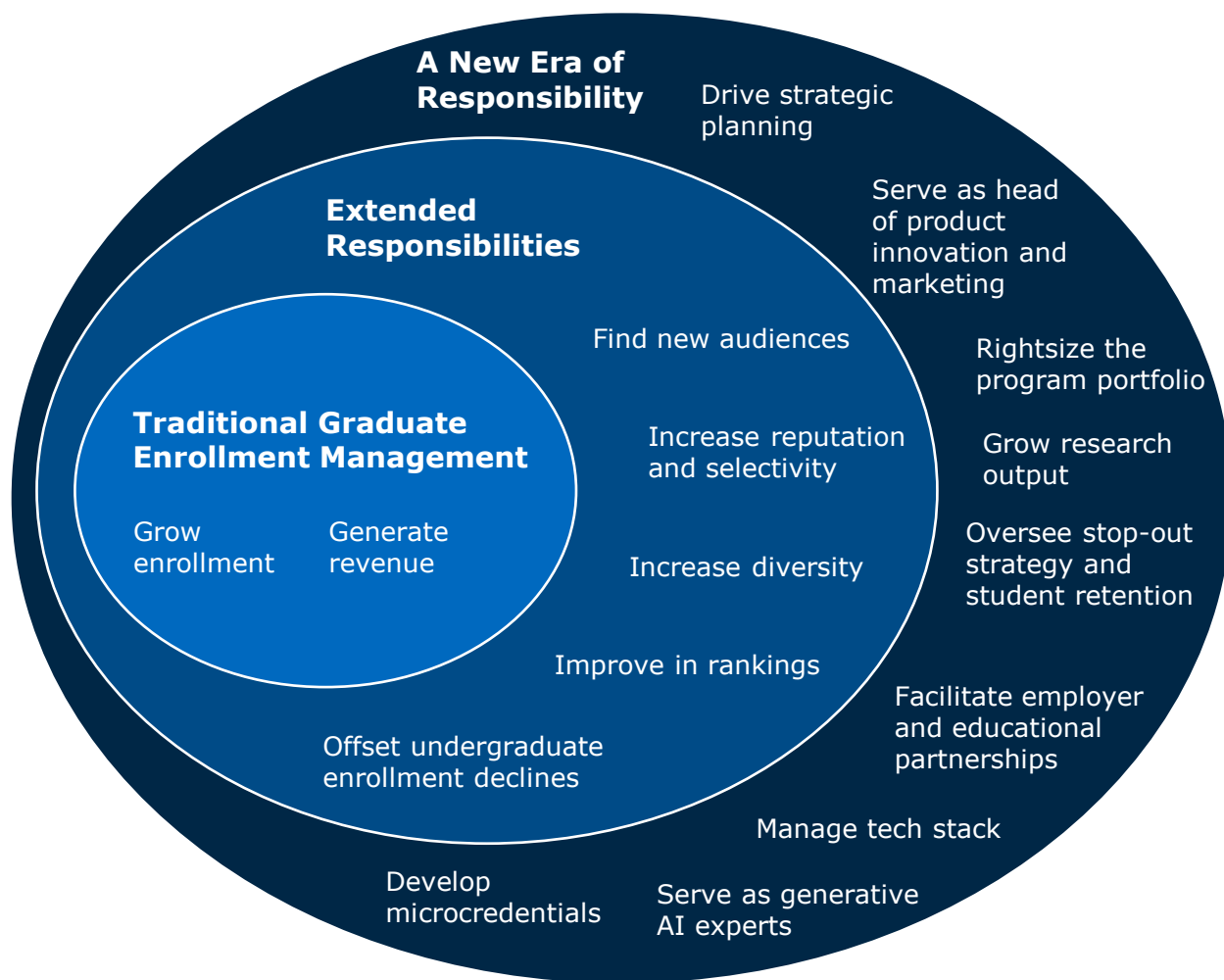
Artificial Intelligence

- What is AI's role in higher education?
- Is AI a distraction or necessary tool?
- How will AI change the future of work—and how can higher ed best prepare students?

eab.com

Entering a New Chapter in Graduate and Online Enrollment Management

| 2000s | 2010s | 2020s |

Early entrants rewarded with enrollment growth

Mechanisms for attracting students were easy, cheap, and reliable

Online market booms

1.0
"If you build it, they will come"

Rise of MOOCs and questions about value of "online degrees"

OPM boom

Online giants gobble up market share, drive up cost of acquisition, and nationalize competition

2.0
A Market in Flux

Pandemic spurs opportunity, new entrants to online space

3.0
A New Frontier of Marketing

Mega-stealth shopping

Generative AI and hyper-personalization

New market disruptions and unknowns

Graduate Enrollment Leaders Are Being Asked to Do More—with Less

New and Different-in-Kind Responsibilities for Enrollment Leaders

A New Era of Responsibility

Extended Responsibilities

Traditional Graduate Enrollment Management

Grow enrollment

Generate revenue

Drive strategic planning

Serve as head of product innovation and marketing

Find new audiences

Rightsize the program portfolio

Increase reputation and selectivity

Grow research output

Increase diversity

Oversee stop-out strategy and student retention

Improve in rankings

Offset undergraduate enrollment declines

Facilitate employer and educational partnerships

Manage tech stack

Develop microcredentials

Serve as generative AI experts

...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 VPEMs; EAB interviews and analysis.

Right **decisions**.
Right **programs**.

Right **channels**.
Right **audiences**.

Rightsized **results**.
Right **now**.

How Does Your Enrollment Shop Stack Up?

Explore the Full Diagnostic
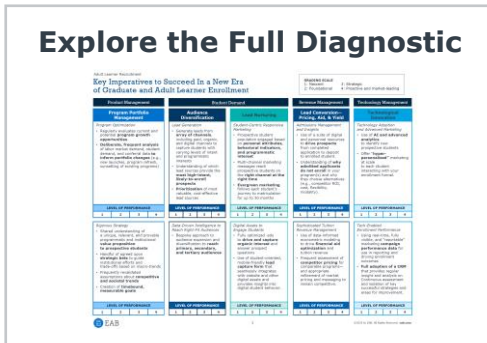
	Level 1 *Reactive*	**Level 2** *Foundational, Stable*	**Level 3** *Strategic*	**Level 4** *Proactive, Market-Leading*
Strategy and Program Management	Limited or absent program assessment	Ad hoc labor insights reports on select programs	Annual program review, including labor market analysis	Frequent, full-portfolio review with multifactor inputs, resulting in new program launches, refreshes, and sunsetting of programs
Lead and Audience Generation	Single or limited lead generation channels	Small array of lead generation efforts for select programs or schools	Digital marketing efforts on multiple channels to promote brand and programs	Fully optimized array of digital and organic lead generation efforts, including .edu, program, and brand marketing
Lead Management and Conversion	Simple email follow-up system for inbound or sourced leads	Dynamic architecture with email and staff follow-up to convert leads	Sophisticated lead cultivation, including multifactor engagement across channels	Advanced lead cultivation, responsive to student intent and behavior
Application and Yield Management	Admissions staff engage with each applicant for decision support	Fast admissions decisions, with ROI-driven messaging and follow-up	Digital and personnel tools for application and yield support	Full array of digital tools and staff efforts for financial aid support, deposit intel, and anti-melt strategies
Technology and Analytics	Limited or absent CRM for performance management and reporting	Campus-wide use of CRM with clear channels for follow-up	Full CRM adoption, with regular insight and analysis of KPIs	AI to drive hyper-personalization and full tech stack with real-time reporting

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**

Unrivaled 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

How Can We Help?

