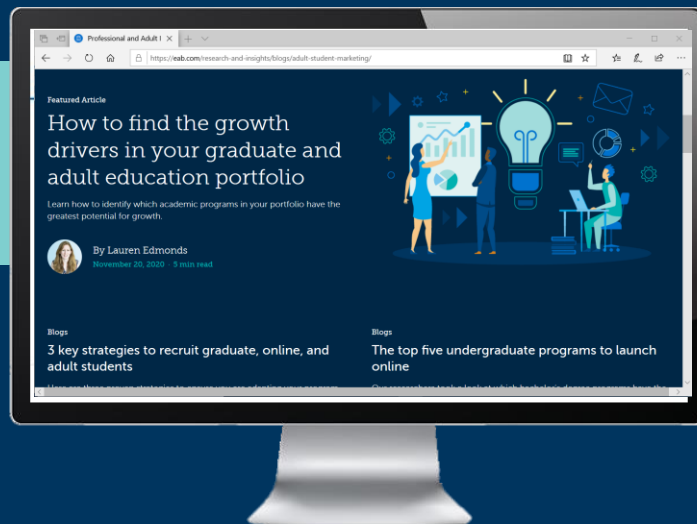


# Our Webinar Will Begin Shortly

## Subscribe to EAB's Professional and Adult Education Blog

Stay up to date on the latest trends and research in graduate, online, and adult program enrollment.

Sign up here for blog alerts:  
<https://pages.eab.com/adult-student-marketing-blog-subscribe.html>





# Expanding Your Reach

Designing Graduate and Online Programs  
for Enrollment Growth

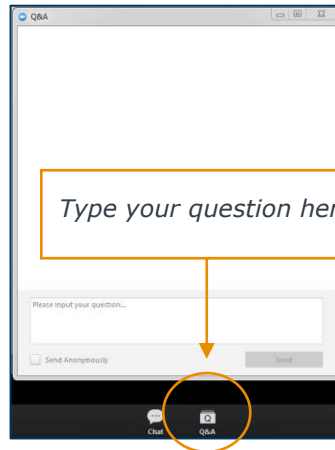
Adult Learner Recruitment

## Connecting to Audio



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

## Asking a Question



## Brief Exit Survey



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

**We help schools support students from enrollment to graduation and beyond**

➤ **ROOTED IN RESEARCH**

**8,000+** Peer-tested best practices

**500+** Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

**1,900+** Institutions served

**4.1 M+** Students supported by our SSMS

➤ **WE DELIVER RESULTS**

**95%** Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future



## Will Lamb

*Dean, Graduate and Adult Learner Recruitment*  
Adult Learner Recruitment  
EAB Marketing and Enrollment Solutions



- 1 Market Context
- 2 Designing Programs to Stand Out
- 3 Related Resources and Q&A

# Graduate and Online Growth Is Not Guaranteed



**Many Institutions Are Setting Aggressive Growth Goals...**

**15%**

Average revenue growth goal for Deans of Professional and Adult Education<sup>2</sup>

**...That Are Out of Touch with Current Market Projections**

**<1%**

Average annual graduate enrollment growth projected by NCES, 2021-29

**...And Many Programs Struggle To Take Off**

*Master's programs conferrals in each 2-digit CIP Code (2019)*

**Programs with Fewer Than 5 Conferrals**

**30%**

Business

**32%**

Healthcare

**43%**

Education

1) Based on EAB review of 36 randomly selected strategic plans representative of different institutional types.

2) Gross annual revenue

# Consumer Brands Set High Standards in Marketing and Service



And Prospective Students Expect the Same from You!

## The New Normal: Instant, Easy, and Mobile-Optimized

## Heightened Expectations Reflected in Consumer Behavior

53%

of visits are abandoned if the site takes longer than three seconds to load

9%

of users will stay on a mobile site or app that doesn't satisfy their needs (e.g., to find information or navigate quickly)

