CASE STUDY

How a Partnership with EAB Helped The New School Improve Graduate Offerings and Increase Enrollments

The New School, a Medium-Sized, Private University in the Northeast



Impact Highlights

+8%

Increase in graduate enrollments from FY25 to FY26

4:1

Return on investment

OPPORTUNITY

While its School of Design was well known, The New School (TNS) wanted to raise awareness of its growing suite of graduate programs in media, writing, and the social sciences. Leadership changes, siloed departments, and a complex organizational structure complicated these efforts.

At a time when enrollments were plateauing and resources were limited, admissions leadership at TNS sought external support to unify their marketing and enrollment efforts, build awareness for their programs, and strengthen their graduate program portfolio.

STRATEGY

EAB's multi-faceted approach combined a diverse lead generation strategy, a connected marketing ecosystem, ongoing innovation and transparency, and hands-on support that gave TNS staff more time and resources. Together, these capabilities helped TNS reach a broader range of prospective students, engage them consistently throughout the enrollment journey, and give staff more time to focus on personalized, one-to-one recruitment.

IMPACT

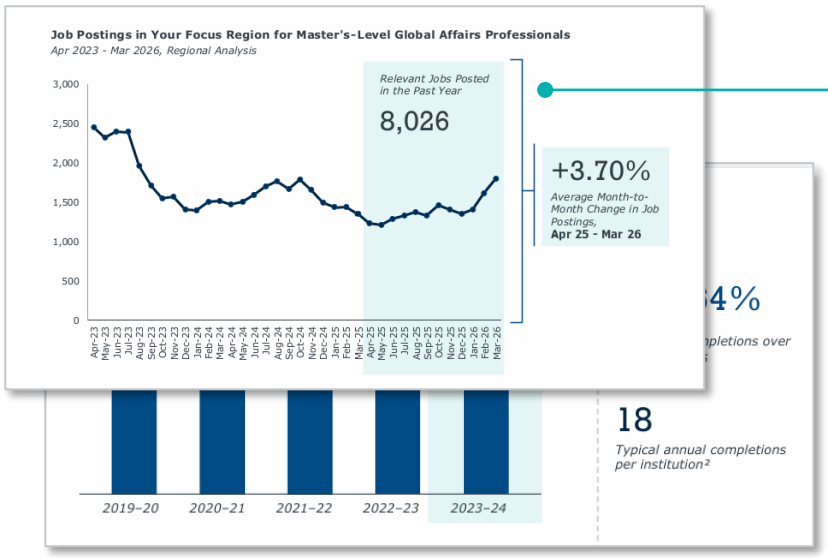
With clearer organization, higher-affinity prospects, and better prioritization of programs and resources, The New School saw graduate enrollments increase 8% across one year of partnership.

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EAB's Market Insights Help The New School Make Smarter Portfolio Decisions

EAB Research Allows TNS to Confidently Invest in Priority Programs

Market Pulse Check Reports Conducted by EAB for The New School



Market Demand Insights

EAB's analysis of job postings and demand data helped The New School confidently launch and sunset programs as needed.

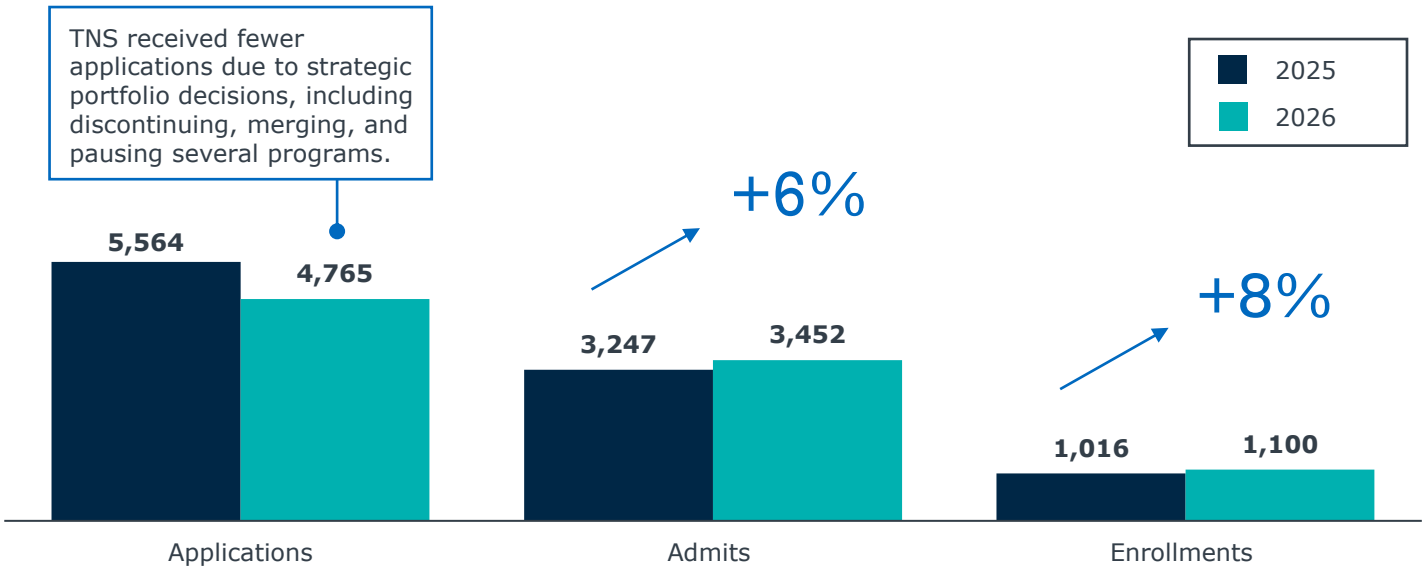
Competitive Landscape Analysis

EAB analysis of conferral data gave The New School insight into whether select programs would face a crowded market or struggle to attract students.

Data-Informed Program Investment

Using this data and guidance from EAB experts, The New School decided not to invest further in its Global Affairs program and instead launch an MFA in Film and Media Arts.

Full-Funnel Impact of EAB Strategies on The New School's Graduate Enrollment



"EAB is unique in this space for two reasons. One, they are **truly the research leader** in higher education… and secondly, [the EAB team] is not just interested in fulfilling a contract, but in being **legitimate partners** in the enrollment space with you."

Craig Tiede

Executive Director of Admission

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