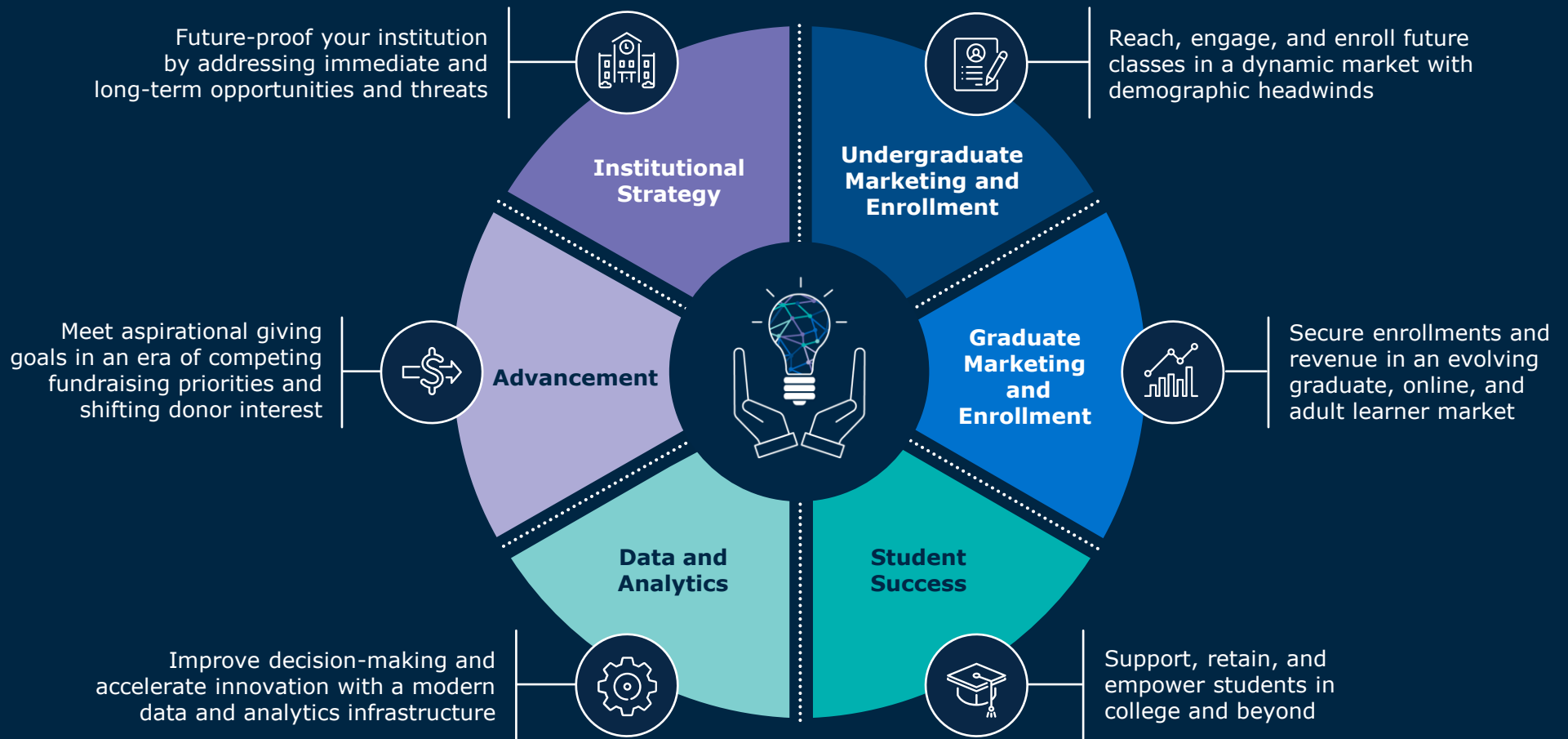




ADULT LEARNER RECRUITMENT

Succeeding in a New Era of Graduate, Online, and Adult Enrollment

Insight-powered Solutions for Your Top Priorities and Toughest Challenges



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.

Today's Presenters



Owen Crean

Managing Director and Principal
EAB Adult Learner Recruitment



Stacie Toal, Ph.D.

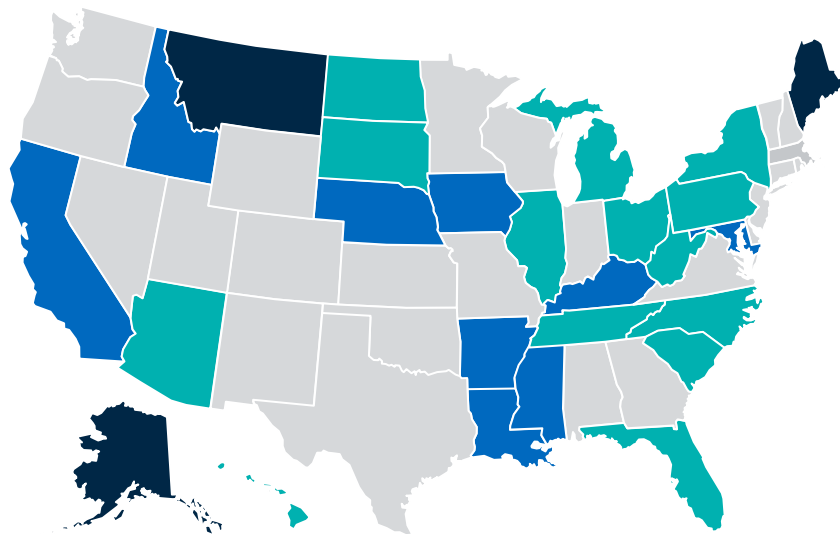
Principal
EAB Financial Aid Optimization

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

Nationwide Grad Slowdown After Decades of Growth

3.2%

Actual Avg. Annual Growth
1990 - 2021



1.1%

Projected Avg. Annual Growth
2021 - 2031

...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



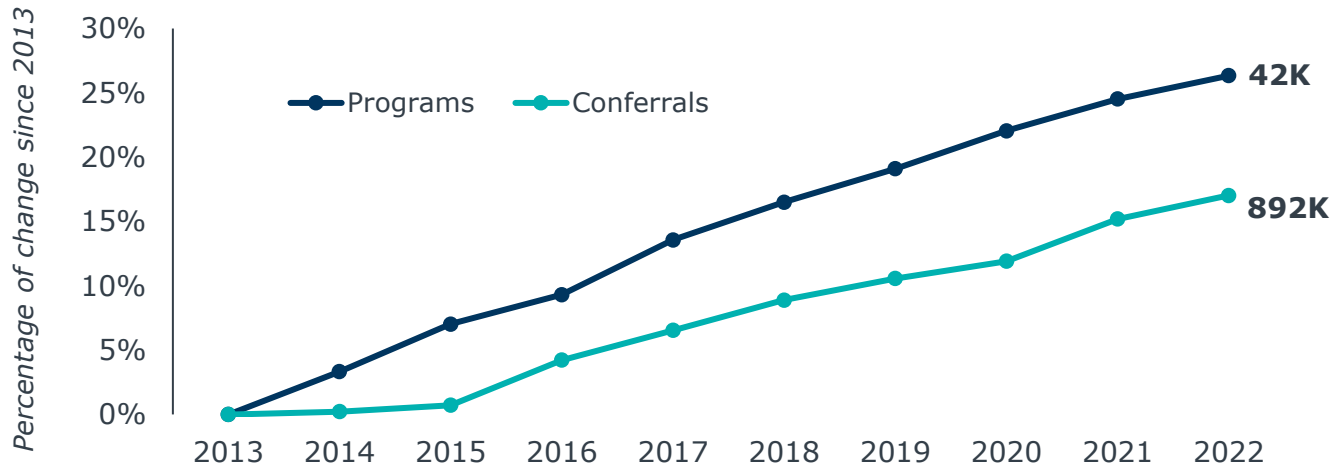
Mega-Stealth Shopping

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



2.37% average annual growth rate, **programs**

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

January 23, 2024

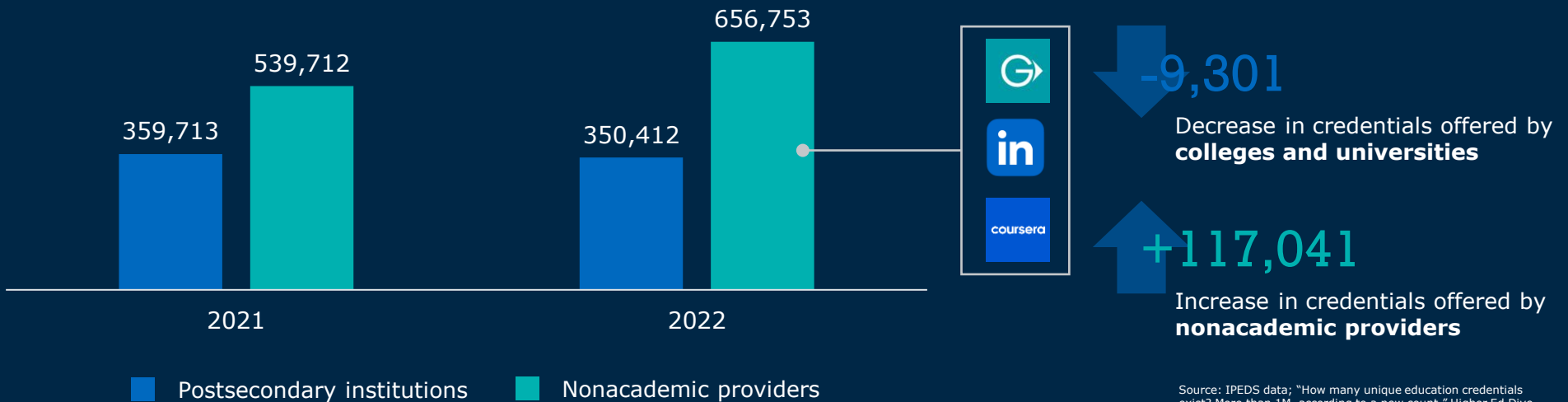
Microcredentials on the Rise, but Not at Colleges

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



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?



