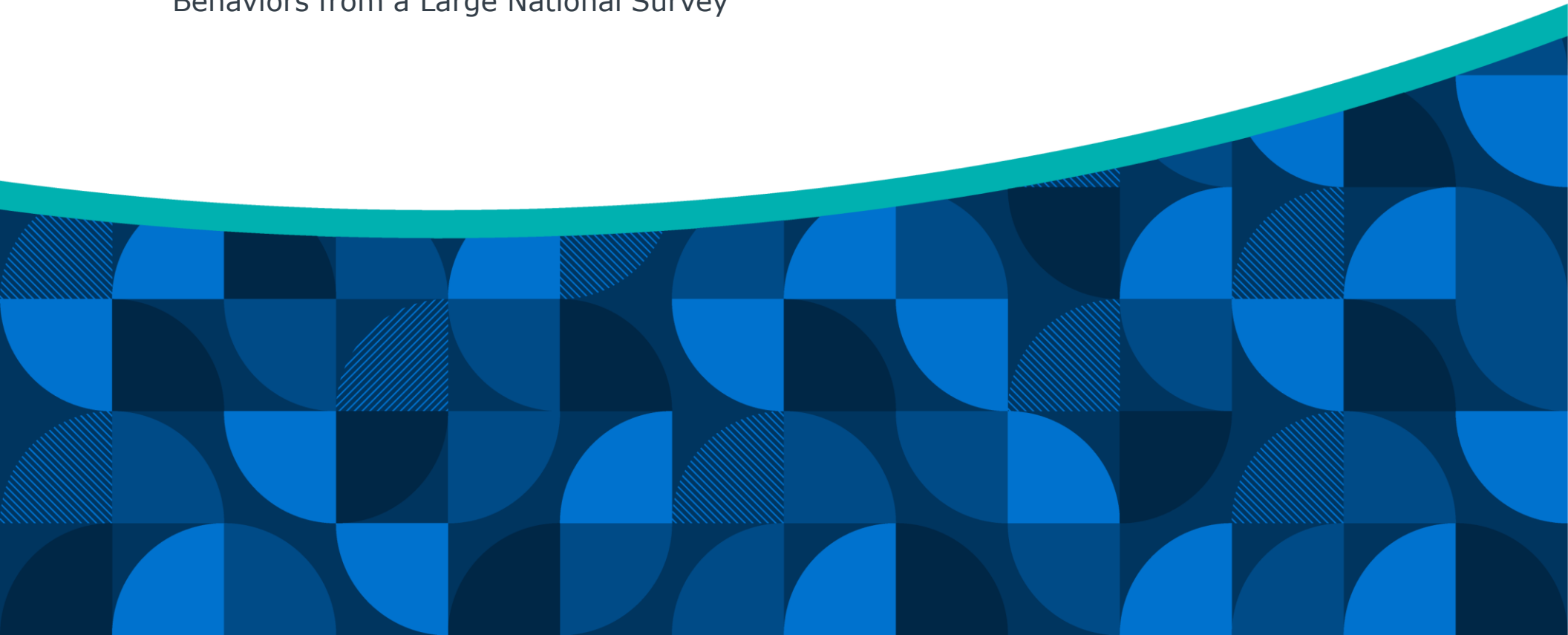




INSIGHT PAPER

AI Pulse Survey 2026

Insights on Students' AI-Related Attitudes and Behaviors from a Large National Survey



Enroll360

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A Broadly Scoped AI Research, Development, and Deployment Agenda



Many avenues of learning

The material covered in today's report is the tip of a much larger iceberg of AI knowledge and expertise that EAB has already acquired and continues to develop. Three main ways in which we do that are shown at right.

The first way is through our survey research, of which today's report is but one example.

The second is through the ongoing testing and refinement we bring to bear on the recruitment-marketing assistance we offer to our partner institutions.

And the third is through student-facing AI tools we provide to our partner schools for use in engaging potential prospects and retaining currently enrolled students, including chatbots.

EAB's Three-Pronged Approach to Leveraging AI

1

Deep Survey Research and Listening

We uncover what students, families, and practitioners want from AI

40K+ students surveyed on AI; dozens of new surveys annually

2

Rigorous Testing and Refinement

We test and refine AI strategies at scale, drawing from the largest higher ed dataset

200+ AI-driven hyper-personalization tests in the most recent cycle

3

Embedded, Essential Agentic AI

We build AI agents that seamlessly support enrollment and retention results

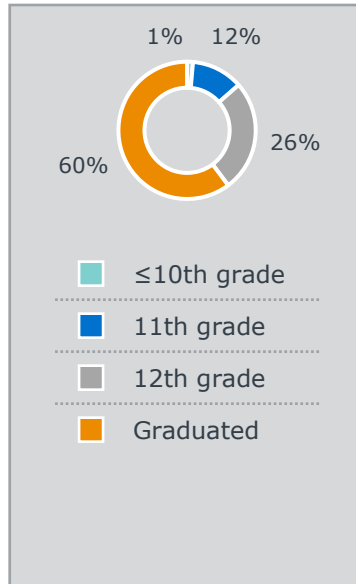
1,200+ institutions with live enrollment and success agents

In addition to the AI-specific Pulse survey that is the focus of this report, EAB regularly performs more broadly scoped surveys with current high school students, their parents, recent high school graduates, and school counselors. These surveys include questions regarding AI, findings from which are also fed into our learning agenda.