I'd like to speak to an EAB expert about…

1 Identifying online, graduate, or adult education **programs to launch or refresh**

2 Optimizing graduate, online, or adult education **programs for growth**

3 **Generating leads** for graduate and online programs

4 Developing **marketing campaigns** to reach and recruit graduate and online students

eab.com

EAB

Curate

Expand and Diversify Your Pool of Right-Fit Students

The Opportunities & Challenges of Recruiting Prospective Adult Learners

Adults Are a Comparatively Large and Diffuse Market
Anytown, USA, 10,000 Residents

177

High school seniors
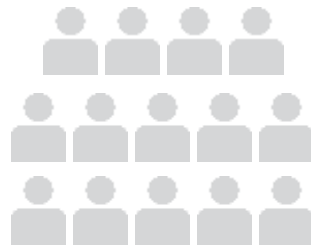
491

Aged 25-34 **with a high school diploma but no college**
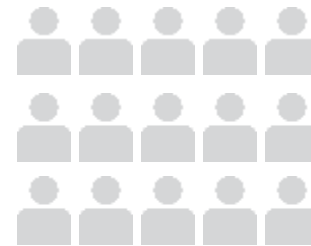
508

Aged 25-34 **some college or associate degree**
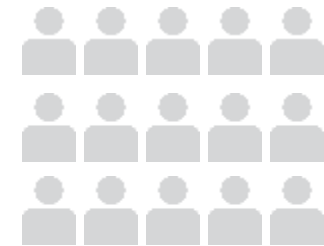
564

Aged 25-34 with **a bachelor's but no grad degree**

But Current Tactics Aren't Reaching Prospective Students

80%

of adult learner applicants are stealth applicants

29%

of surveyed graduate and adult learners are opting not to take admission tests

Source: U.S. Census (2022); EAB research and analysis.

eab.com

Access and Expertise Needed to Manage Lead Generation Strategies

Your Goals and Differentiators

Strategy Transformation

Intelligent Analytics

EAB

- Phi Theta Kappa Lists
- Nat. Student Clearinghouse
- Recent Alumni and Current Undergrads
- Institutional Inquiry Pool
- Organic Web Traffic
- Test-Taker lists
- First-Party Digital
- Appily Advance
- Consumer Analytics
- Virtual Tours
- Paid Search
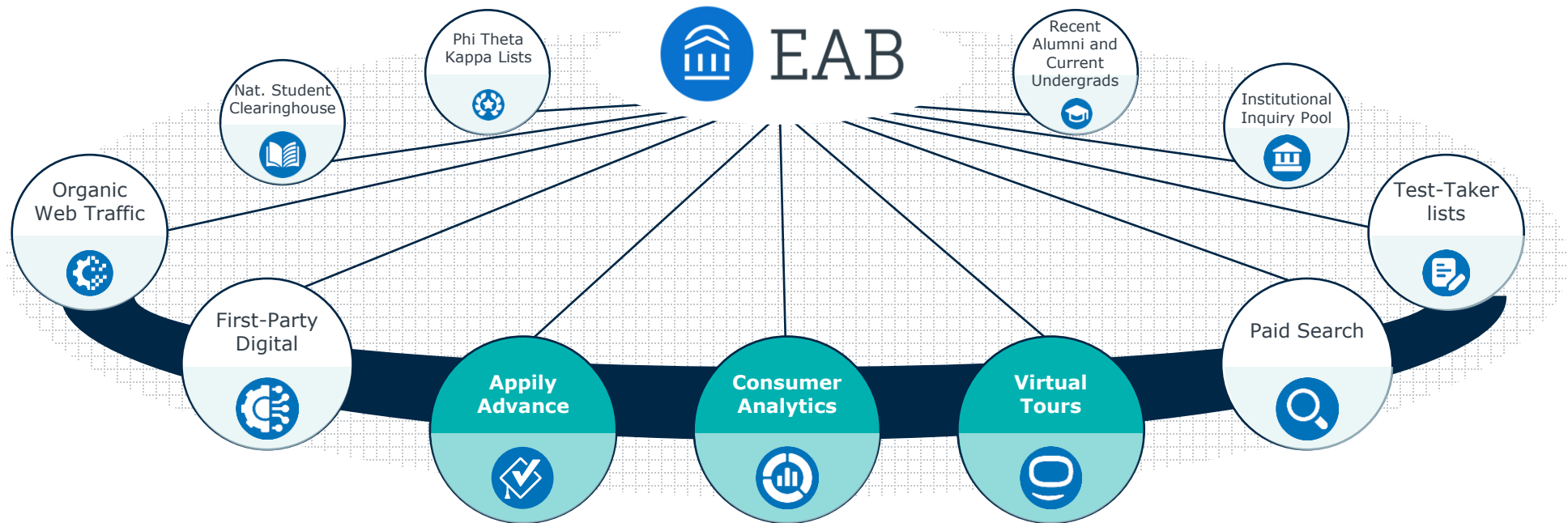
Unrivaled Student Access and Insight

1.5B+ Student interactions analyzed annually

Diversifying Leads Across Proprietary and Known Sources

- Only with EAB
- Known sources optimized by EAB
- EAB Pixel

How Consumer Analytics Support Your Strategy

Our Approach Marries Your Data with Our Consumer Database

Historical Students

Historical Students in National Consumer Database

Analyze and Match Using Machine Learning
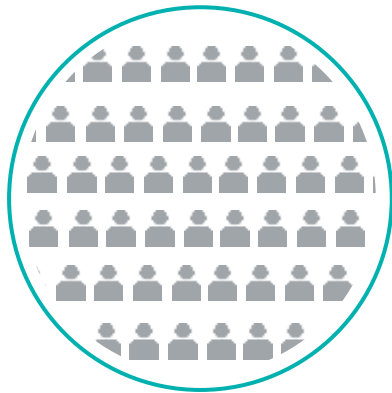
Basic contact information such as gender and age
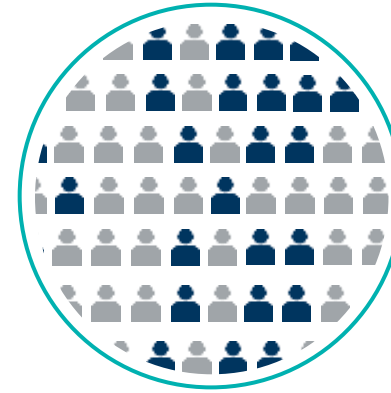
Isolate characteristics of high-affinity prospects from a database with 200 million consumers and 115+ variables