3x

more Google searches for businesses "open now" in the last 2 years



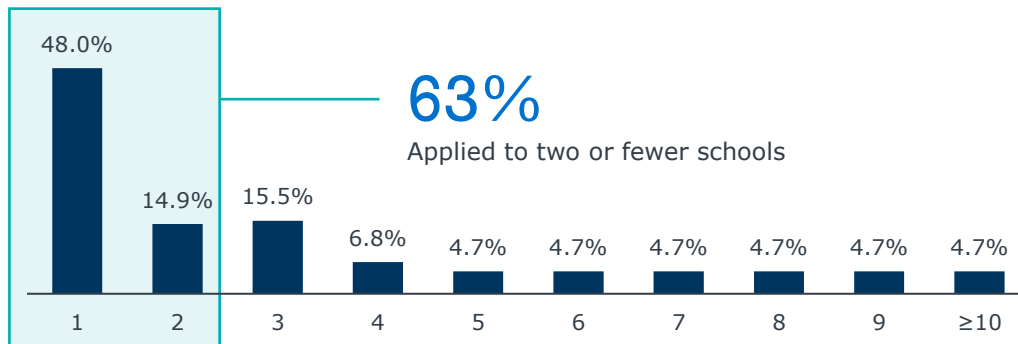
# Adult Learners Remain Highly Pragmatic



## A Tactical Approach to the Application Process

**“To how many schools/programs did you apply?”**

*Students Aged 26 and Older, 2020 Adult Learner Survey*



## Limiting Time Spent on the Application Process

**1 in 2**

Adult learners completed their application in **2 hours or less**

**47%**

Of adult learners who plan to enroll or who are currently enrolled **had not taken a graduate admissions test**

1

Market Context

2

Designing Programs to Stand Out

3

Related Resources and Q&A

# Begin By Thinking About the Destination



***How will you bowl them over?***

## Where do you have:



- Strengths among the faculty
- Strengths in other resources
- Strengths in your history and core brand
- Associations with your core mission



## What is your Unique Selling Principle?



- *Which of your resources and capabilities are truly special?*
- *What will be special about the student experience?*
- *What can students expect as program outcomes?*

***Look for clues in your student evaluations and your course registrations.***

## Key Factors to Assess in Market Research

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Labor market and  
student demand  
trends



Intensity of  
competition

## Data Sources

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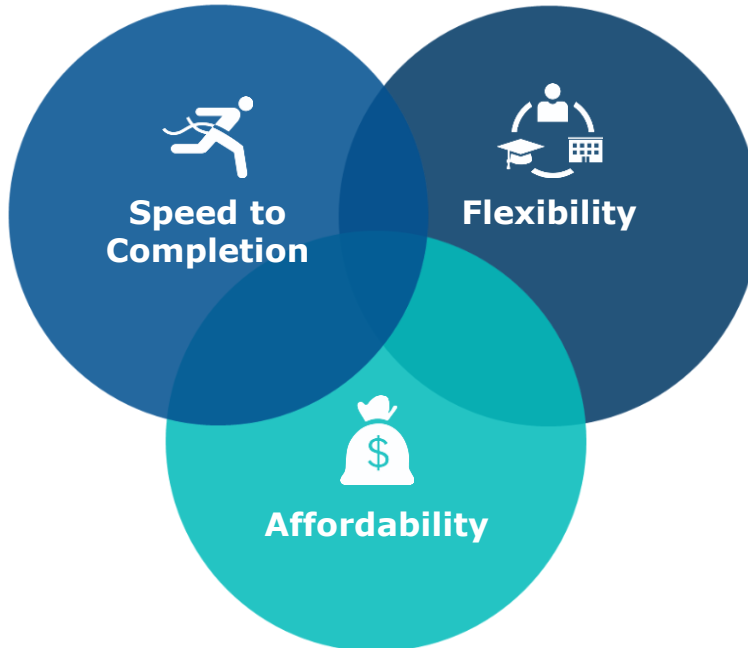
- **Labor Market:** govt. databases, industry associations, employer demand sources
- **Student Demand:** govt. databases, student surveys (use with caution)
- **Competition:** IPEDS conferral data, benchmarking & news monitoring
- **Industry trends:** advisory boards, trade associations, industry groups
- **Hot topics:** what does your elective pool show you?

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What program design choices  
will help you **stand out** to  
prospects?