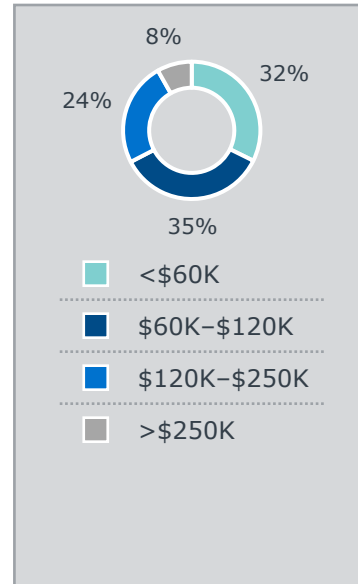
EAB's 2026 AI Pulse Survey

Overview of Participants

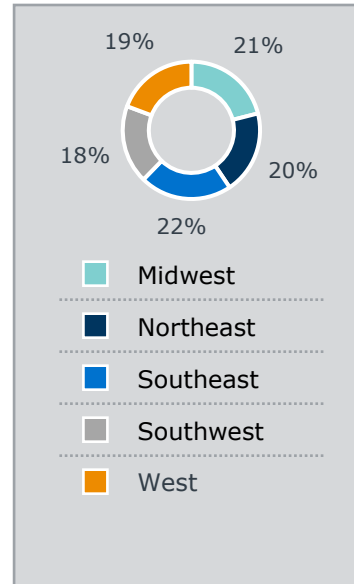
By Student's High School Class Year



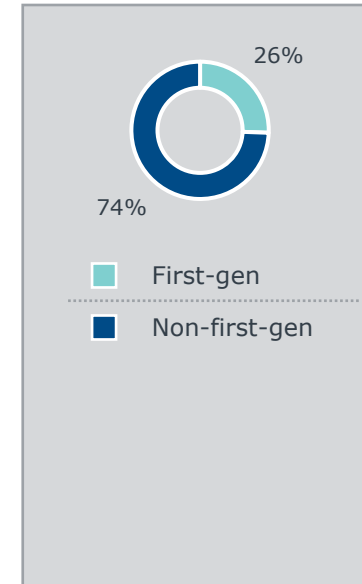
By Household Income



By Region of Residence



By First-Generation Status



11,700

students participated

52% female, 45% male



Data was gathered between
June 30 and July 17, 2026

Executive Summary

Three Top Takeaways from This Year's Survey

AI has become a major “audience” for your recruitment messaging

The vast majority of students now use AI regularly, for a wide range of applications—including college search. Many are treating AIs as super-powered school counselors, asking them to make sophisticated comparisons of institutions on a wide range of metrics and to make associated recommendations regarding specific institutions, factoring in information students have provided AIs on themselves.

Enrollment leaders face a corresponding mandate to ensure that the information about their institutions that is available online, especially via their .edu, is legible to AIs and is structured in such a way as to boost the odds of AIs returning to students the information you are most eager for them to know. This work, which should be considered mandatory, can be accomplished via best practices such as generative-engine optimization (GEO).

Rising negative sentiment on AI

One striking finding from this year's survey is the extent to which negative student sentiment regarding AI has increased.

This negativity is evolving in a complex set of contexts. First of all, it seems to vary greatly from student to student. Second, it is associated with different aspects of AI: Some students are reacting to the increasingly prominent news about the adverse environmental and social impacts of AI; others cite the inaccuracy of information they're getting from AIs; and many express concern over AIs rendering their chosen majors obsolete or eliminating the entry-level jobs that historically would have put them on the first rung of the ladder to their chosen career. Further complicating matters is the fact that a lot of students do still have positive feelings about AI and spend a lot of time with it, doing things they consider fun and interesting and positive for their development.

The best thing colleges can do in this context is to position themselves to students as neutral and trusted advisors on AI who can be relied upon to guide them, with care, through an uncertain and potentially treacherous AI future.

AIs (plural)

The higher education community has had enough experience with AI by this point to understand that it is not just one thing. Yet it is often still talked about in that way. It will be increasingly important moving forward to be precise about what we mean when we say “AI.” This applies to its student-facing manifestations—school-sponsored chatbots versus ChatGPT being used as a school advisor, for example. It also applies to voluntary versus involuntary forms of AI that students interact with—their choice to ask ChatGPT to help them problem-solve, for example, versus Google automatically inserting zero-click AI-generated summaries at the top of the search results returned in response to a student query.

We will need to be increasingly specific about the problems we are looking for AI tools to solve (including AI-related problems) and the AI approaches we will use to solve them.

Ten Key Conclusions Based on the Survey Findings

- | | |
|---|---|
| 1 | AI is already mainstream for students
A large majority of survey respondents say they have used AI tools and describe their skill level as intermediate or higher. AI use is no longer just a niche behavior among students—their engagement with it is increasing rapidly, as is their proficiency. |
| 2 | For students, AI is a practical utility and much more
The top uses are to help with schoolwork, brainstorm ideas, and get advice, followed by curiosity and fact-finding. In other words, students are already treating AI as part of their academic workflow, real-life problem solving, personal development, and recreation. |
| 3 | Students rely on AI but don't really trust it
Only about a quarter of students say they mostly or completely trust AI for accurate information, while a majority report lower levels of confidence. This puts students in the paradoxical position of relying extensively on a less-than-reliable resource. |
| 4 | Student sentiment regarding AI is increasingly negative
While the effect is in many cases not large, a growing proportion of students report having negative feelings about AI, and fewer are reporting positive feelings about it. The largest and most conspicuous area of change was an increase in the proportion reporting "concern." |
| 5 | Students' AI use is part of a radically multichannel college search
Students rely on a wide range of information sources when gathering information on colleges, in addition to AI tools; the top ten sources cited were used by between 50% and 79% of survey respondents. The main corresponding lesson for enrollment leaders is to create and leverage interconnectedness between those channels. |

Source: EAB research and analysis.

AI is shaping students' college consideration sets

- 6 Many students reported that AI tools they used in their college search caused them to become more interested in a school, discover a school they had not heard of, or remove a school from their consideration set. AI is shaping students' college short lists in consequential ways.

Students use multiple AI platforms in their college search

- 7 While ChatGPT is, by far, the AI tool most commonly used by students to assist in their college search, many students also use other platforms, including Gemini and Google AI Overview. This fact has important implications for colleges' efforts at maintaining search visibility (e.g., via generative-engine optimization, or GEO).

Perceived AI use in student-facing comms = reputational risk

- 8 Almost half of students say they have received a message from a school that seemed AI-generated and another 35% are unsure. More than half of students react negatively to communications they perceive as having been produced by AI.

AI is impacting students' academic and career choices

- 9 Half of students think AI will influence the job or career they pursue. Also, many say AI has already changed their intended major and believe that AI will reduce the number of jobs for which a college degree will be required.

Messaging on your AI offerings is tricky and requires nuance

- 10 Almost half of students say incorporation of AI into a school's curriculum matters a lot to them. That said, some students have negative associations with AI and may be put off by your promotion of it. Position yourself instead as a neutral and trusted advisor, helping students anticipate and prepare for the effects of AI.

A Rapidly Evolving Landscape

Notable Areas of Change in the Past Year

Fast change, high stakes

EAB also conducted a survey of student attitudes and behaviors regarding AI last year, in 2025, and that baseline offers us an opportunity to look at what has changed in recent months—a critical question given the speed at which the AI terrain is evolving.

And the speed of that change is, in fact, reflected in the sizable jumps we’ve seen in student responses to particular questions, as illustrated at right.

The overall picture is one of greater student AI adoption and, for recruiting schools, more consequential impact, for good and ill—while AI is making a lot of students more interested in particular schools, they are also increasingly using it as a tool for winnowing schools from their consideration sets.

Student Attitudes and Behaviors with Respect to AI

Percentage of High School Students, 2025 vs. 2026¹

	2025	2026	Proportional change
Students who said an AI made them more interested in a school	34.2%	60.8%	+78%
Students concerned over impact of AI on their job prospects	32.7%	43.3%	+33%
Students with more than a year of AI use	34.4%	43.3%	+26%
Students who say they are concerned about AI	30.9%	40.2%	+30%
Search engines as first point of contact with a school	25.5%	36.0%	+41%
Students saying they “mostly” trust AI tools	29.6%	25.1%	-15%
Students who said an AI made them less interested in a school	11.1%	23.5%	+111%
Students using AI less than monthly	12.5%	19.1%	+53%

1) High school graduates were excluded from this analysis to control for the shift in respondent mix between the 2025 and 2026 surveys (graduates having accounted for 5% of respondents in the former and 60% in the latter).