New Right-Fit Prospects to Target
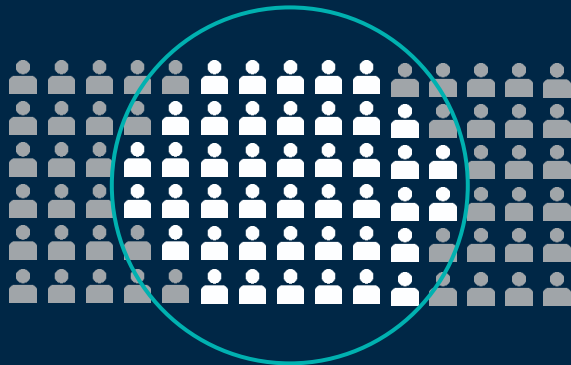
Deep Dive on Analytic Insights

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

▶ Diversity

▶ 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...
- Le... un...
- Ap... da...

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
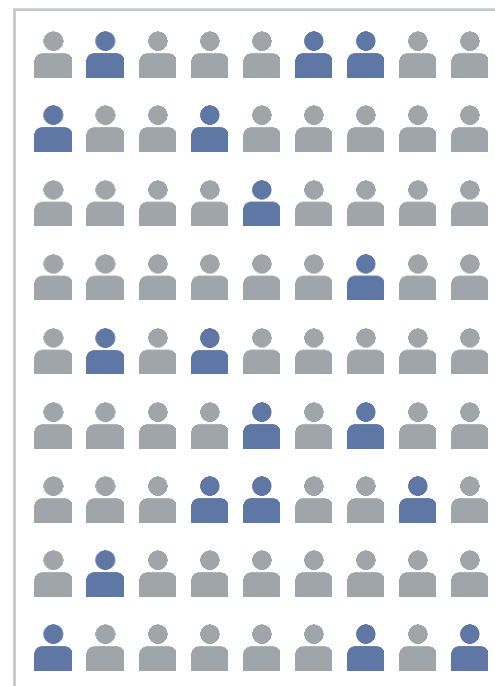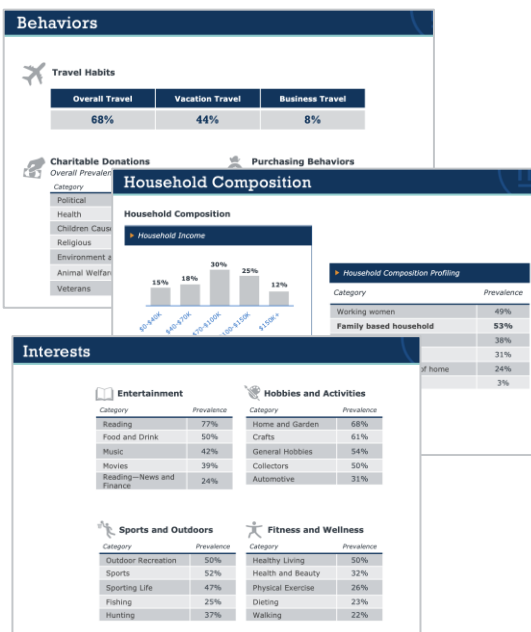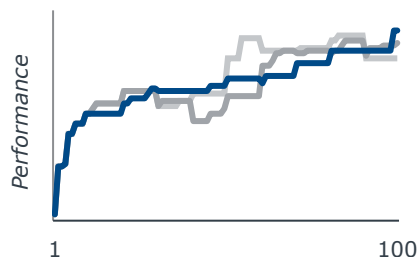
Appily Advance for Graduate and Adult Programs

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

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

Programs currently served:

✓ Adult degree completion
✓ Business (graduate)
✓ Certificates
✓ Education (graduate)
✓ Healthcare

Key Benefits of Appily Advance

Expanded Reach

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

46%

Higher response rate compared to purchased lists, on average

High-Quality Leads

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

70%+

Lower cost per lead compared to Meta, LinkedIn, and Paid Search acquisition

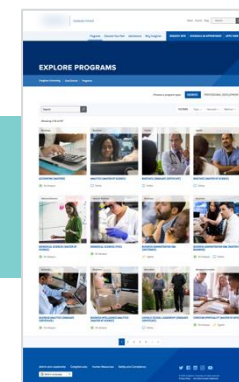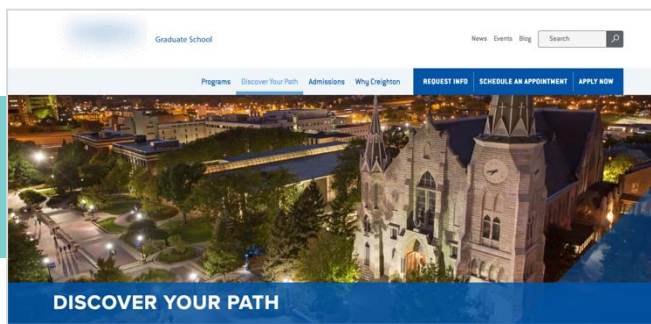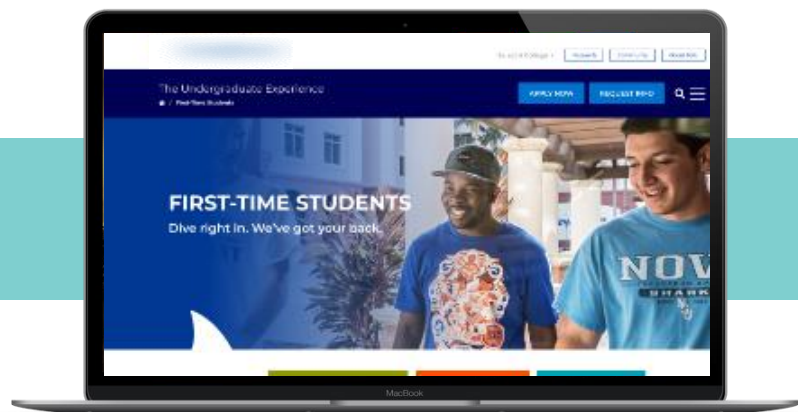### Campaign Speed and Integration

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

33%

Faster response time for Appily leads compared to institutional **inquiry pool**

Ensure Your 'Digital Front Door' Is Open

We Elevate Your Digital Presence and Help You Capture Leads on Enrollment-Critical Pages

SEO Audit, Workbook, and Management

Reveal your opportunities to increase search engine visibility, drive organic traffic, and inform content strategy for all graduate pages. Quarterly management and a custom dashboard support optimization.

45%

Average increase in organic traffic after incorporating SEO recommendation on key pages

Behavior Flow Assessment

High-level SWOT analysis of the .edu graduate ecosystem from the point of view of a prospective student.