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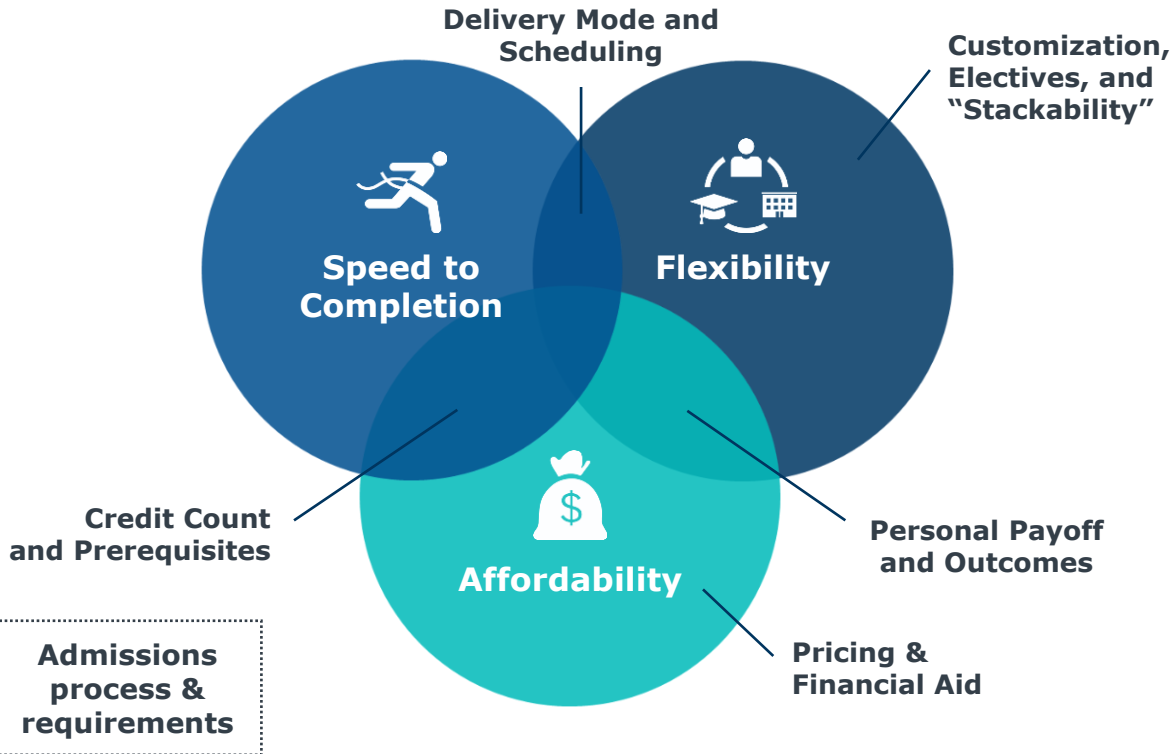
# The “Golden Triangle” of Attractive Program Design



# Important Themes From The “Golden Triangle”



How Do You Ensure You Make the Cut?



# Review Competitor Programs Holistically



## Consider These Questions When Analyzing Competitor Programs



### Prerequisites

- What is the minimum prior education needed to succeed?



### Program Length

- Does your time to completion compare favorably with the competition?  
Is the credit count appropriate?



### Electives and "Stackability"

- How can you provide students with curricular flexibility?
- Can you use a modular approach?



### Starts

- Can you offer multiple start dates?



### Applied Learning

- Can you show students how they can put the material into practice?
- Can students personalize the material through project work?



### External Partnerships

- Can you demonstrate employment success and provide applied experiences?



# Developing a Competitive Pricing Strategy

## When Making Pricing Decisions...

---

- 1 Be transparent: make it easy for prospective students to find the estimated total cost.
- 2 Benchmark individual program costs against comparable programs at competitor schools
- 3 Evaluate both price and pricing model (e.g., how cost is structured over a student's attendance)
- 4 Articulate program value alongside program cost

# Choose Your Program Name Wisely

When It Comes to Program Name, “Boring is Better”

## Key Questions

---



How will this name perform in online search?



What names are key competitors using?



What names are “mega schools” using?



Which terms resonate with employers?



Do certain names align with certain foci?

The program’s name is not the place to show off its uniqueness



## 4 Key Principles

### **ACCURACY**

- ▶ Do you have enough to make a good decision in most cases?

### **SPEED**

- ▶ Can you respond very quickly to most candidates?

### **CLARITY**

- ▶ Can you communicate your admissions criteria easily?