2024 Election

- How could the election impact international enrollment?
- How could student debt relief policies impact consumer spending and inflation?
- How could changing policies around federal funding impact higher ed?



International Landscape

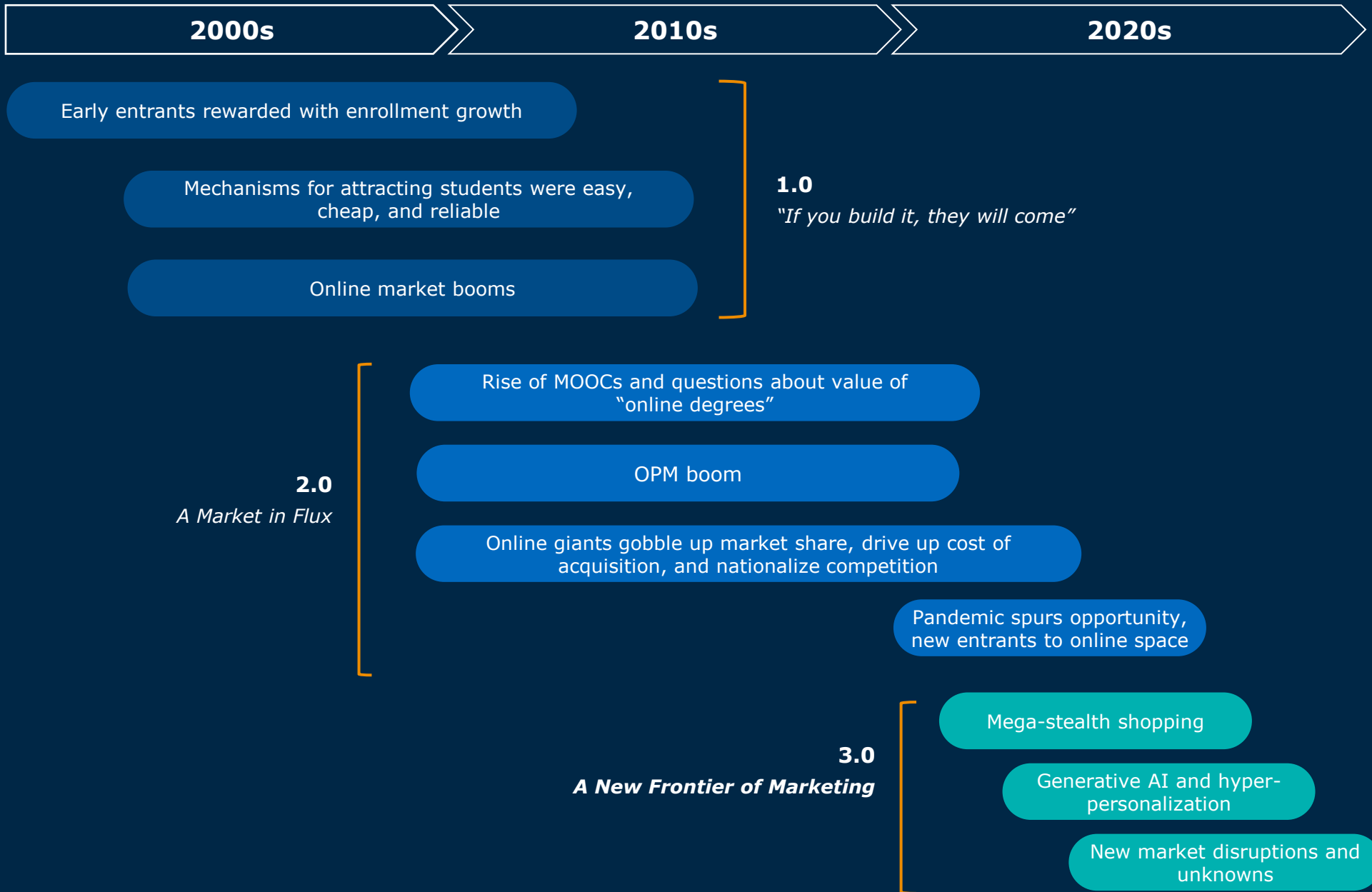
- How will population decline in China impact enrollment?
- How will U.S. institutions reach emerging and growing markets in Africa?
- How could countries like Canada and the UK capping international students impact U.S. enrollments?



Artificial Intelligence

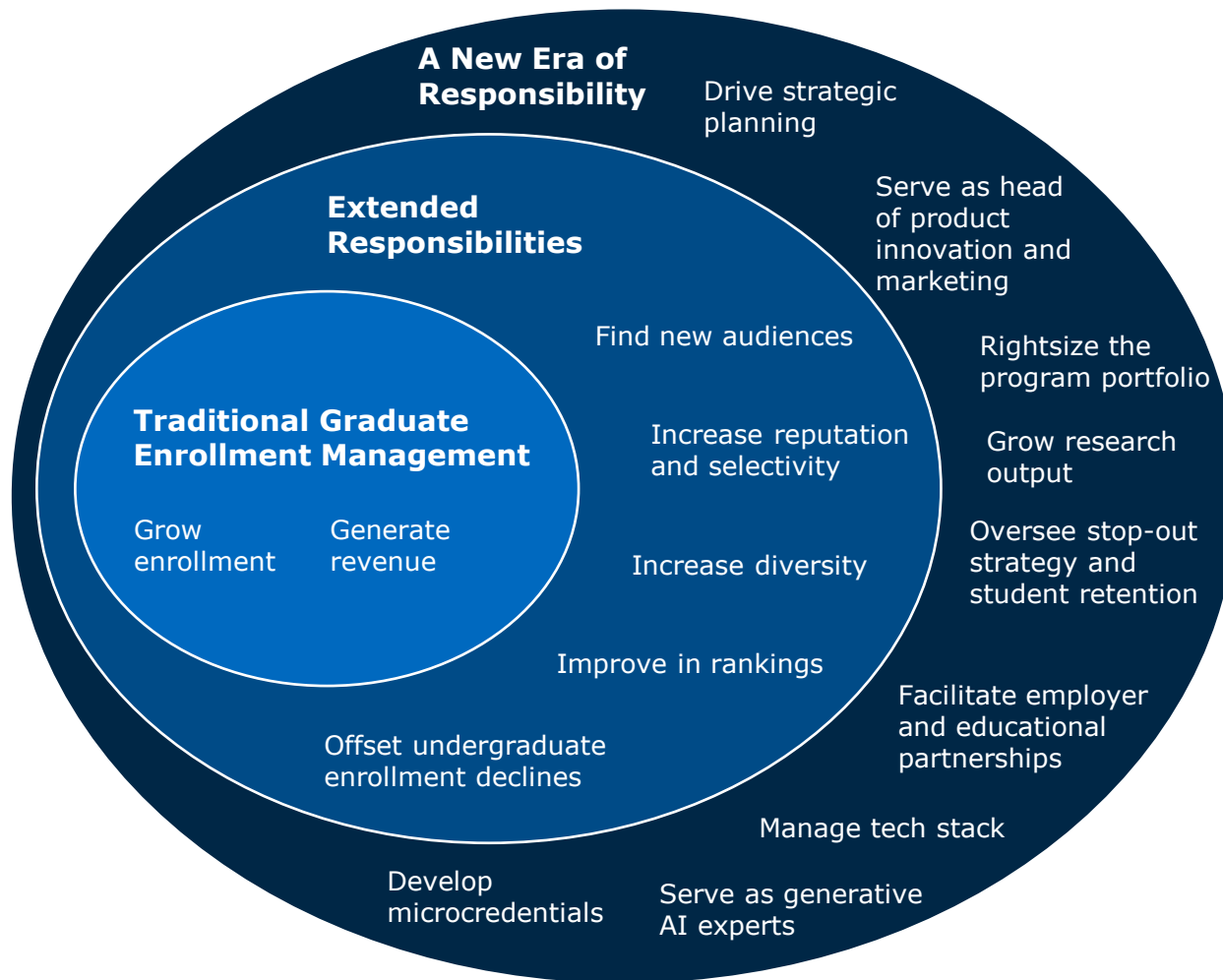
- What is AI's role in higher education?
- Is AI a distraction or necessary tool?
- How will AI change the future of work—and how can higher ed best prepare students?