+200%

Increase in web-generated clicks after implementing recommendations

Visual Content Hierarchies and Playbook

Best practices and specific recommendations for enrollment-critical pages, including copy, assets, information architecture, SEO, and more.

48%

Average increase in session duration with improved content

Integrated Lead Capture Form

Form designed to complement your RFI form and capture data on prospective students by offering a specific purpose to engage.

2X

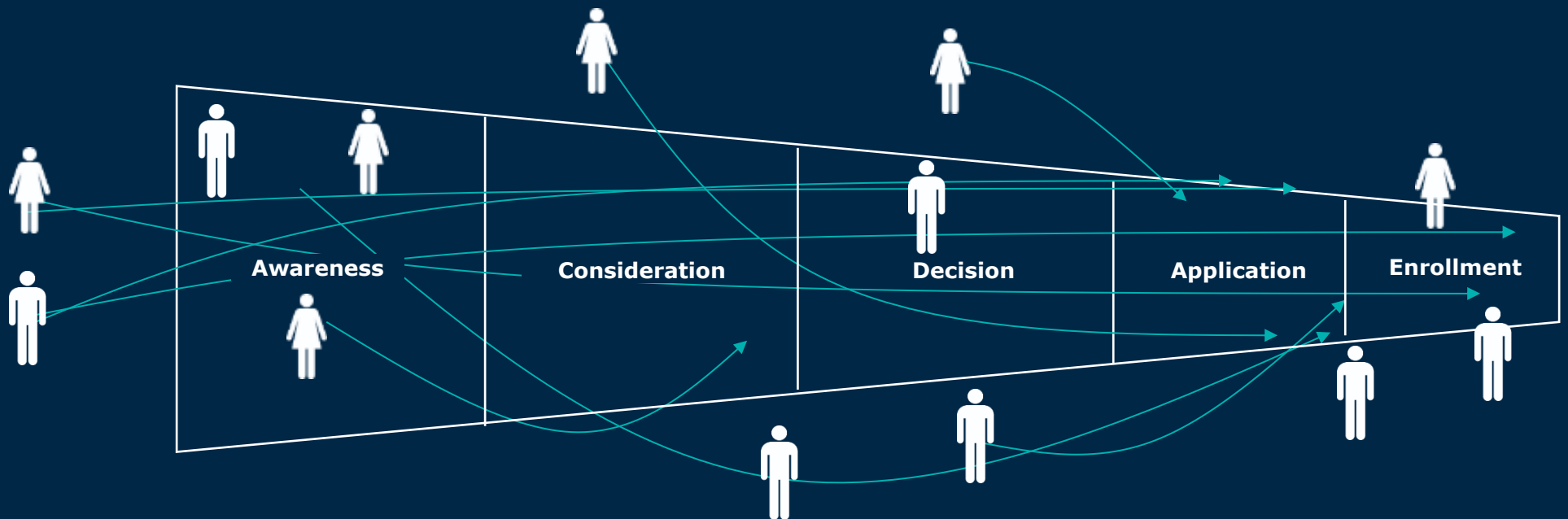Higher completion rate compared to traditional registration forms

EAB

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

adult learners **don't know which school** to attend when they start their journey

If I enroll, will it be worth it?

8 out of 10

adult learners cite **outcomes-driven motivations** for earning their degree

How should I spend my time?

6 out of 10

adult learners **apply to two or fewer schools**

How will I pay for school?

6 out of 10

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

Source: EAB research and analysis.

Student Journeys as Unique as Each of Your Adult Learners

Michael
Working parent seeking a promotion

Isabella
Gen Z seeking to finish her degree

Neil
Engaged alumnus looking to upskill

Michael's Six-Month Journey
Nudging Needed for a Busy Parent

- Is served MBA U **LinkedIn** ad
- Indicates his 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 his **application** but then gets busy and forgets to complete it
- Receives **text message** application nudges

Isabella's Two-Year Journey
From Online Research to Application

- Becomes aware of degree completion programs through **display ads**
- Clicks through to **Appily 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**

Neil'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
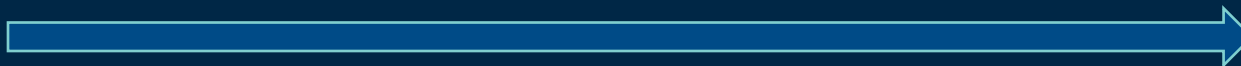
We Craft a Customized 'Student Journey'
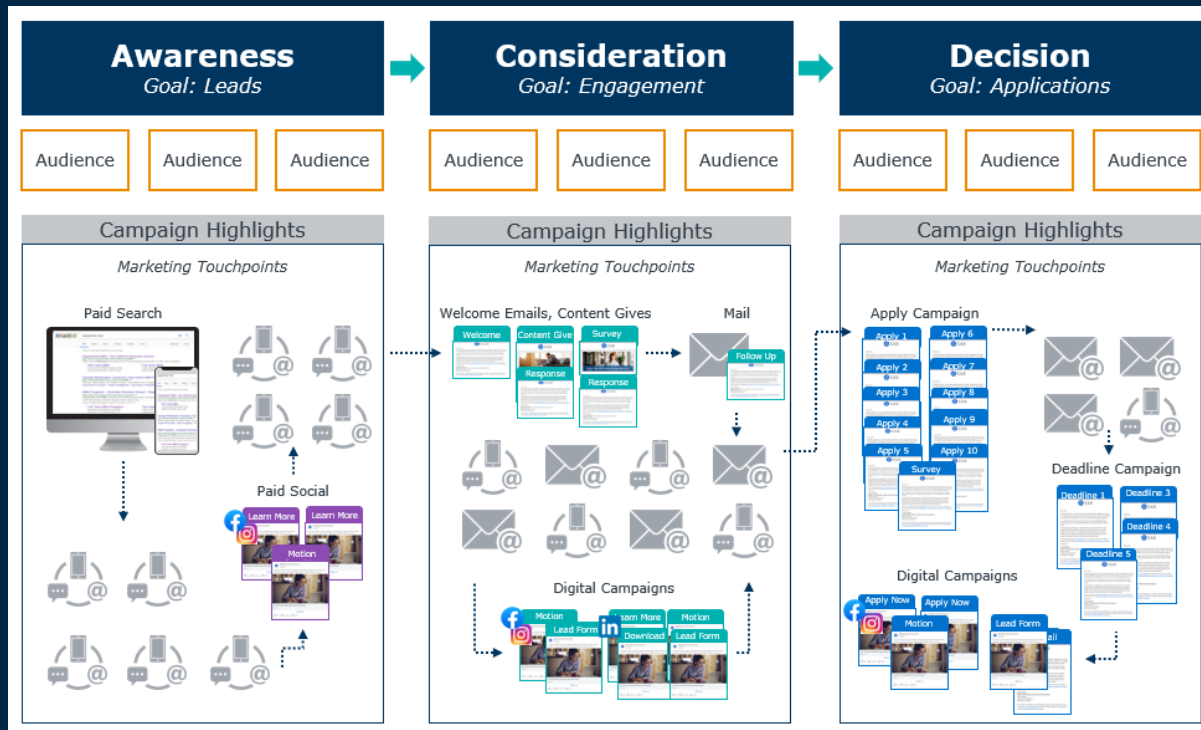
Recommendations Tailored to Your Institution's Goals