Ten Key Conclusions from the Survey

AI Use Is Already Mainstream Among Students

Beyond experimentation

The use of AI tools has become extremely common among students.

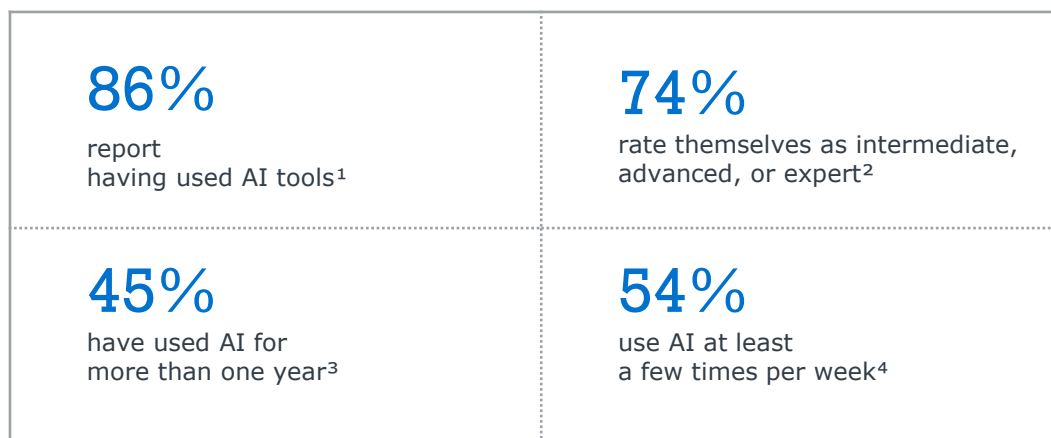
Just as important, the data points to rapidly evolving maturity of use. Though fewer than half of survey respondents reported using AI for more than one year, almost three-quarters see themselves as intermediate, advanced, or expert users.

Usage is also frequent: More than half of AI users engage with these tools at least a few times per week.

Together, the findings suggest that AI is becoming embedded in students' everyday learning, research, and problem-solving habits.

Students Report Both Broad Adoption and Mature Usage

Percentage of Respondents



A Note on Voluntary Versus Involuntary AI Use

When interpreting statistics regarding student use of AI, it is helpful to keep in mind the many contexts in which that use happens and the many ways in which it originates. While much use is clearly initiated by students to accomplish specific aims, in other cases use of AI is a circumstance forced on them by someone else, for example, when a service provider routes them through an AI chatbot or a teacher assigns schoolwork that requires integration of AI tools as part of the assignment. This might help explain the fact that students are using AI less frequently (see page 12), i.e., they may be becoming more adept at avoiding what they see as undesirable AI interactions.

1) Survey question: "How would you rate your current skill level using AI tools?" (n = 11,700); all responses except "I haven't used AI tools."

2) Survey question: "How would you rate your current skill level using AI tools?" (n = 11,700). Intermediate, advanced, and expert combined.

3) Survey question: "How long have you been using AI tools?" Asked of students who report having used AI tools (n = 10,005).

4) Survey question: "How often do you use AI tools for any purpose?" Asked of AI users (n = 10,005).

Students Use AI as a Practical Utility

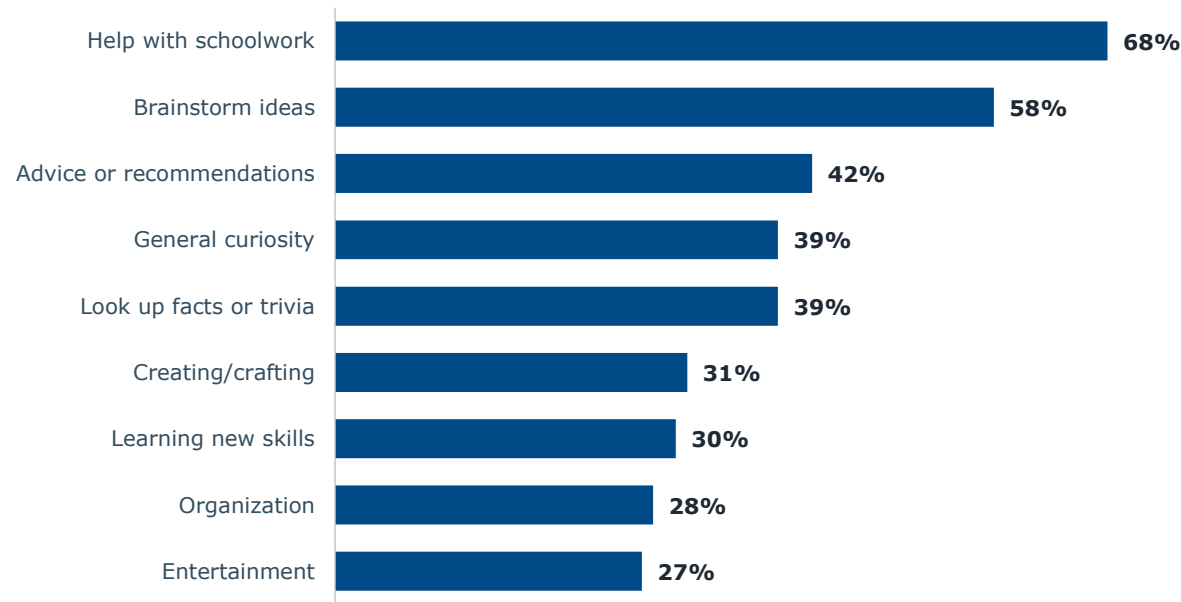
A problem solving tool

Data from the survey suggests that the rapid and widespread adoption we’re seeing of AI among students is attributable to its practical utility. The top three reasons they report for using it have to do with problem solving, generating useful outputs, and increasing productivity.

Not incidentally for admissions teams, and as discussed elsewhere in this report, some of the problems students are asking AI to help them solve are directly related to their college search—not least of all, helping them define a consideration set of schools.

Purposes for Which Students Report Using AI¹

Percentage of Respondents



1) Survey question: "For what purposes have you used AI? (Select all that apply.)" Asked of participants who indicated they have used AI tools (n = 10,005).

Source: EAB research and analysis.