Entering a New Chapter in Graduate and Online Enrollment Management



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

New and Different-in-Kind Responsibilities for Enrollment Leaders



...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**

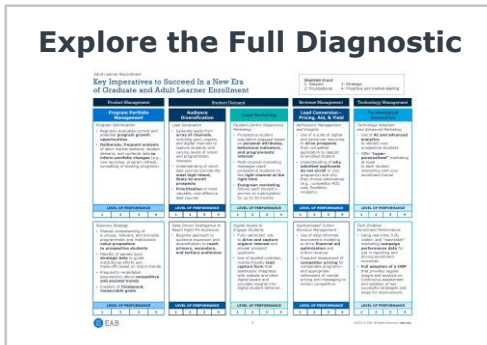
Source: EAB and NAGAP fall 2023 survey of 422 graduate enrollment leaders; EAB summer 2022 survey of 64 presidents, provosts, and VP EMs; EAB interviews and analysis.

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

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

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

How Does Your Enrollment Shop Stack Up?



	Level 1 <i>Reactive</i>	Level 2 <i>Foundational, Stable</i>	Level 3 <i>Strategic</i>	Level 4 <i>Proactive, Market-Leading</i>
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 sunseting 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**

**Unrivalled
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

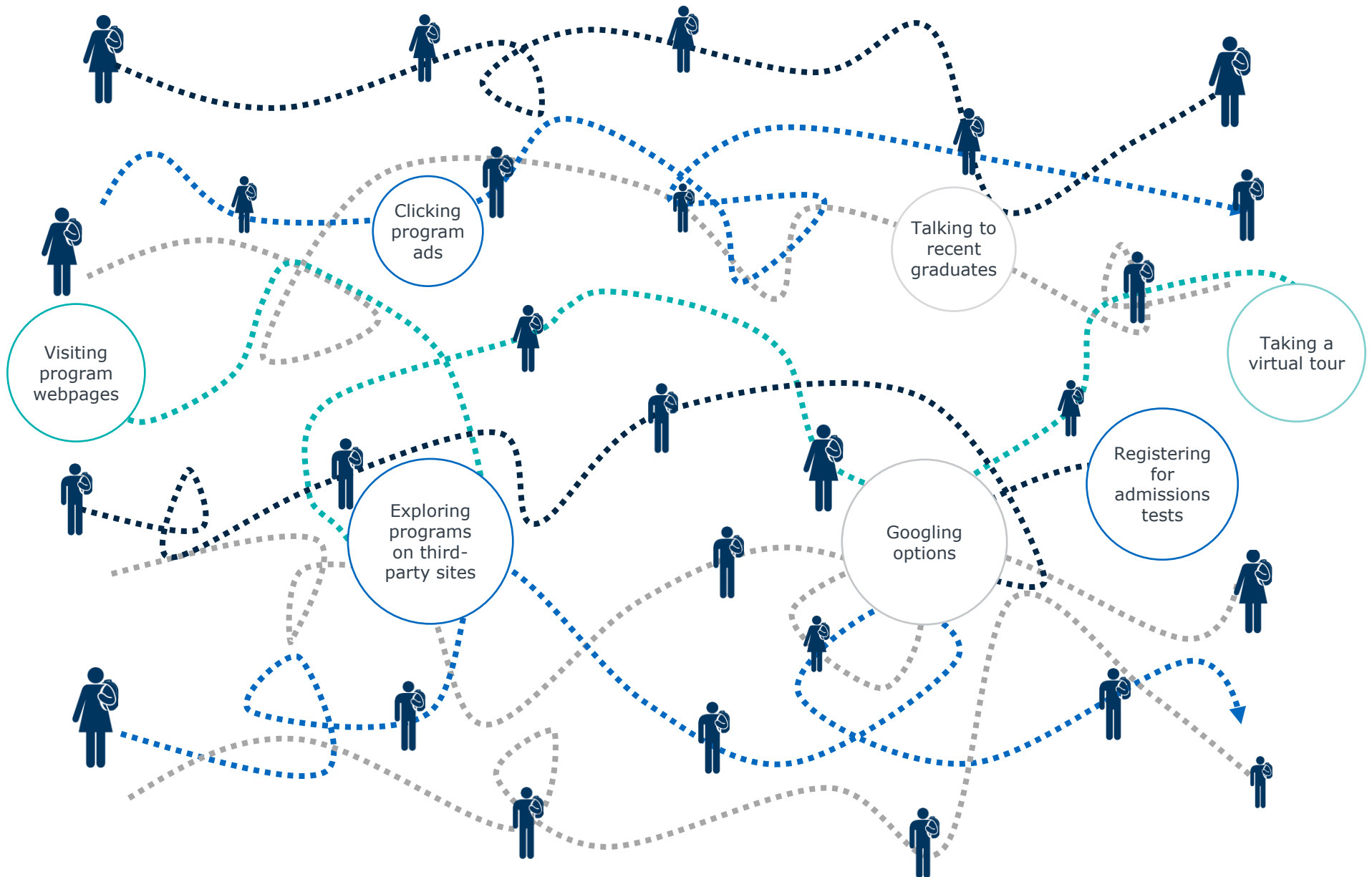


Curate

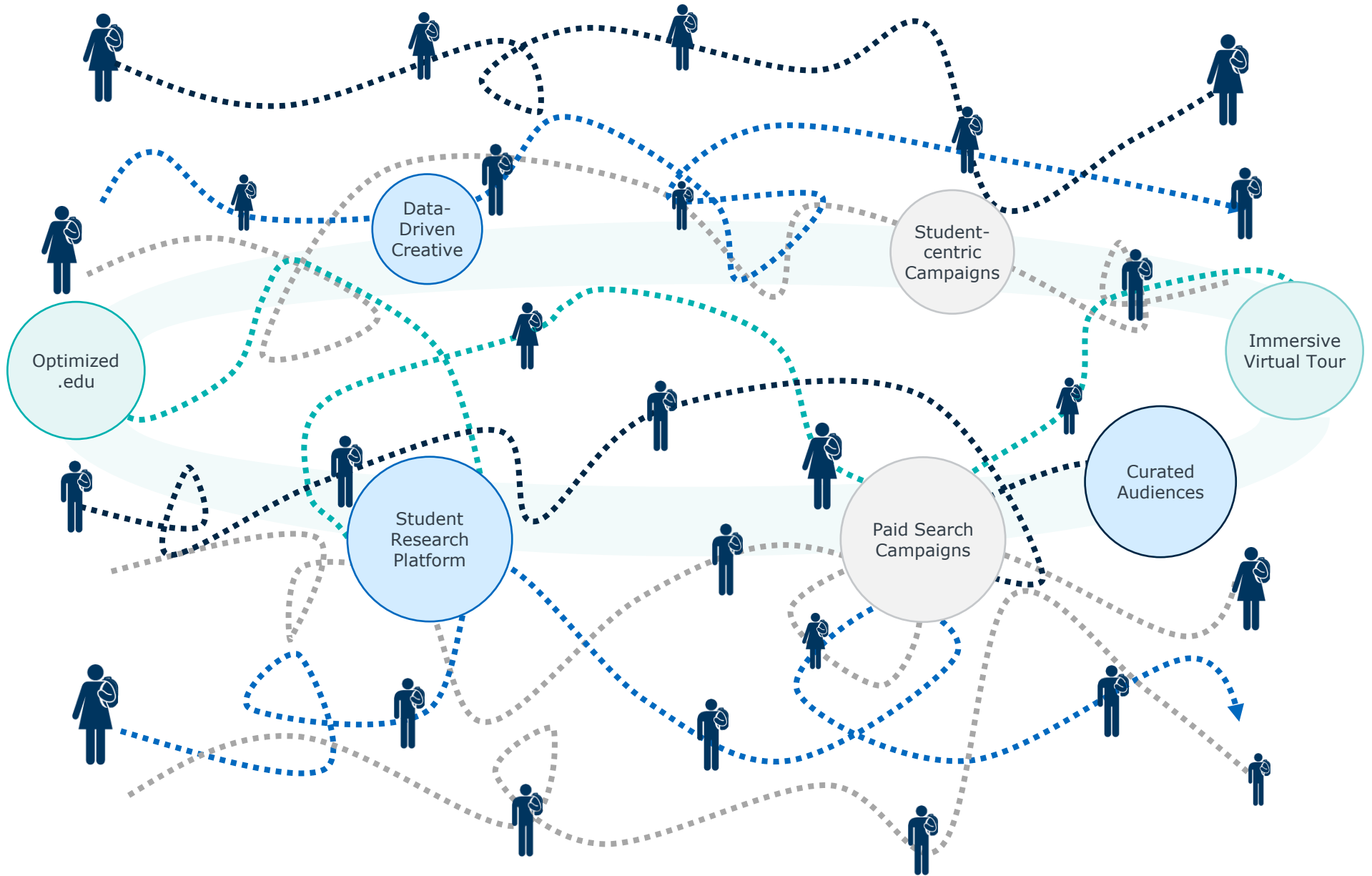
Expand and Diversify Your Pool of Right-Fit Students

And Graduate and Adult Enrollment Growth is Nothing if Not Complex

Characterized by Thousands of Moments of Micro-engagement, for Thousands of Students



Making Identifying and Engaging the Market Akin to Herding Cats



Take Control of Your Decision Landscape

Two Different Approaches for Dealing with a Complex Set of Day-to-Day Enrollment Decisions