- ✓ 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

eab.com

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
- Appily 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
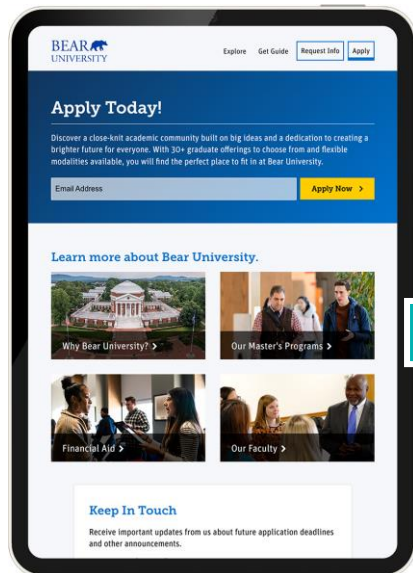Number of leads generated

New Content Impact
35%
of new leads engaged with new calls to action

Student-Friendly Application Critical to Ensuring Application Submission

Converting Interest to Application Requires a Streamlined Experience

Personalized Welcome Pages
Invite Students to Application

Giving Students a Best-in-Class Application Experience

☑ Friction-Free Experience

☑ Clear Path to Completion

☑ Multi-platform Accessibility

1. Pre-populated welcome pages

2. Future-term deferral cultivation

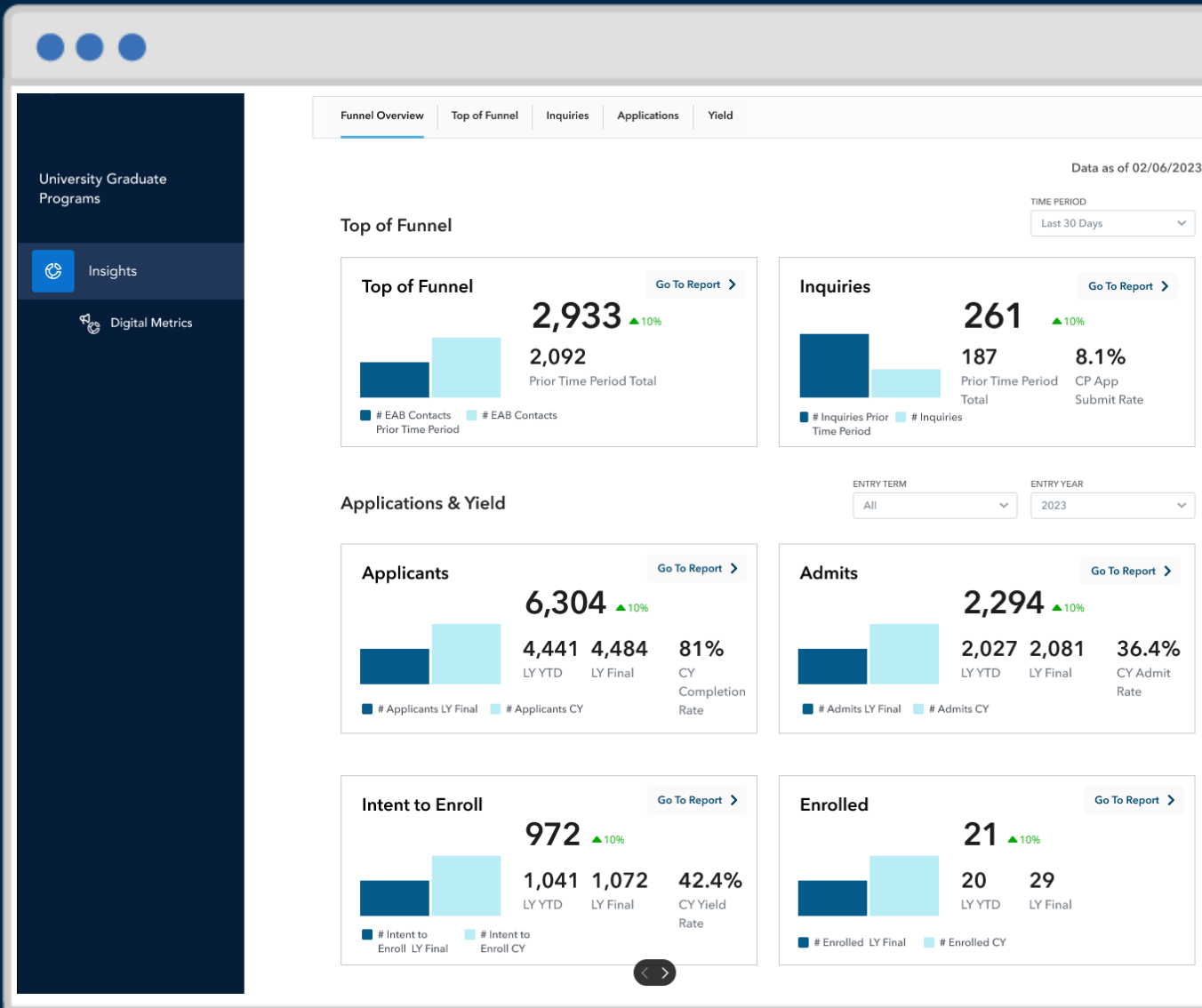3. Connect to .edu website information

+73% **Higher application rate for partners using a custom EAB application,** regardless of a prospect's level of campaign interaction

eab.com

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

University Graduate Programs

Insights
Digital Metrics

Funnel Overview | Top of Funnel | Inquiries | Applications | Yield

Data as of 02/06/2023

Top of Funnel

TIME PERIOD
Last 30 Days

Top of Funnel — Go To Report
2,933 ▲10%
2,092 Prior Time Period Total
■ # EAB Contacts Prior Time Period ■ # EAB Contacts

Inquiries — Go To Report
261 ▲10%
187 Prior Time Period Total | 8.1% CP App Submit Rate
■ # Inquiries Prior Time Period ■ # Inquiries

Applications & Yield

ENTRY TERM — All
ENTRY YEAR — 2023

Applicants — Go To Report
6,304 ▲10%
4,441 LY YTD | 4,484 LY Final | 81% CY Completion Rate
■ # Applicants LY Final ■ # Applicants CY

Admits — Go To Report
2,294 ▲10%
2,027 LY YTD | 2,081 LY Final | 36.4% CY Admit Rate
■ # Admits LY Final ■ # Admits CY

Intent to Enroll — Go To Report
972 ▲10%
1,041 LY YTD | 1,072 LY Final | 42.4% CY Yield Rate
■ # Intent to Enroll LY Final ■ # Intent to Enroll CY