Students Rely on AI but Don't Really Trust It

Engaged but cautious

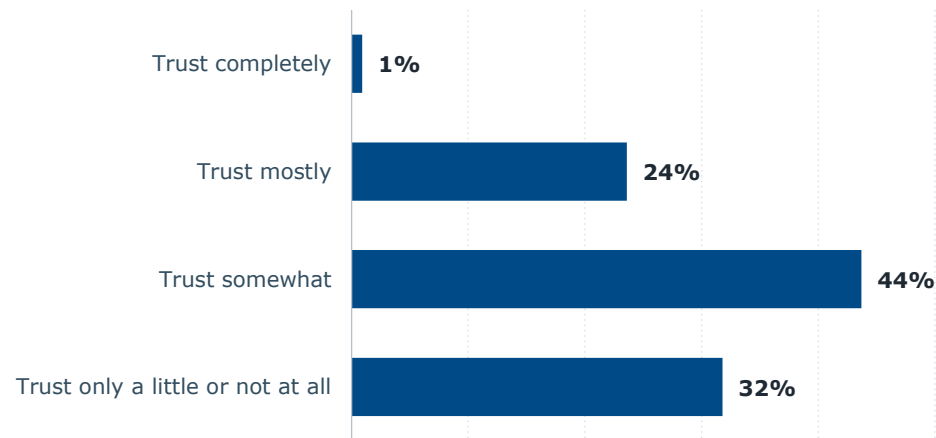
Students have adopted AI at high rates in spite of their doubts about how reliable the information they get from it is.

Students' level of trust in AI mostly falls in a middle zone of believing the information it is providing to them while also assuming that some portion of that information is inaccurate.

Like most of us, students have developed a pragmatic relationship with AI—they see it as useful enough to use regularly but unreliable enough that they know to pressure-test the information they are getting from it on questions that matter a lot. Just how much they will continue to rely on AI remains to be seen; as noted on page 12, their trust in AI tools has dropped meaningfully since last year.

How Much Do Students Trust AI to Give Them Accurate Information?¹

Percentage of Respondents



1) Survey question: "How much do you trust AI tools to provide accurate information?" Asked of participants who indicated they have used AI tools (n = 10,005).

Student Sentiment on AI Is Becoming More Negative

Growing concern among students

Student sentiment regarding AI is changing for the worse. Across the board, the percentage of students reporting negative feelings about AI increased since our last survey, while, apart from one category, fewer reported having positive feelings.

That said, nuance is in order here—more than a quarter say they are intrigued, and more than a third are curious. Still, you should be acutely aware of prospective students' mounting concern as you create your messaging.

Not reflected here but evident in the free expressions of sentiment that the survey solicited from students was the intensity of emotion among students who dislike AI, with words such as *hate* and *disgust* being featured in some comments. (See page 26.)

Change in Student Sentiment Regarding AI

Percentage of High School Students, 2025 vs. 2026¹

		2025	2026	Proportional change ¹
Negative feelings	Skeptical	37.7%	40.4%	+7%
	Concerned	30.9%	40.2%	+30%
	Apprehensive	20.7%	21.7%	+5%
	Apathetic	3.7%	5.1%	+38%
Positive feelings	Curious	34.4%	34.1%	-1%
	Intrigued	26.7%	25.6%	-4%
	Optimistic	15.0%	15.7%	+5%
	Excited	11.3%	10.2%	-10%

1) Figures show current high school students only; recent high school graduates are excluded from both years to control for the shift in respondent mix (graduates were 5% of the 2025 sample and 60% of the 2026 sample).

Source: EAB research and analysis.

Students' AI Use Is Part of a Radically Multichannel College Search

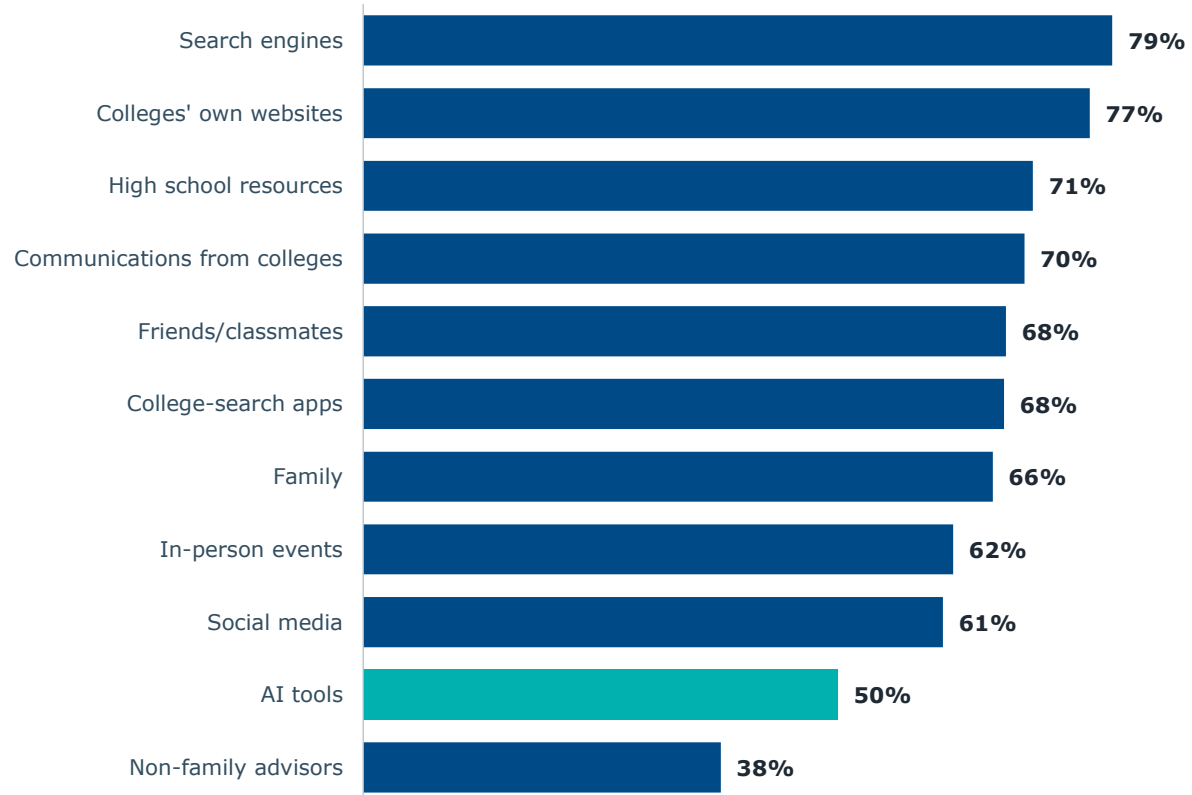
An imperative for broad engagement

While half of students report using AI as part of their college search, it is used alongside many other sources. Furthermore, while not marginal, AI is eclipsed by other more "load-bearing" search resources. Perhaps most striking is just how many different information sources students report using: Ten sources were cited by at least half of respondents.

As ever, recruitment teams are best served by paying attention to the full range of major sources, leveraging each for its unique strengths and creating synergies by building connections between them. Especially important in this regard is the impact that a school's website has on its visibility within AI-mediated search.