Approach A

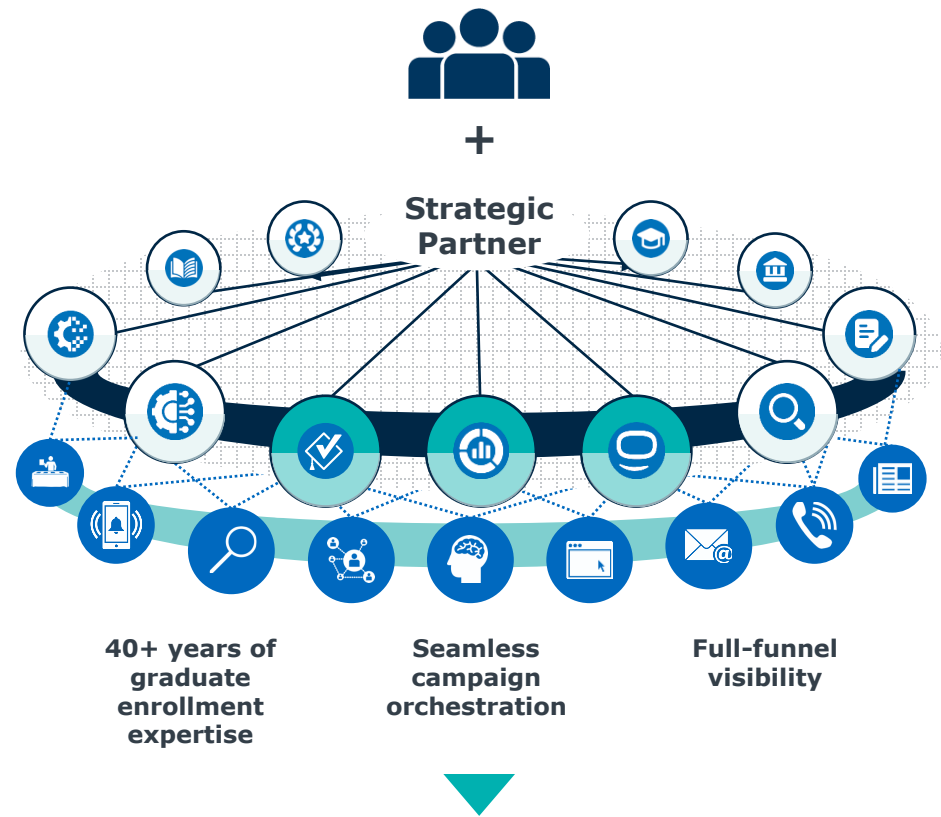
This team works with multiple enrollment vendors but is still responsible for making hundreds of discrete strategy and execution decisions each week.



This approach can lead to suboptimal decision-making, lost opportunities, and missed enrollment goals.

Approach B

This team works with a single enrollment firm who acts as a strategic partner, handling most day-to-day strategy and execution decisions, including channel coordination.



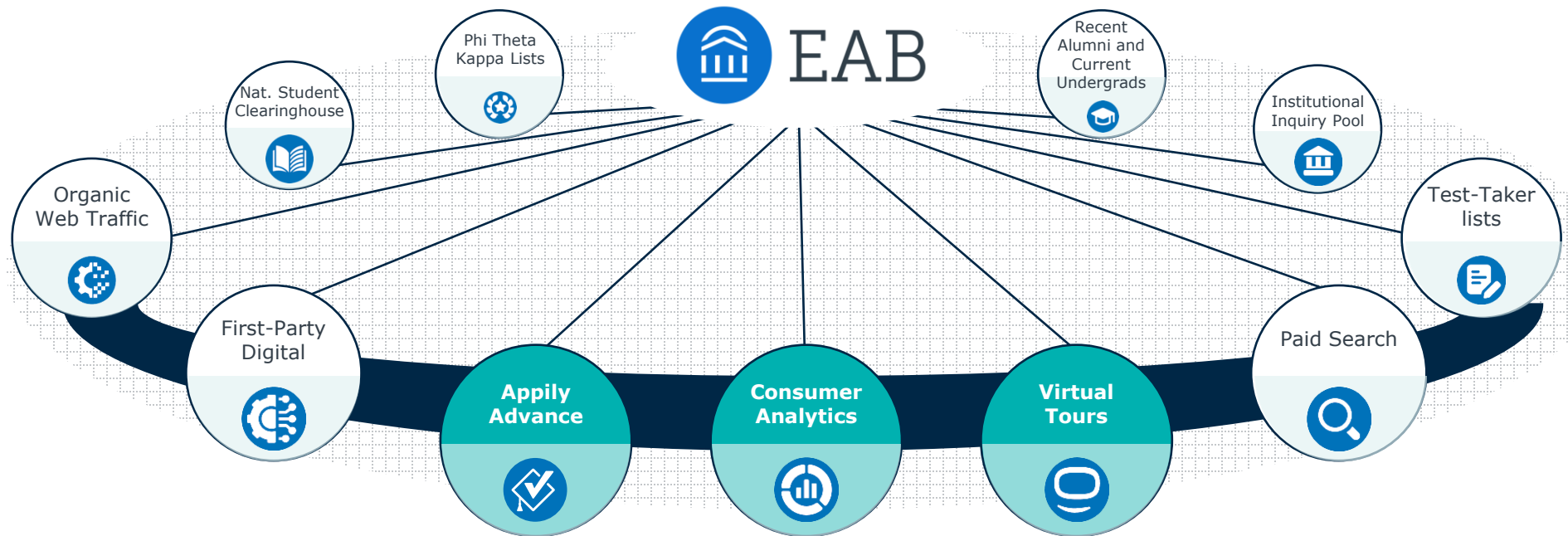
This approach optimizes decision-making, freeing up the team's time for relationship-building and big-picture strategy work.

Access and Expertise Needed to Manage Lead Generation Strategies

Your Goals and Differentiators

Strategy Transformation

Intelligent Analytics



Unrivaled Student Access and Insight

1.5B+ Student interactions analyzed annually

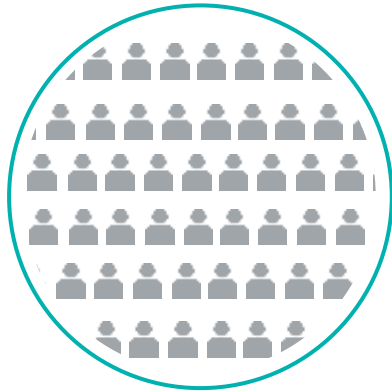
Diversifying Leads Across Proprietary and Known Sources

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

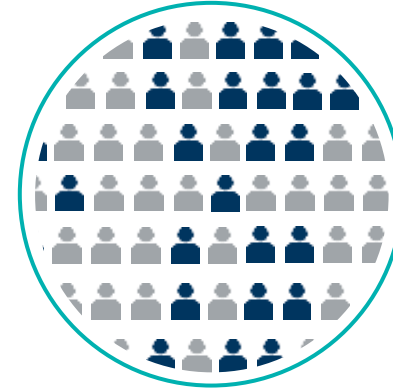


Basic contact information such as gender and age



Analyze and Match Using Machine Learning

Historical Students in National Consumer Database



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

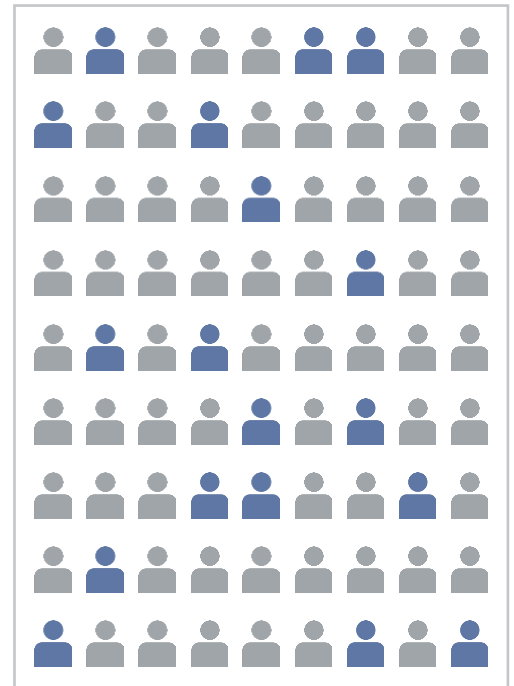
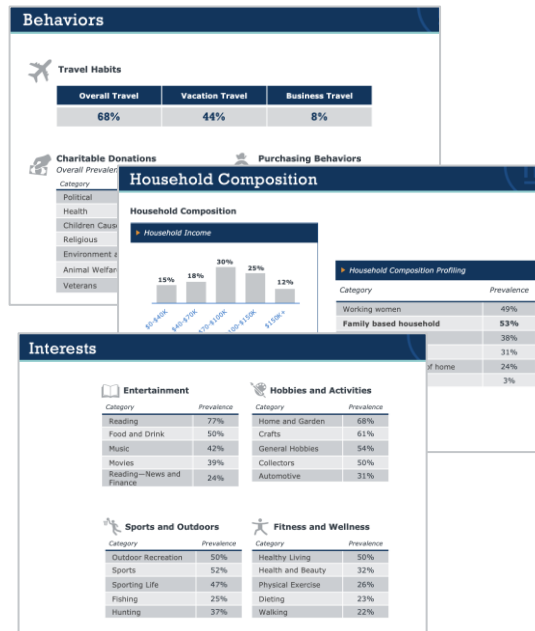
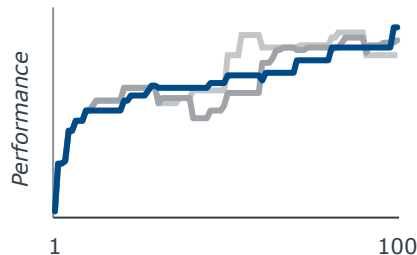
Create a custom list of student names as one piece of a **diversified lead generation strategy**.