Enrolled — Go To Report
21 ▲10%
20 LY YTD | 29 LY Final
■ # Enrolled LY Final ■ # Enrolled CY

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

Looking Ahead

Preparing for the AI-First Era

Exploring the Potential of **Generative AI**
Pilots and Tests from Our Marketing Innovation Lab

Hyper-Personalized Outreach
Data-driven segmentation

Conversational Analytics
Next-generation data-mining
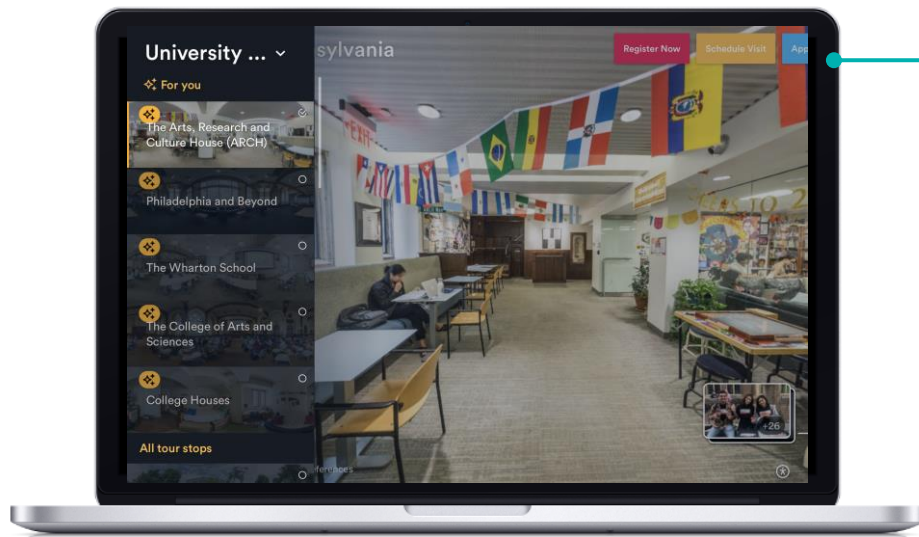
Guided Experiences
User-designed virtual "tours"

Virtual Counselor
Enhanced chatbot personalization

Meet Today's Digital Expectations with an Exceptional Virtual Visit

Leveraging AI to Deliver a Personalized, Immersive Digital Experience and Drive Student Interest

Key Components of an EAB Virtual Tour

- 360° photos and videos that enable exploration
- Embedded videos that support visual learning
- Clickable elements that encourage participation
- Intelligent CTAs that encourage students to take the next step
- Populate tour stops customized to a user based on their interests
- Identify popular tour stops by user input and activity

Embedded across emails, landing pages, ads, and more

Virtual Tours Can Be Used to...

Increase participation in campus visits

Drive out-of-state and international enrollment

Promote specific programs

Support class-shaping and diversity goals

Improve Student Engagement

6:57 Average number of minutes spent on YouVisit grad tours, 7X more than the average webpage

Generate More Inquiries

4x Higher conversion rate among EAB graduate virtual tours than the higher ed average

![EAB logo]

Convert

Improve Yield and Retention to Maximize Enrollment Potential

Financial Aid Optimization for Graduate Schools

Our Approach

Customized Modeling

Test unlimited aid scenarios with our live simulation model. Analyses are individually tailored to your institutional profile and goals.

Self-Service Tools

Track key enrollment and student profile metrics with dashboards that enable dynamic filtering to drill down on target areas.

Expert Support

Our expert consultants are available on call to discuss your strategy, contextualize your outcomes, and support executive presentations.

Comprehensive Partnership Options

FINANCIAL AID OPTIMIZATION (FAO)	PRICING AND AID OPTIMIZATION (PAO)

FINANCIAL AID OPTIMIZATION (FAO)

Descriptive Analysis

A customized, three-year historical analysis of enrollment, discount, and revenue performance for incoming student cohorts.

Optimization Analysis

An econometric analysis that assesses the impact of each admitted applicant's total award on their enrollment probability.

Policy Development

Powered by the Optimization Analysis, a live simulation model is used to develop systematic criteria and comprehensive policy for awarding scholarship and aid dollars.

Monitoring

Dynamic, dashboard-based tracking of admitted applicant pool behavior, ensuring outcomes align with modeling and goals.

PRICING AND AID OPTIMIZATION (PAO)

Everything included in FAO with the addition of:

Program Pricing Comparison

Inform your financial aid and marketing strategy with an analysis of your program's pricing compared to your top 15 competitors.

Maximize Yield of Your Admitted-Student Pool

Identify Student Intentions to Triage and Target Follow-Up Outreach

1 Soliciting Applicants' Feedback

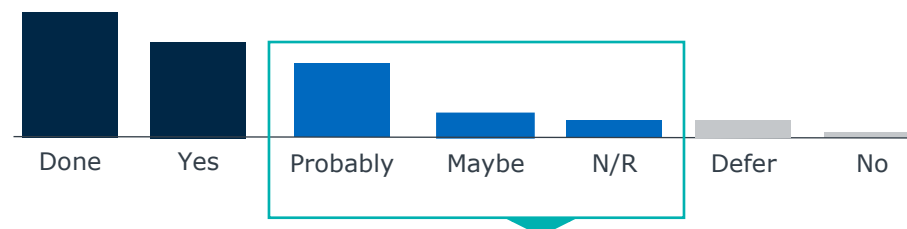Proprietary approach to surveying applicants on their enrollment intentions (and factors influencing *why*)

EAB's Survey Campaign

▶ **75%–85%**
average response rate

2 Predicting Who Will Enroll

Likelihood to Enroll by Response to the Question: ***"Do you intend to enroll (or deposit)?"***

| Done | Yes | Probably | Maybe | N/R | Defer | No |

Customized campaigns based on each student's response

3 Improving Admissions Feedback

Online portal tracks enrollment and deposit progress by the minute

- Track performance indicators
- Discover student intentions
- Triage student follow-up

4 Boosting Competitive Intelligence

Learn from non-yielding students with customized exit survey:

- Identify key competitors
- Understand why a student chose not to enroll
- Reveal insights for more effective messaging