Resources Students Report Using When Gathering Information on Colleges¹

Percentage of Respondents



1) Survey question: "Select all the resources you have used to gather information about colleges." Asked of participants who have searched for information about schools (n = 9,831).

AI Is Shaping Students' College Consideration Sets

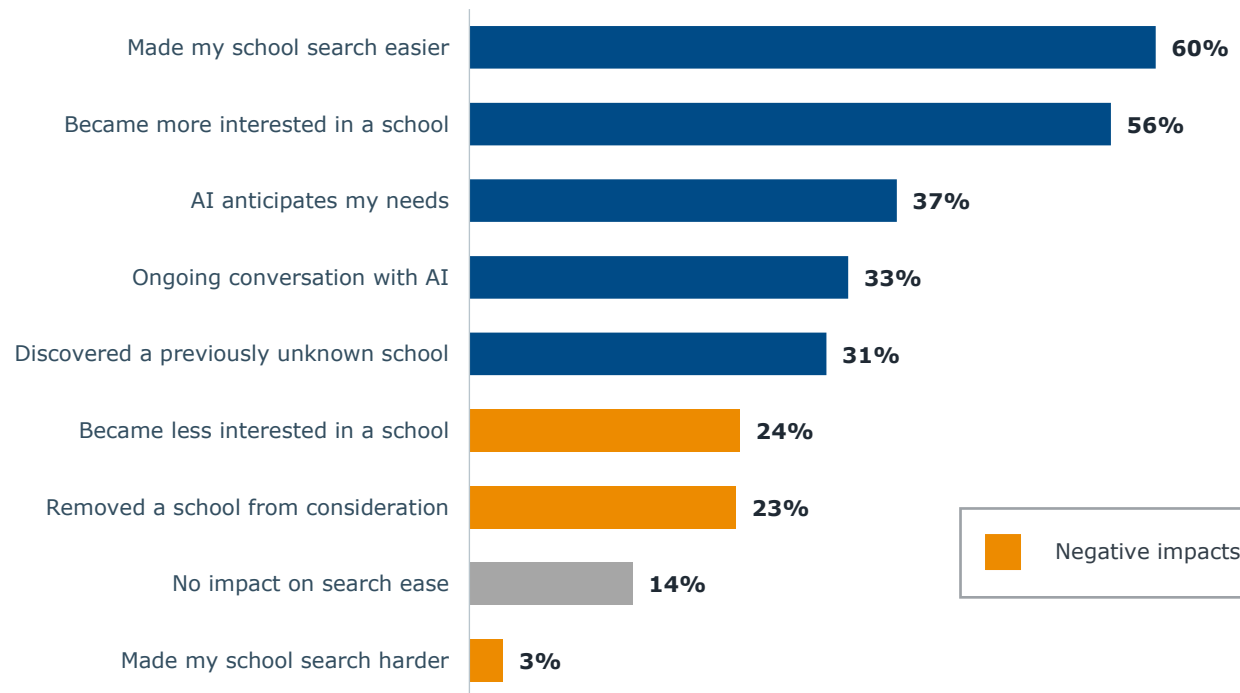
AI is driving real decisions

Arguably the most consequential finding from our survey concerns the major role AI plays in influencing which schools end up on students' short lists. Considered alongside students' high rate of AI adoption (see page 14), this insight makes a compelling case for admissions teams to develop a set of related strategies.

Practices that forward-looking schools are adopting include generative-engine optimization (GEO), which entails structuring your school's .edu and other online content to maximize your institution's visibility to AI search agents and to boost the impressions you would most like them to pass on to students.

Ways in Which Students Reported That AI Impacted Their School Selection¹

Percentage of Respondents



1) Survey question: "Select all the statements that are true for you regarding your use of AI during your college search." Asked of students who used AI for their college search (n = 4,602).

Students Use Multiple AI Platforms in Their College Search

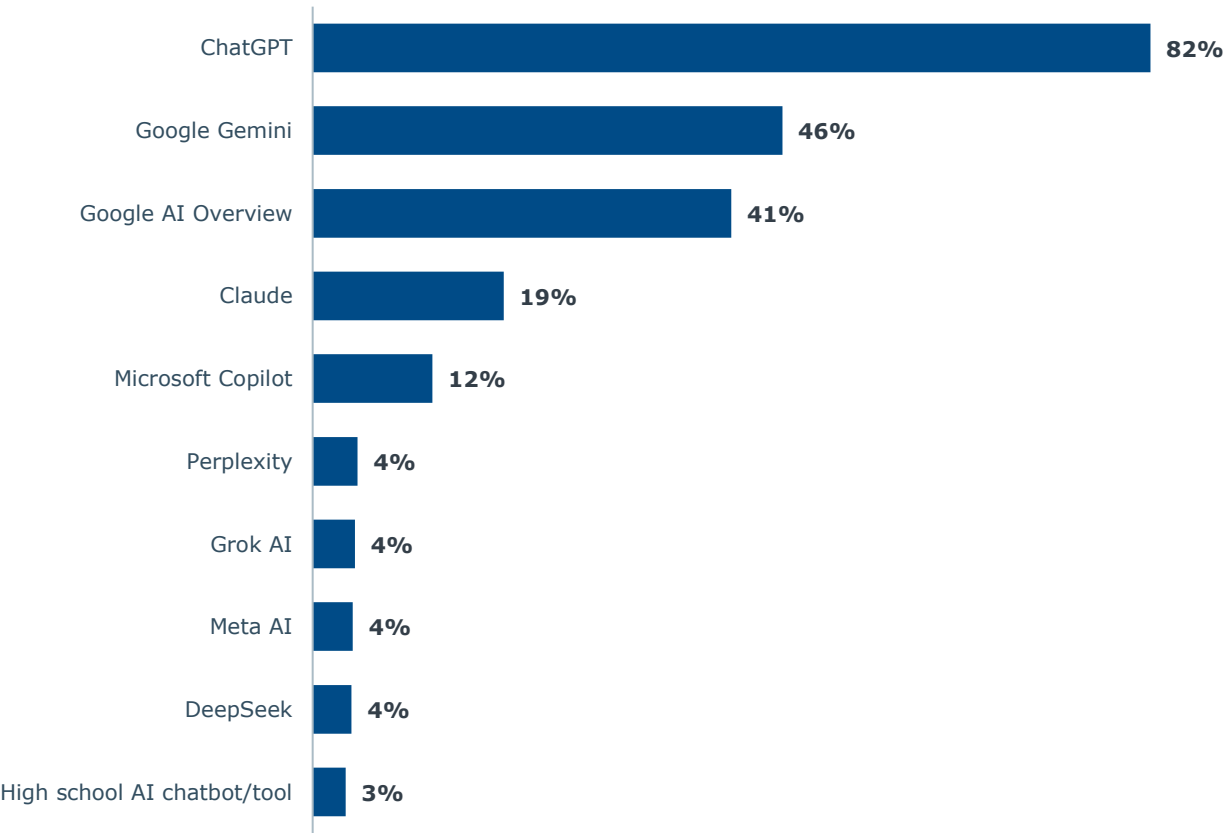
An argument for broad awareness

AI is, obviously, a rapidly evolving field, and a key part of that evolution is the changing landscape of available platforms (ChatGPT, Claude, etc.). You'll want to keep tabs on which ones students prefer and how that is changing over time.