Student Profile "Fingerprinting"

- Construct an advanced mathematical re

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



Apply Advance for Graduate and Adult Programs

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



Apply 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 Apply 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

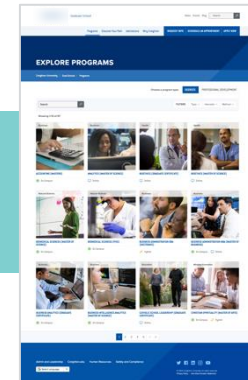
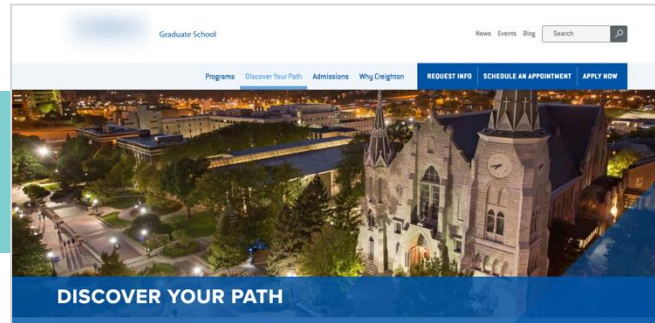
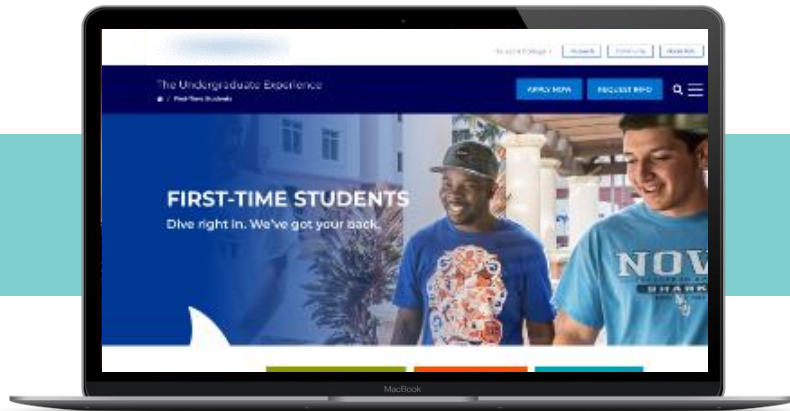
Enable real-time lead flow and campaign integration with EAB's responsive marketing campaigns.

33%

Faster response time for Apply 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



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

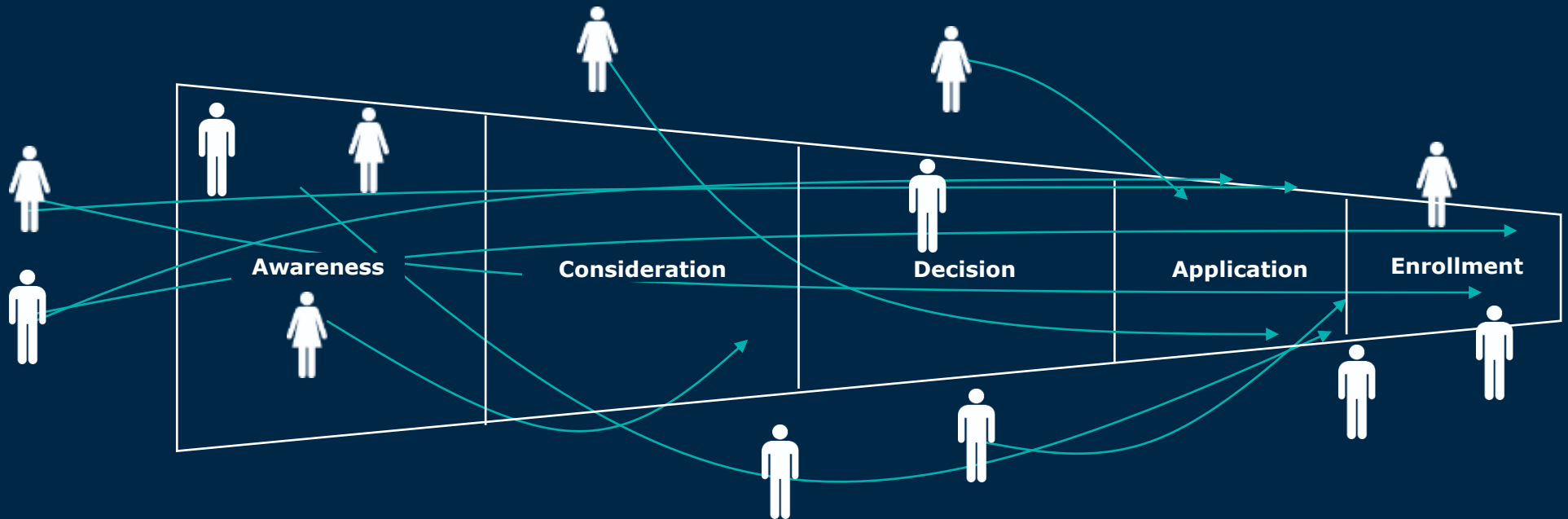


Cultivate

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

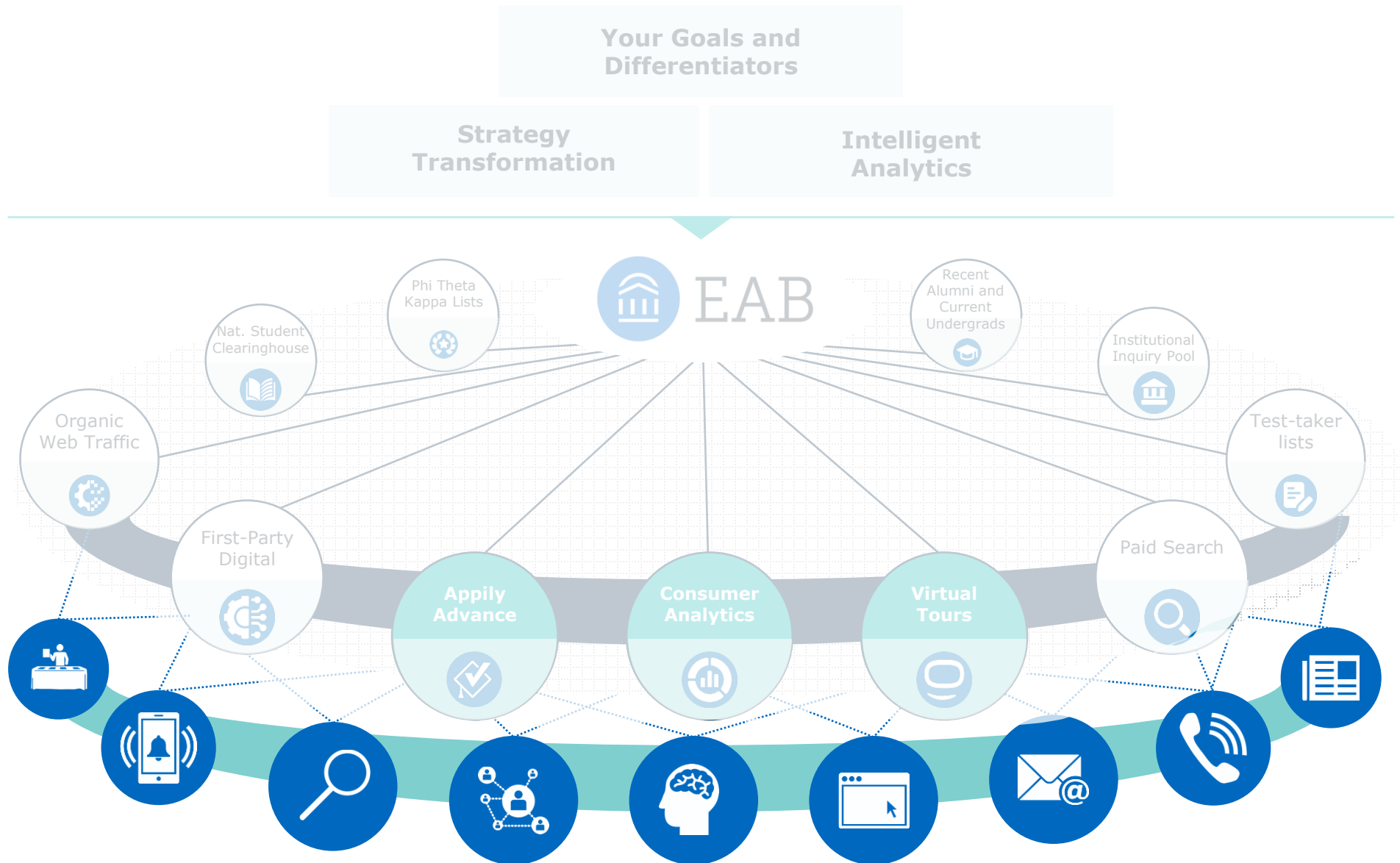
adult learners **apply to two or fewer schools**

How will I pay for school?