60%–80%
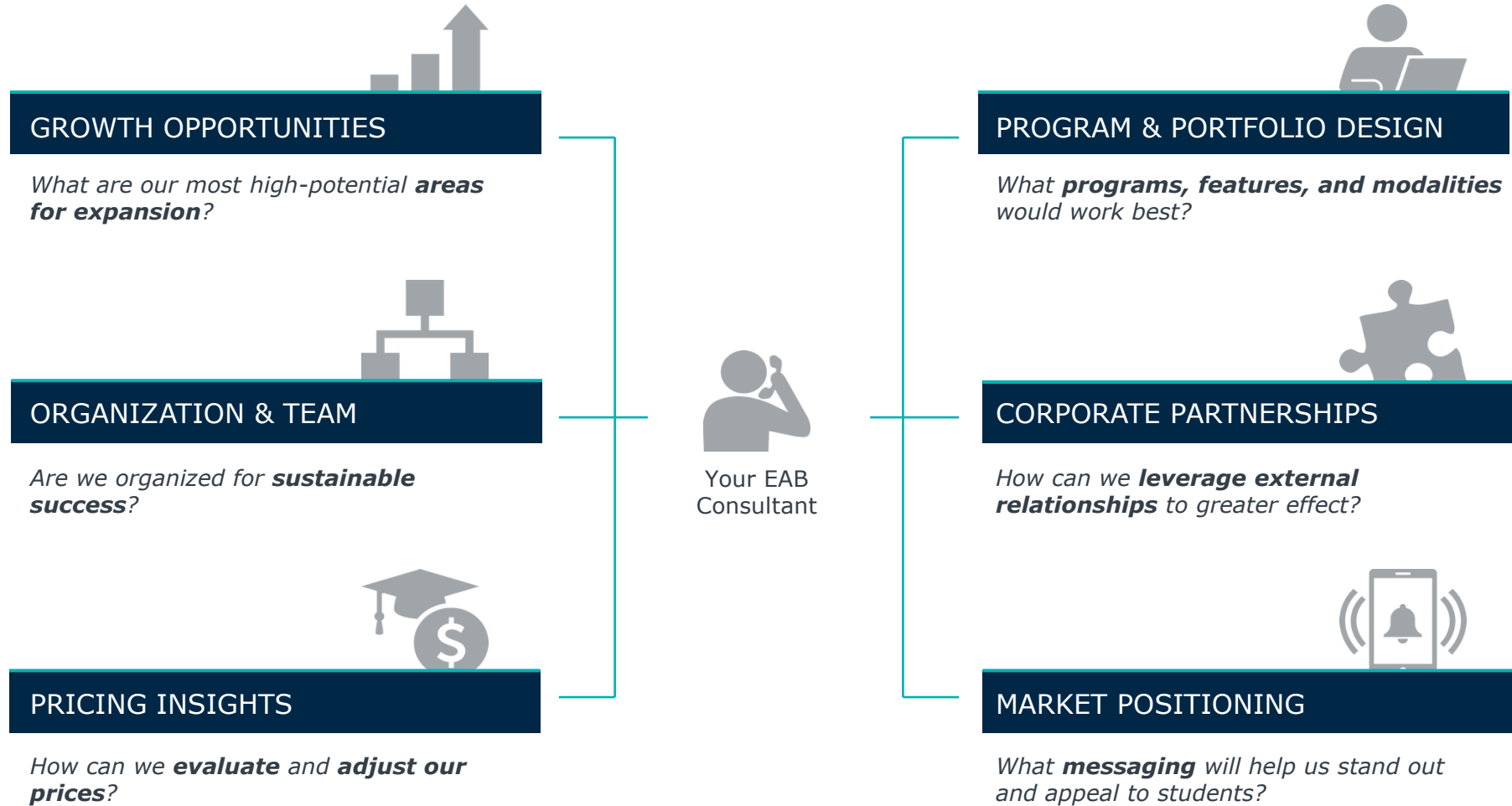Response rate among non-enrolling admits

eab.com

EAB

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

GROWTH OPPORTUNITIES

*What are our most high-potential **areas for expansion**?*

ORGANIZATION & TEAM

*Are we organized for **sustainable success**?*

PRICING INSIGHTS

*How can we **evaluate** and **adjust our prices**?*

Your EAB Consultant

PROGRAM & PORTFOLIO DESIGN

*What **programs, features, and modalities** would work best?*

CORPORATE PARTNERSHIPS

*How can we **leverage external relationships** to greater effect?*

MARKET POSITIONING

*What **messaging** will help us stand out and appeal to students?*

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

Generate Ideas

Refresh Programs

Market Insights Across the Program Lifecycle

Validate Need

Review Portfolio
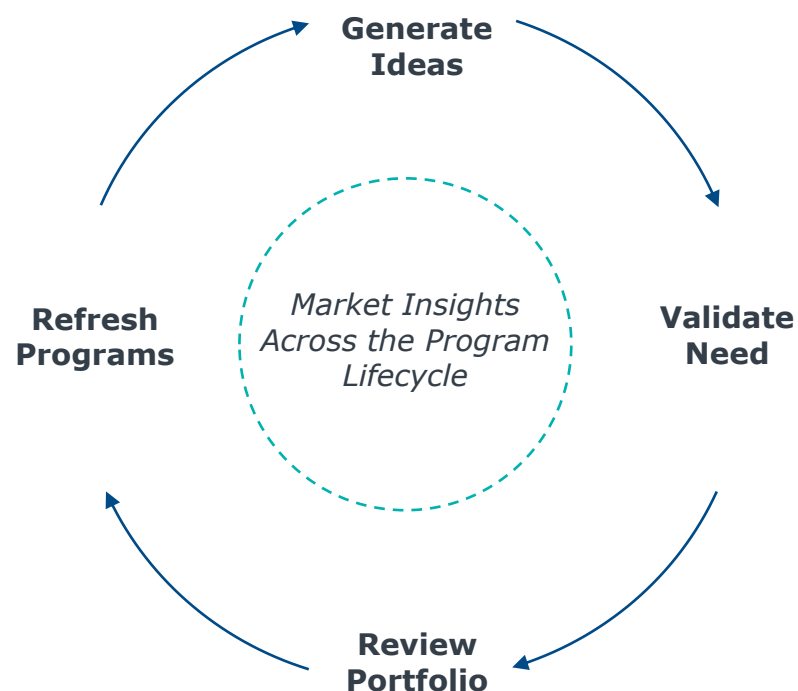
Rich Data Inputs and Expert Analysis Inform Every Answer