The reason is the increasingly central role that AI plays in helping students learn about your institution and shaping their impression of it. Admissions teams can affect both processes via best practices such as generative-engine optimization (GEO); these, in turn, depend on your knowing which AI platforms students are relying on the most.

AI Tools Students Report Using as Part of Their College Search¹

Percentage of Respondents



1) Survey question: "What AI tools have you used specifically for your college search? (Select all that apply.)" Asked of students who used AI for their college search (n = 4,602). Multiple responses permitted.

Source: EAB research and analysis.

Perceived AI Use in Student-Facing Comms = Reputational Risk

"Don't AI me"

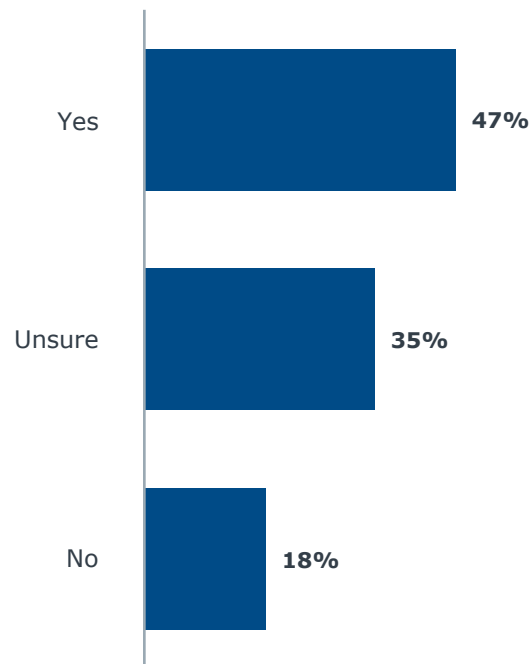
Opinions differ as to how consistently readers can distinguish AI-generated text from writing produced by actual human beings.

That said, accuracy of detection is beside the point. What matters is whether students *believe* that outreach they are receiving was AI-generated.

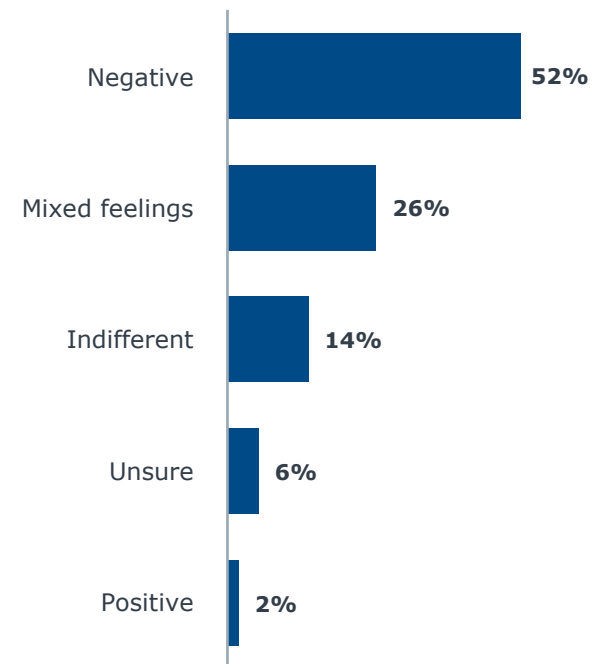
Most admissions teams are (or should be) using AI as an assist in drafting recruitment marketing copy and other outreach to prospective students. Insofar as they are, they should also be testing the resulting material to make sure it is avoiding obvious AI "tells." Lists of such giveaways are available in many corners of the Internet, but perhaps the easiest and most reliable check is to run what you've written past a colleague; they'll have an instinctive sense of whether what you've produced "sounds AI."

Students Are Sensitive to the Use of AI in Outreach to Them

Received Communication That Seemed AI-Generated¹



Reaction to Communication Thought to Be AI-Generated²



1) Survey question: "Have you received communications from a school that seemed like they were AI-generated?"

2) Survey question: "How did it/would it make you feel to receive a communication from a school that you thought was AI-generated?"

AI Is Impacting Students' Academic and Career Choices

Action in the face of uncertainty

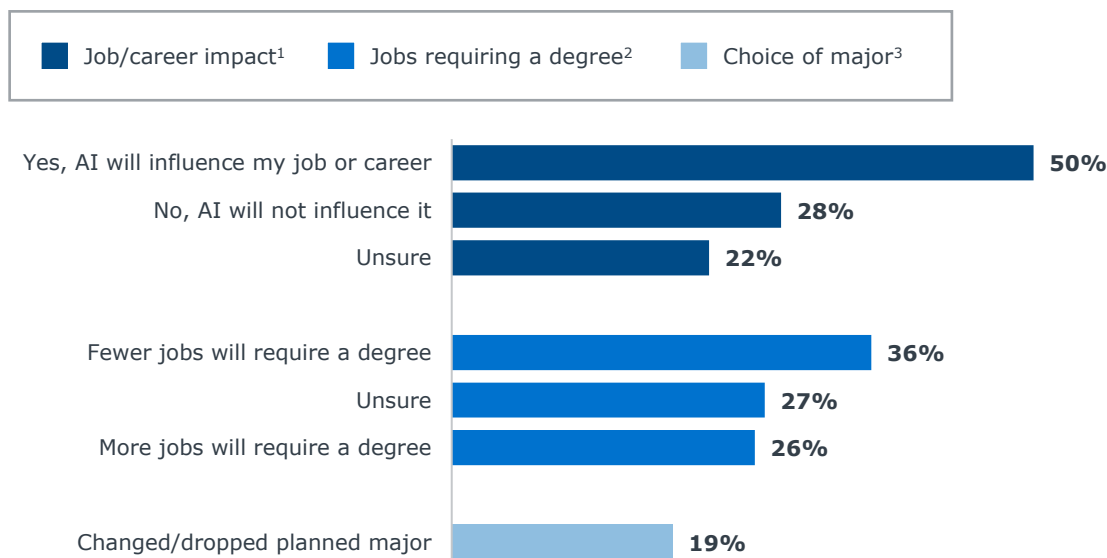
Half of students believe that AI will have an impact on the jobs they end up pursuing and, for a sizable minority, related considerations have already led them to change the majors they are considering.

Most troubling for recruiting colleges is the observation that more than a third of students believe AI will cause fewer jobs to require a college degree.