6 out of 10

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

Partnering with Your Team to Orchestrate Cohesive Marketing Strategies



Search Engine Optimization • Geotargeting • LinkedIn • Display Ads • Phone Calls • Micro-Surveys • Personalized Content Gives • SMS Texting
 Direct Mail • Instagram • Email • Event Marketing • YouTube • Optimized Webpages • Facebook • Secret Shopping • Analytics

Student Journeys as Unique as Each of Your Adult Learners



Michael

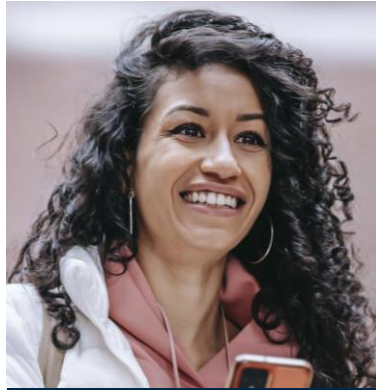
Working parent seeking a promotion

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

Gen Z seeking to finish her degree

Isabella's Two-Year Journey

From Online Research to Application



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

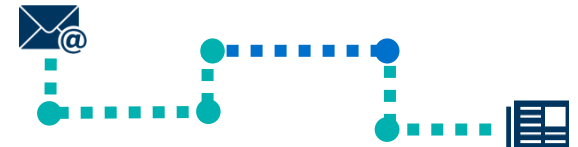


Neil

Engaged alumnus looking to upskill

Neil's Ongoing Journey

Interested, but Waiting for the Right Time

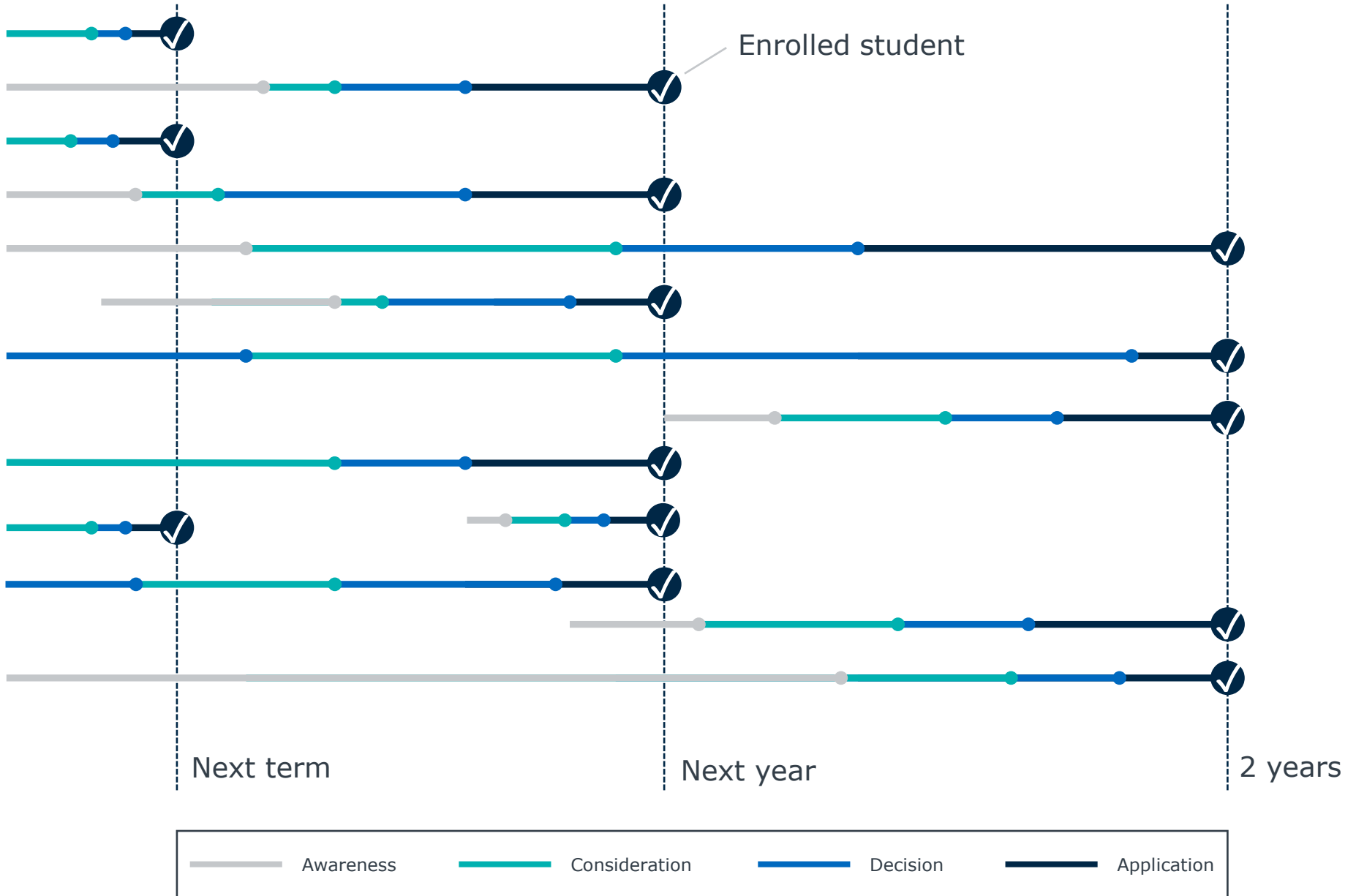


- Receives **emails** from his alma mater
- Registers for the GRE and engages with **social media ads** from his school
- Receives "good luck on the GRE" **email**
- Receives application deadline info and indicates a **future term of enrollment**
- Continues to receive periodic **email updates** from his school



Evergreen Marketing for Graduate and Adult Learners

The Many Paths Your Enrolling Students Will Take Across the Next Two Years



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
- Apply 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

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*)

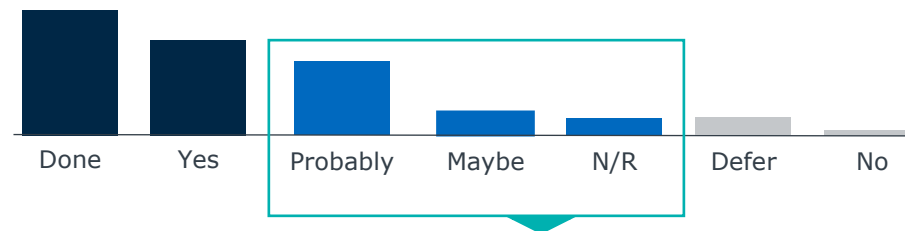


EAB's Survey Campaign

▶ **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)?"**



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%

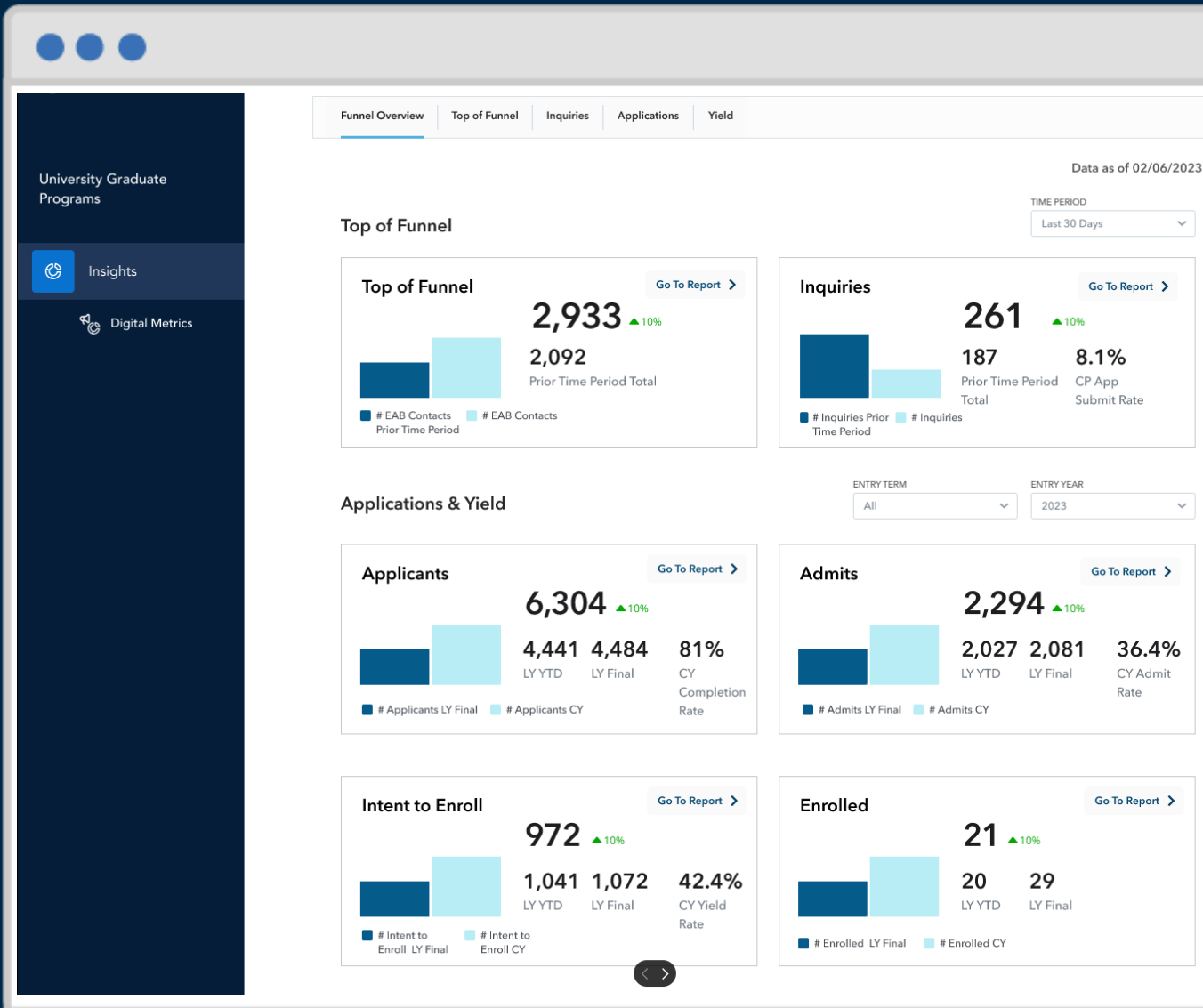
Response rate among non-enrolling admits