### **ACCESS**

- ▶ Have you eliminated unnecessary hurdles?

# The Most **Fundamental** Fundamental



## Create a Structure for Regular Dialogue

---

### Program Faculty and Staff



### Admissions and Marketing Experts



- 
- What is new in the market?
  - How are prospects reacting to the program?

- What is new in the program?
- What is most special about the program?

- 1 Market Context
- 2 Designing Programs to Stand Out
- 3 Related Resources and Q&A



# Fully Customized Research and Consulting

Data-Backed Services to Validate Demand and Spark Action

## EAB's Program IQ

Custom Project  
Scoping

Market Insights  
Research

Activation of  
Findings



We craft a **research and activation plan** tailored to:

- your institution's goals
- portfolio questions
- organizational structure



We deliver **market intelligence** to guide strategy by analyzing:

- real-time labor market data
- enrollment conferral trends
- your competitors' offerings

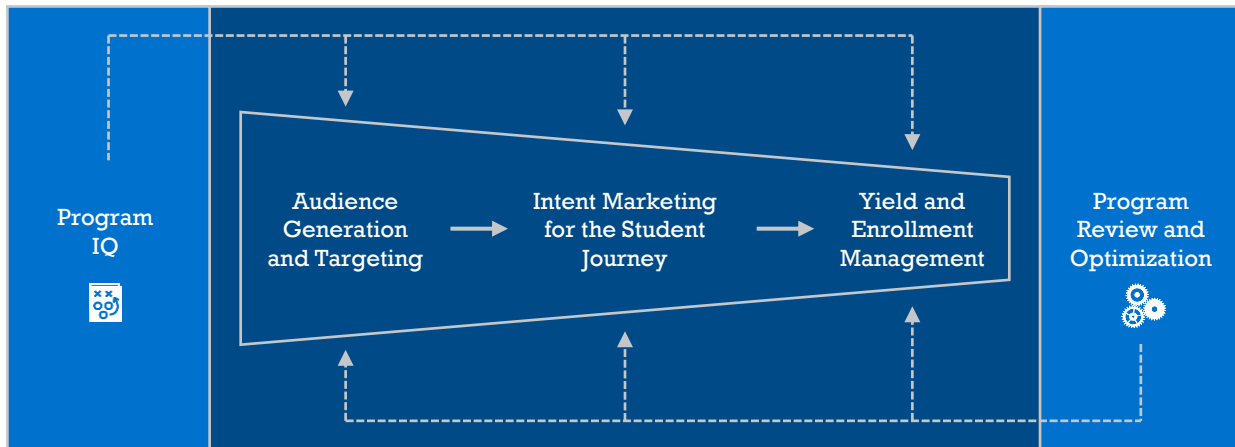


We **spark action** with workshops and presentations to:

- disseminate research findings
- recommend best practices for implementation

# EAB's Adult Learner Recruitment

Our **strategic enrollment solution** combines intent marketing and strategic services to fuel adult learner growth.



DATA & CONSUMER ANALYTICS AT SCALE

1.5B+

Student interactions analyzed annually

100+

Data and analytics experts on staff

500+

Field marketing tests performed annually

7000+

Custom market demand briefs completed since 2012

# Next Steps and Q&A

Speak to an Expert

1

Schedule a complimentary **program planning workshop** for your institution



Receive Today's Slides

2

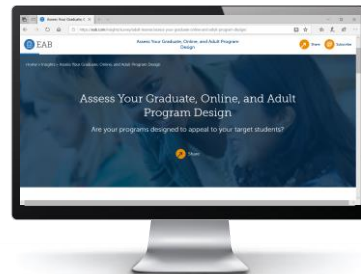
Receive a copy of today's presentation **slides and recording**



Assess Your Programs

3

Take our online **program design assessment**



4

Get the latest research and insights from EAB

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



# Interested in More?

## I'd like to speak further about...

- 1 Identifying graduate, online, or adult education programs to launch or refresh
- 2 Finding and reaching right-fit prospects
- 3 Building intent-based marketing campaigns
- 4 Supporting adult learners' success

# Request Resources and Share Feedback



## Please fill out the exit survey

As you exit the webinar, you will be directed to an evaluation that will automatically load in your web browser.

**Thank you!**



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