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
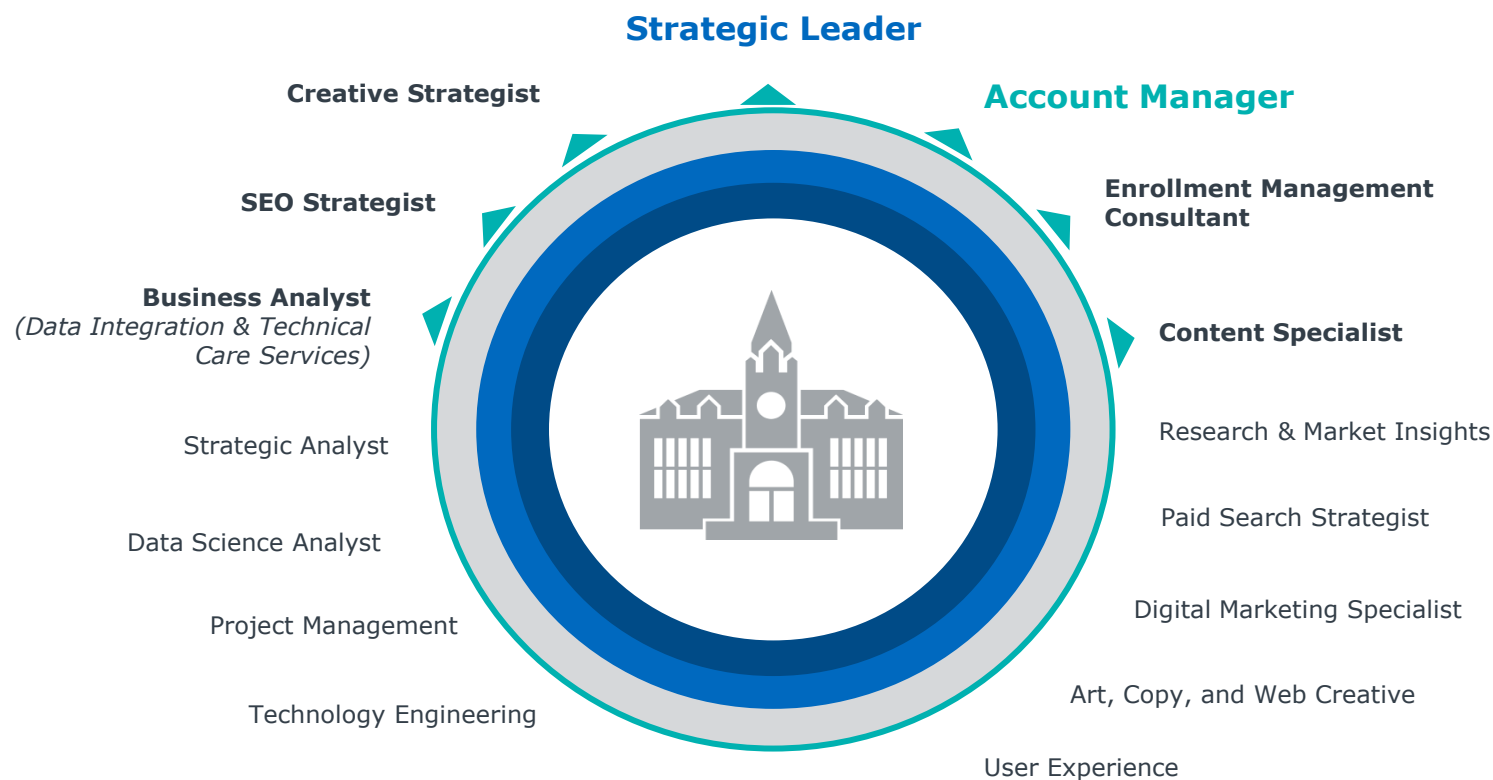
BLS projections, Census data

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

Strategic Leader

Creative Strategist

Account Manager

SEO Strategist

Enrollment Management Consultant

Business Analyst
(Data Integration & Technical Care Services)

Content Specialist

Strategic Analyst

Research & Market Insights

Data Science Analyst

Paid Search Strategist

Project Management

Digital Marketing Specialist

Technology Engineering

Art, Copy, and Web Creative

User Experience

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

What Our Partners Are Saying

What I've found at EAB that makes it unique to other relationships is just the complete **range of services**, the range of **industry intelligence** that the team can bring to bear, but then also the **forward thinking**. Finding that in one place is a little bit unusual. When you combine that with the **customer service approach** that the team here takes, I found it to be a powerful combination."

- Brian Englehart, *Vice President of Marketing and Communication*, Indiana Tech

"Our partnership with EAB has really **transformed the landscape of what we can do**."

- Julia Irwin, *Dean, School of Graduate & Professional Studies*, Southern Connecticut State University

"I've been a sitting Vice President for more than 20 years. Every year that I've been a sitting Vice President, I've been partnered with EAB. **I don't think I could do this work without this partnership**."

- Scott Briell, *Senior Vice President for Enrollment Management and Student Services*, Notre Dame of Maryland University

"EAB's Adult Learner Recruitment **represents the leading edge of obtaining results** in a very important part of the market that is becoming increasingly competitive."

- Richard Sluder, *Vice President for Student Success*, Middle Tennessee State University

"EAB can take a small school like us and **give us big school tools**."

- Edward Soldan, *Director of Enrollment Services*, University of St. Francis

By the Numbers

200+
Partner institutions

6:1
Average ROI in one year of partnership

18%
Average graduate enrollment growth

$2M
Average net tuition revenue influenced

Interested in More?

I'd like to speak to an EAB expert about…

1 Identifying online, graduate, or adult education **programs to launch or refresh**

2 Optimizing graduate, online, or adult education **programs for growth**

3 **Generating leads** for graduate and online programs

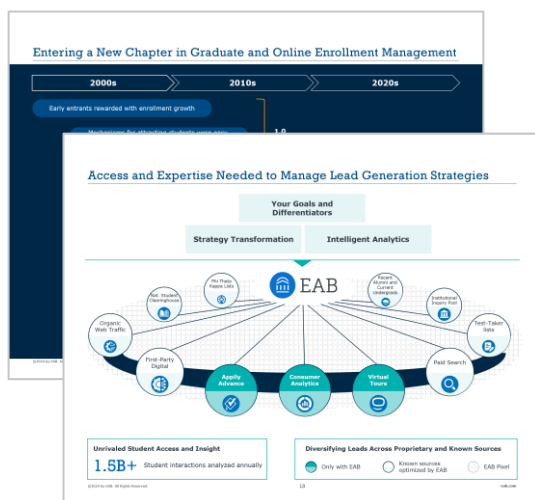4 Developing **marketing campaigns** to reach and recruit graduate and online students

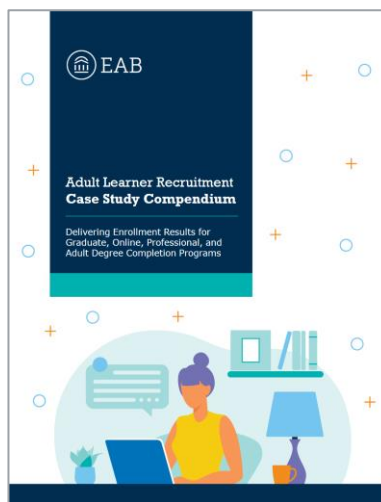| Today's Slides	Review Partner Stories	Link To Survey Findings
1	**2**	**3**
Receive a copy of today's **presentation slides**	Explore partner success stories in our **case study compendium**	Receive a copy of our **insight paper** for findings from 6,000+ grad and adult learners

4 Get the latest insights from EAB

Subscribe to the EAB Briefing to receive EAB's latest and most relevant content each morning

Thank You!

Sharon Shoham

Managing Director, Partner Development

EAB Adult Learner Recruitment

SShoham@eab.com

Consider Our Team a Resource

Please contact us with any questions.

EAB

🐦 **@eab**   in **@eab_**   f **@WeAreEAB**   ◎ **@eab.life**

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**.