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



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





Convert

Spotlight: Financial Aid Optimization

Polls

QUESTION #1

Do you currently have a merit policy in place for your graduate students?

- Yes
- No
- Unsure

QUESTION #2

If so, who is primarily responsible for deciding who receives the awards?

- Admissions
- Faculty/department
- Both
- Other – please tell us in the Chat

QUESTION #3

On a scale of 1-5, how would you rate the effectiveness of the awarding policy?

- 1 – extremely ineffective
- 2
- 3
- 4
- 5 – extremely effective



The Importance of Optimizing Your Graduate Financial Aid Strategy

Students Are Making Enrollment Decisions Based on Cost and Financial Aid



#1

Financial aid/scholarships ranked as **most important factor** in students' enrollment decision



54%

of prospective graduate students **expect to have financial aid/loans and grants**



30%

of graduate and adult students who discontinued their studies did so because of the **high cost of attendance**

Transforming Aid Strategy for Graduate and Professional School Partners

Our Partners

30+

Graduate and professional schools supported

Our Team

100+

Combined years of on-campus financial aid optimization project experience

100%

of principals and senior consulting staff have on-campus, practitioner experience

Source: EAB 2023 survey of 3,000+ prospective graduate students and adult learners.



What Is Financial Aid Optimization?

Strategic allocation of institutional aid dollars to enroll a specific sized class without spending any more money than necessary.

Leveraging Aid as a Strategic Enrollment Lever

Powered By EAB's Financial Aid Analytics Dashboard and Experts



Construct Aid Models

- ✓ Econometric, statistical models of awards
- ✓ Test adjustments to aid strategy
- ✓ Customized, transparent



Design Policy Strategy

- ✓ Rigorous data analysis of admission and financial aid data
- ✓ Policy that is focused and able to be operationalized
- ✓ Fits the mission of the institution



Monitor Award and Yield Activity

- ✓ Track progress to goal
- ✓ During the cycle, identify issues that can be corrected
- ✓ Adjust policy midstream if necessary

EAB Partners Receive...



Full analysis of admit and enrolled pool



Market scan and analysis of competitor pricing and aid



Assessment of net revenue, scholarship spending, and yield by cohort and program



Modeling to show impact of change in aid spend

Optimize Pricing Strategy for Financial Viability and Market Advantage

Prospects Are Increasingly Making Enrollment Decisions Based on Cost—Are You Priced Competitively?

Competitor Pricing Scans

Program	Duration	Credits	Advertised Per-Credit Cost*	Estimated Total Tuition*
Ph.D. in Clinical Psychology	Five years	95	\$858.00	\$81,510.00*
Ph.D. in Clinical Psychology	Five-to-six years	90	Not applicable*	Not applicable*
M.S. in Psychology, General Clinical	Two years (full-time)	45	<ul style="list-style-type: none"> In-State: \$957.25 (500-699 course level); \$1,095.50 (700+ course level) Out-of-State: \$1,650.00 (500-699 course level); \$1,870.75 (700+ course level) 	<ul style="list-style-type: none"> In-State: \$45,841.25- \$47,500.25* Out-of-State: \$78,889.00- \$81,429.40*
Ph.D. in Psychology	Five years	80	<ul style="list-style-type: none"> In-State: \$876.75 Out-of-State: 	<ul style="list-style-type: none"> In-State: \$70,140.00 Out-of-State:

Major	Admitted			Enrolled			Total Net Tuition Revenue			Average Net Tuition Revenue		
	2021	2022	2023	2021	2022	2023	2021	2022	2023	2021	2022	2023
Accounting	48	147	240	13	11	16	\$16,791	\$228,468	\$236,244	\$12,831	\$16,331	\$14,642
Biomedical Engineering	18	118	157	12	12	15	\$126,028	\$120,394	\$211,244	\$16,668	\$10,011	\$14,066
Business Administration	411	2,747	7,388	89	157	256	\$92,858	\$2,242,728	\$1,534,213	\$11,943	\$14,241	\$14,732
Business Analytics	349	2,621	3,338	14	26	38	\$76,491	\$2,022,822	\$2,033,888	\$14,564	\$15,099	\$16,214
Cellular and Molecular Biology	16	104	150	24	25	31	\$10,921	\$10,274	\$445,949	\$7,747	\$8,103	\$13,514
Chemistry	25	193	258	19	15	22	\$26,625	\$118,648	\$206,211	\$6,762	\$12,744	\$15,408
Civil Engineering	25	108	120	47	178	128	\$61,028	\$1,013,118	\$2,090,681	\$11,227	\$14,444	\$16,274
Clinical Mental Health Counseling	15	45	62	14	15	19	\$11,979	\$105,160	\$286,219	\$8,074	\$8,277	\$18,313
Community Psychology	15	35	62	14	19	11	\$10,741	\$175,079	\$191,471	\$10,613	\$11,464	\$12,279
Computer Science	1,599	1,311	1,403	386	346	338	\$228,870	\$1,613,844	\$1,656,212	\$12,885	\$14,243	\$13,912
Criminal Justice	19	132	144	27	21	25	\$20,286	\$201,292	\$254,147	\$10,651	\$13,645	\$9,776
Cybersecurity and Networks	200	860	1,318	34	47	56	\$43,404	\$1,077,240	\$1,753,217	\$12,896	\$18,078	\$18,948
Data Science	494	1,461	2,028	65	143	208	\$80,794	\$2,018,484	\$2,068,869	\$14,911	\$14,017	\$15,248
Electrical Engineering	228	461	548	27	31	35	\$14,888	\$474,728	\$1,062,817	\$11,797	\$14,811	\$15,816
Emergency Management	41	46	54	10	9	15	\$14,789	\$122,094	\$129,779	\$12,479	\$13,566	\$15,318
Engineering and Operations Mgmt.	177	1,220	1,604	34	48	60	\$20,124	\$244,764	\$179,246	\$12,563	\$13,913	\$17,268
Environmental Engineering	41	146	147	10	17	11	\$12,913	\$103,210	\$151,620	\$12,281	\$12,722	\$13,811
Environmental Science	44	180	132	14	21	18	\$6,463	\$221,084	\$201,568	\$1,944	\$11,142	\$10,811
Finance and Financial Analytics	16	423	493	14	37	40	\$10,400	\$92,248	\$98,210	\$6,134	\$14,772	\$14,903
Finance, Insurance	46	24	30	12	12	12	\$49,136	\$106,118	\$14,217	\$11,238	\$6,168	\$12,216
Healthcare Administration	149	211	268	49	33	40	\$25,339	\$244,482	\$219,213	\$19,725	\$11,945	\$15,214
Industrial Engineering	246	410	340	25	20	25	\$20,146	\$601,044	\$199,260	\$14,280	\$10,911	\$10,852
Industrial/Organizational Psychology	77	43	55	28	17	11	\$23,675	\$142,000	\$124,684	\$7,846	\$8,353	\$14,271
Information Science	0	1,287	0	0	0	0	\$0	\$1,621,863	\$0	\$0	\$0	\$16,157
Investigations	74	51	41	46	30	25	\$23,475	\$80,248	\$416,117	\$15,945	\$13,668	\$17,445
Mechanical Engineering	213	484	762	21	41	43	\$27,474	\$609,084	\$1,216,504	\$12,734	\$14,209	\$14,415
Physical Science	21	114	123	12	10	13	\$1,211	\$125,114	\$136,511	\$6,208	\$12,115	\$14,815
Public Health	291	474	1,228	77	81	140	\$47,214	\$743,174	\$2,278,883	\$13,098	\$12,180	\$15,487
Sports Management	40	36	67	14	11	11	\$5,460	\$46,952	\$112,501	\$400	\$14,634	\$8,606

- ✓ **Benchmark** against curated competitor set
- ✓ **Set the right pricing targets** based on market dynamics
- ✓ **Use the best-fit net tuition model** for break-even and beyond

Expert Guidance Every Step of the Way

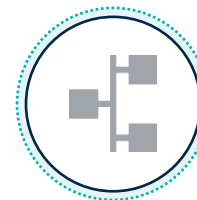
Consulting Services May Focus on...