All that said, student opinion on these matters is mixed; there is little consensus among them on any given question, with many holding opposing opinions on the likely impact of AI on job prospects, the relevance of a college degree in the AI era, etc. (Not incidentally, this finding mirrors what we saw in our most recent EAB parent survey.)

How Students Believe AI Will Impact Their Job Prospects and Related Academic Pursuits

Percentage of Respondents



1) Survey question: "Do you think AI will influence the job/career you pursue?"

2) Survey question: "Do you think the number of jobs/careers that require a college degree will change because of AI?"

3) Survey question: "Have advances in AI workplace technologies influenced the major(s) you are considering?" Combines students now considering a different major because of AI (1,344; 12.0%) and those no longer considering a major because of AI (780; 6.9%).

Messaging on Your AI Offerings Is Tricky and Requires Nuance

Students differ a lot on AI in the curriculum

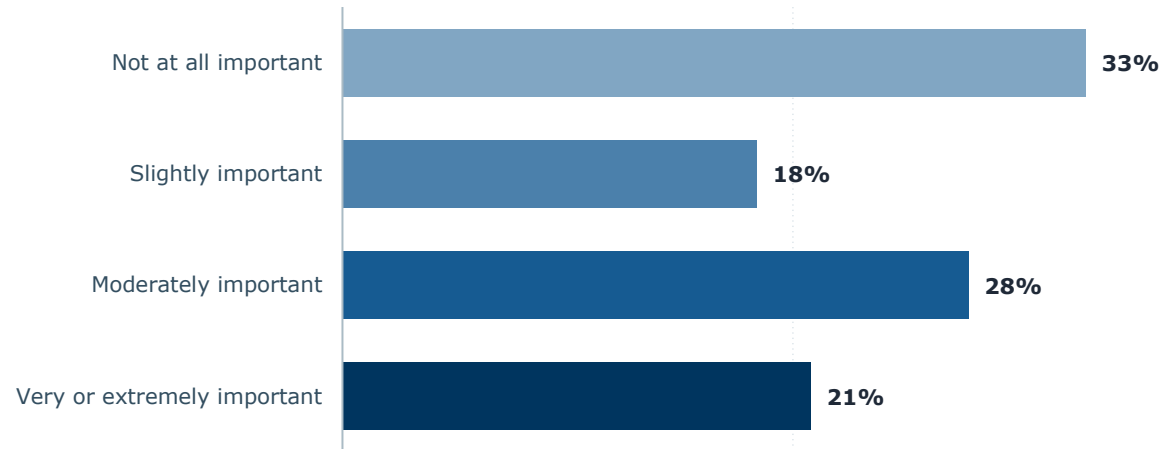
As with other questions related to AI, student opinion is very much mixed on how much they care about whether a school has integrated AI into its academic offerings.

That said, the right answer here is probably to play to the most concerned. Almost half of students consider AI integration to be either moderately, very, or extremely important—a group large enough that you’ll be missing a serious messaging opportunity if you’re not speaking to their concerns.

Keep in mind that related communications must be undertaken with great sensitivity, since many students have negative feelings about AI. Your best bet is to position yourself as a neutral and trusted guide to the likely future impact of AI on students and how to prepare for it.

How Much Does an AI-Enriched Curriculum Matter to Students?¹

Impact on School Selection, Percentage of Respondents



1) Survey question: "When deciding whether to apply to a school, how important is the school's adoption of AI in their programs (e.g., teaching students how to use it, courses on AI, career opportunities in AI)?"



Additional Findings and Recommendations

In Their Own Words

Top Five Insights from Students' Verbatim Comments

In addition to prompting students to pick preset responses for questions we posed to them, our survey invited them to offer additional reflections, in their own words—responses that proved to be profoundly revealing. Below are the top five insights we gained from what they had to say.

Students are treating AI like a super-powered school counselor

- 1 Students are asking AIs to perform deep and sophisticated comparisons of schools they are considering, based on characteristics such as cost, likely aid awards, prestige, and campus experience. They are also providing AIs with information on themselves to support related analyses, including their academic performance, extracurricular activities, and academic interests. Students are asking AIs to recommend specific schools based on complex trade-offs between fit, quality, affordability, and likelihood of admission.

Some student opposition to AI is emotionally and morally based

- 2 When asked how they feel about AI, far more students expressed negative emotions than positive ones, and some framed their negative feelings in strong terms, using words such as disgust, hate, and anger. Furthermore, their negative feelings often went beyond the personal, being connected to the potential environmental and societal harms of AI and existential threats posed by it.

AI has become an embedded, multipurpose utility for students

- 3 Students have found a wide range of use cases for AI, from tutoring to research, thought partnership, and writing support; it functions as a kind of Swiss Army knife for them. AI appears to be displacing, at least in part, other platforms that students have used for similar purposes in the past (e.g., YouTube for tutorials).

Students are treating "AI exposure" as a factor in choosing a major

- 4 Future job security is top of mind for students in this regard. Students report dismay at having to abandon majors that they were told for the past decade were a safe bet (e.g., computer science) and are "defensively" choosing alternate fields of study that they perceive as being more "AI-resistant." Not incidentally, schools face a parallel conundrum, having acted on the same assumptions as students in terms of where the greatest future career demand would lie and having placed their bets accordingly.

Students fear AI will be a barrier to their entry into the workforce

- 5 Students believe that AI will disproportionately impact entry-level jobs and, as such, will remove the bottom rungs of the ladder that would previously have led them to their desired career. An additional fear is that this may apply equally to jobs that are likely to be less vulnerable to AI at levels of organizations above entry level—careers that might otherwise have served as safe havens for them.

Source: EAB research and analysis.

A Note on Parents—Your Most Important Recruitment Allies

Parents see AI as a useful but troubling tool

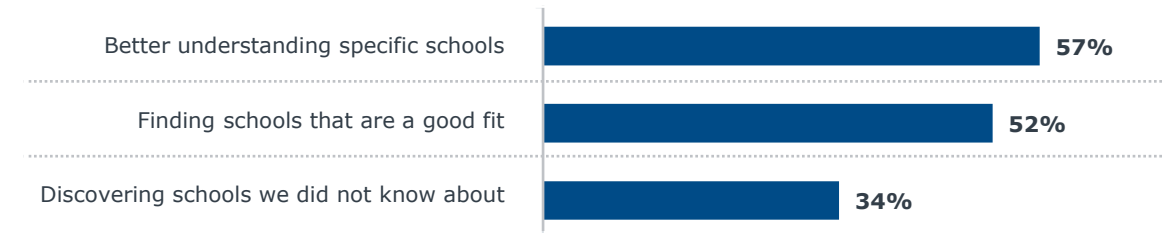
In addition to surveying students, EAB regularly surveys parents, and those surveys include questions about their attitudes and behaviors with respect to AI.

