

Adult Learner Recruitment

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

GRADUATE AND ADULT ENROLLMENT IS A PRIORITY—BUT GROWTH WON'T BE EASILY WON

The Importance of Graduate and Adult Enrollment

100% of surveyed presidents and provosts identify graduate and adult learner enrollment as a priority

Nationwide Slowdown After Decades of Growth

3.2%
Actual Average
Annual Growth
1990 - 2021



1.1%
Projected Average
Annual Growth
2021 - 2031

YOUR CHALLENGES

Growth Strategy



What are our best growth opportunities and how can we realize them?

Audience Generation



How will we find adult prospects cost-effectively when test-taker lists aren't sufficient?

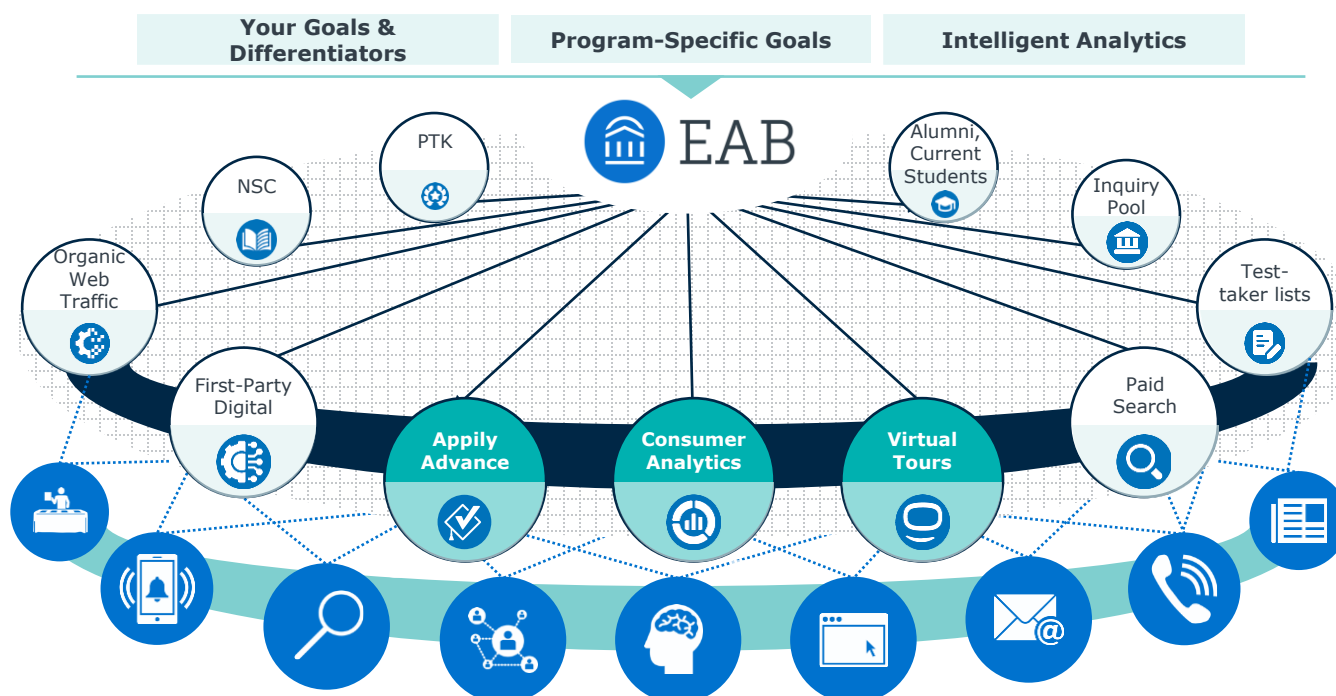
Applicant Cultivation



How can we engage each student throughout their unique journey, at scale?

OUR APPROACH

EAB combines strategic support with custom lead generation and responsive, choreographed marketing campaigns at scale to help you meet your graduate, online, and adult enrollment goals.



EAB's Adult Learner Recruitment

Adult Learner Recruitment is a true enrollment partner for graduate, online, professional, and adult degree completion programs. Our next-generation growth strategies help you see around corners in this dynamic market and amplify your results at every stage of the enrollment funnel.

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 EAB 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

To discuss how EAB can help you meet your graduate and adult enrollment goals, email LexRubyHowe@eab.com. Learn more at eab.com/ALR.