Onboarding and upskilling staff who develop or administer financial aid services



Adjusting tuition rates and implementing scholarship programs



Refining financial aid structures and policies

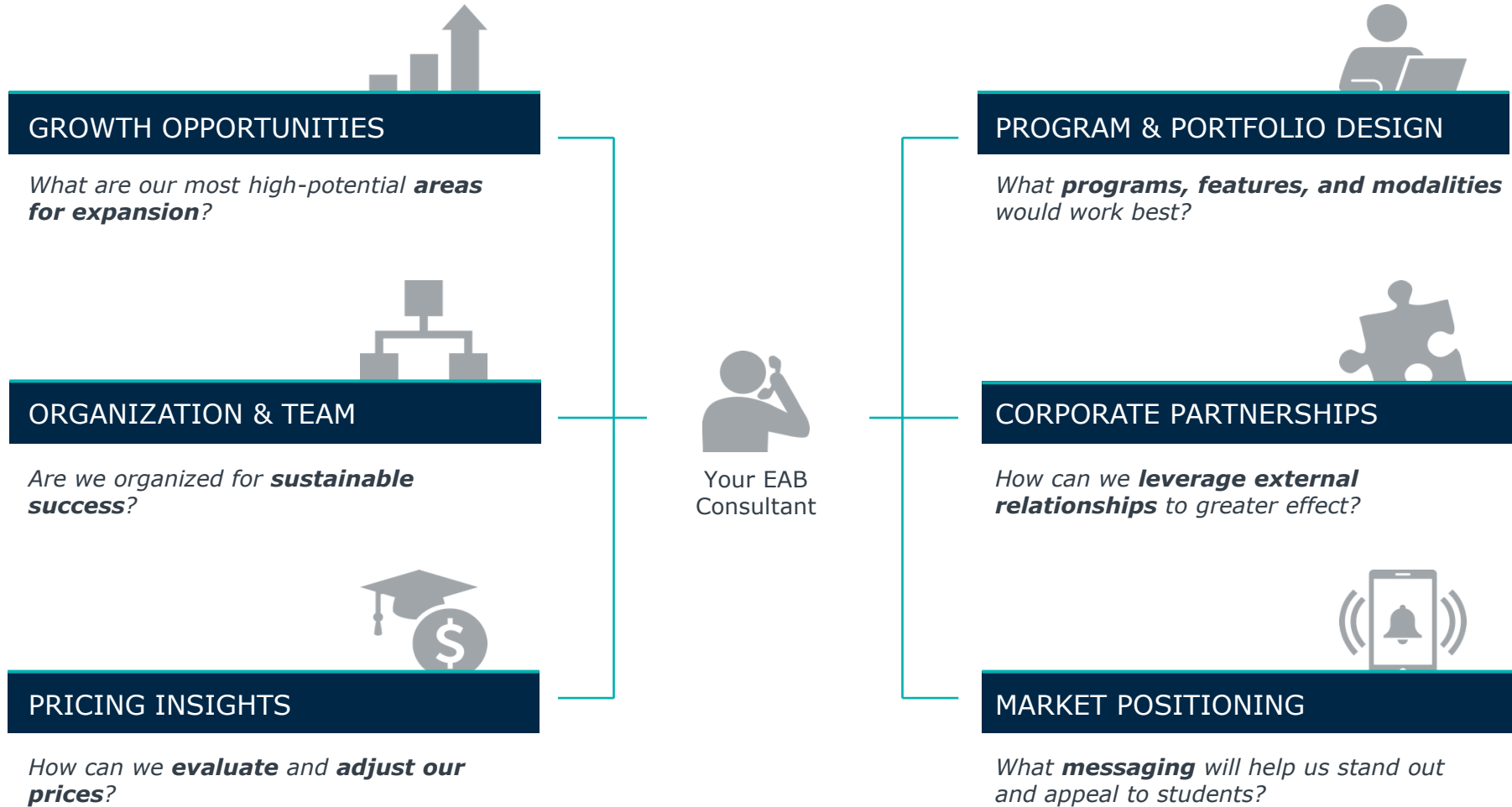


Strategize

*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



A Library of On-Demand Resources, Unlocked on Day One

Employer Partnerships



Marketing to Adult Learners



Organizing for Growth



Credential Innovation



Online Education

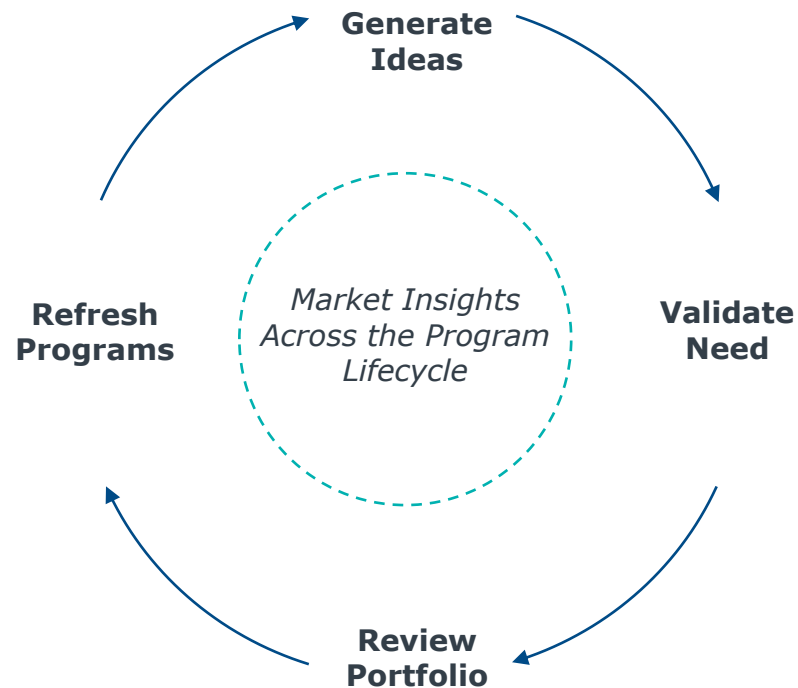


Industry Futures

Custom Analysis to Strengthen Program and Portfolio Growth Strategy


Introducing EAB's Market Insights Service


EAB Supports Institutions at Every Stage of Growth





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](#)



What's New in 2024



Staking a Claim in the Microcredential and Non-degree Markets

Opportunities—and Challenges—in the Microcredential Market



Optimism About Microcredentials...



67% of American adults think that getting a microcredential would be worth the cost



81% of executives say that employees who hold microcredentials gain credibility



...And Confusion



Only 47% of students are familiar with digital credential programs



40% of students “don’t know where to start” in trying to learn new skills

Three Steps to Win in This Market



Source: Ashburn, E., “Digital Credentials’ Appeal is Strong, While Corporate Upskilling Moves at a Snail’s Pace,” Work Shift, February 15, 2023; D’Agostino, S., “Microcredentials Confuse Employers, Colleges, and Learners,” Inside Higher Education, March 2, 2023; Strada Education Foundation, “Strada-Gallup Education Survey (2020-2021),” 2021; Greenberg, S., “Employers Are All In on Microcredentials, Survey Shows,” Inside Higher Ed, February 2023; EAB interviews and analysis.

Drive Organizational Decisions with Peer Benchmarking Data

Introducing EAB's Organizational Benchmarking Service

Discover Your Peers' Approach to:

Unit Operations

- Financial model
- Revenue sources and budget distribution
- Staffing and use of external vendors

Portfolio and Student Services

- Current offerings and pricing model
- Program launch and sunseting practices
- Student support and services


Marketing


- Marketing channels and associated budget
- Geographic reach
- Funnel performance


Use Benchmarking Results to:

 Understand annual performance **relative to peers and comparable units**

 Explore **up-to-date industry-vetted perspective** on PCO responsibilities, structures

 Evaluate PCO unit annually **on consistent scale** with consolidated reporting

 **Accelerate stakeholders' understanding** of your current state and aspirations

 Use results to **advocate for resources** and make resource allocation decisions

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

Only with EAB

Strategy Transformation

Craft a nimble, forward-thinking growth strategy based on custom and best practice research—guided by a dedicated team of EAB experts every step of the way.

Unrivaled Access

Build your prospect pool with advantaged audience generation, direct access to a proprietary consumer database, and channels that deliver high-intent, best-fit students to your university.

Intelligent Analytics

Use AI to illuminate the student journey and fuel each decision with micro and macro insights derived from digital body language, proprietary data sets, and predictive analytics.

Marketing Orchestration

Drive enrollment results with choreographed, responsive marketing to keep pace with shifting student behavior and trends in the graduate and adult learner market.

Interested in More?

I'd like to speak with 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
- 5 Leveraging **financial aid** as a strategic enrollment lever

What's Next?



Request slides from today's presentation



**Explore more partner success stories
in our Case Study Compendium**



Register for an upcoming webinar:

- *June 12:* Findings from our new surveys of graduate enrollment leaders
- *June 18:* Tactics for designing right-fit graduate and online programs



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Thank You for Joining Us!



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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.