Like students, parents find AI useful as a research aid in the college search. At the same time, AI is a source of anxiety for them because of concerns about its potentially detrimental effect on their students' development.

These findings reinforce conclusions shared elsewhere in this report—namely, that schools need to reckon with AI as a fundamental reality of modern college search and need to be careful about how they are communicating their own stance on AI to key recruitment audiences.

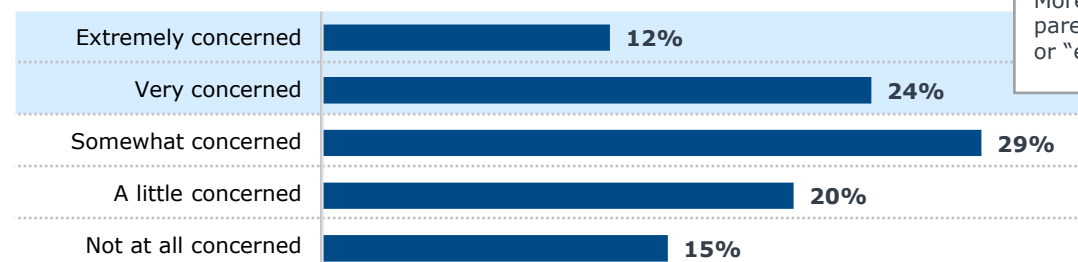
Top Three Ways in Which Parents Said AI Helped Them and Their Students in the College Search Process¹

Percentage of Parent-Survey Respondents



Parents' Level of Concern over AI's Impact on Their Students' Critical Thinking Skills²

Percentage of Parent-Survey Respondents



More than a third of parents are either "very" or "extremely" concerned

1) Survey question: "In what ways did AI help you and/or your student? (Select all that apply.)" EAB 2026 Parent Survey; parents of high school students (n = 2,515).

2) Survey question: "How concerned are you that using AI could reduce your student's critical thinking skills?" EAB 2026 Parent Survey (n = 2,515).

Source: EAB research and analysis.

Key Takeaways and Recommendations

Eight Imperatives for Enrollment Leaders in the Age of AI-Mediated College Search

Focus on digital brand visibility and management

1

In an AI-mediated world, brand management is about actively shaping perception, not just logos or messaging. Students increasingly rely on AI-generated explanations of colleges, drawn from websites, social platforms, forums, and media coverage. Institutions must monitor how their programs and outcomes appear online, promptly correct inaccuracies, and reinforce key differentiators across the platforms that influence both human and AI audiences.

Elevate human connection

2

Survey data consistently shows that students trust in-person interactions above all other sources in college search. In an AI-saturated environment, moments that feel genuine—conversations with counselors, handwritten notes from faculty, peer-led tours—become powerful differentiators. Elevating human connection does not mean rejecting AI; it means using AI to forge closer connections with your campus community.

Position yourself as a trusted advisor on AI

3

One of the most striking findings from this year's survey was the degree to which negative sentiment around AI has increased. Students are in the difficult position of essentially having to use AI even if they don't like it or trust it, and their feelings can sometimes be negative in the extreme. At the very least, most students are experiencing a lot of related uncertainty. Reassure them by positioning yourself as a trusted advisor who can help them understand how AI may impact them and what they can do about it.

Plan for continuous adaptation

4

Student behaviors, expectations, and AI technologies are all evolving rapidly. Uncertainty about the pace and direction of AI-driven change can be paralyzing, but waiting for clarity is not a viable strategy. Enrollment leaders should assume that AI will keep evolving and must therefore build agile, cross-functional teams capable of ongoing experimentation, rapid learning, and response to emerging technologies, regulations, and strategy integrations.

Optimize for AI as an audience

- 5 AI is quickly becoming a primary gatekeeper between institutions and prospective students, interpreting college information long before direct engagement occurs. Survey findings reinforce that students increasingly encounter colleges through AI-influenced channels, making it essential to optimize content for both human readers and AI systems. This requires moving beyond traditional SEO toward generative-engine optimization (GEO)—ensuring institutional content is structured, accurate, and machine-readable.

Shore up data integrity

- 6 In an AI-driven search environment, data accuracy takes on new strategic importance due to the central role it plays in shaping an institution's online reputation. Inaccuracies in public-facing information can be surfaced and amplified quickly, and consequently colleges must ensure that details on programs, costs, and outcomes are accurate, consistent, and accessible to the systems interpreting them. This requires clear data ownership, regular audits, and strong governance across websites and third-party platforms.

Recognize parents as a key audience for your AI messaging

- 7 Parents continue to play a pivotal role at every stage in their students' college search, from school discovery to matriculation, and they rely on AI when doing so. Helpfully, many of their AI-related attitudes and behaviors mirror those of their students—messaging you develop for one group should play well with the other. There are also, however, concerns unique to parents that you should be aware of, especially their concern over the possible negative impact that AI may have on their students' development.

Focus on the right kind of AI-based recruitment-marketing enhancements

- 8 Direct-marketing outreach remains a proven and powerful conversion tool in the AI era. While AI unquestionably has a role to play in enhancing that outreach, there are right and wrong ways of putting it to work. Do use it to create sophisticated comm flows that target particular prospects' interests with a high degree of specificity in a scalable way; do not rely on it as a labor-saving device whose benefit depends on relinquishing close personal oversight of your creative.

How EAB Can Help

AI-Intensive Solutions Within the Context of Our Broader Set of Offerings

A Partial List of the Ways That We Assist Our Partners, by Service Category and Subcategory

AI Everywhere

The table at right is a partial list of services that EAB offers its enrollment-services partner institutions.

There is no service on this list that does not engage meaningfully with AI, and they do so in varying ways. Some use intensive and systematic AI-based search to flesh out a partner institution's competitive positioning in its market. Others ensure that a school's redesigned website will be maximally visible to AI-based search agents and return the desired messaging in search summaries. And then there are the most directly "AI" of our offerings, including our .edu AI chat agent.

The services here can be mixed and matched to help tackle the AI-related objectives most relevant to your institution.



Brand	Foundational brand research Including market contextualization
	Brand development Including articulation of core messaging pillars
	Brand deployment Including development and dissemination of related creative
Digital	Improved online visibility SEO and generative-engine optimization (GEO)
	Website design and development Content, strategy, and technical site design
	.edu AI chat agent Reliable, articulate, and highly tailored in its responses
Demand	Lead generation Undergraduate and graduate leads via Appily
	Virtual tours Immersive, narrative-driven, multimedia experiences
	Direct admission A platform delivering students proactive invitations to enroll
Conversion	Enroll360 Full-funnel undergraduate marketing solution
	Financial aid optimization Cutting-edge aid modeling and monitoring services
	Yield-enhancement services Advanced predictive modeling and student surveying

To learn more about any of these services, email eabenrollmentcomm@eab.com or visit eab.com/Enroll360.



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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.