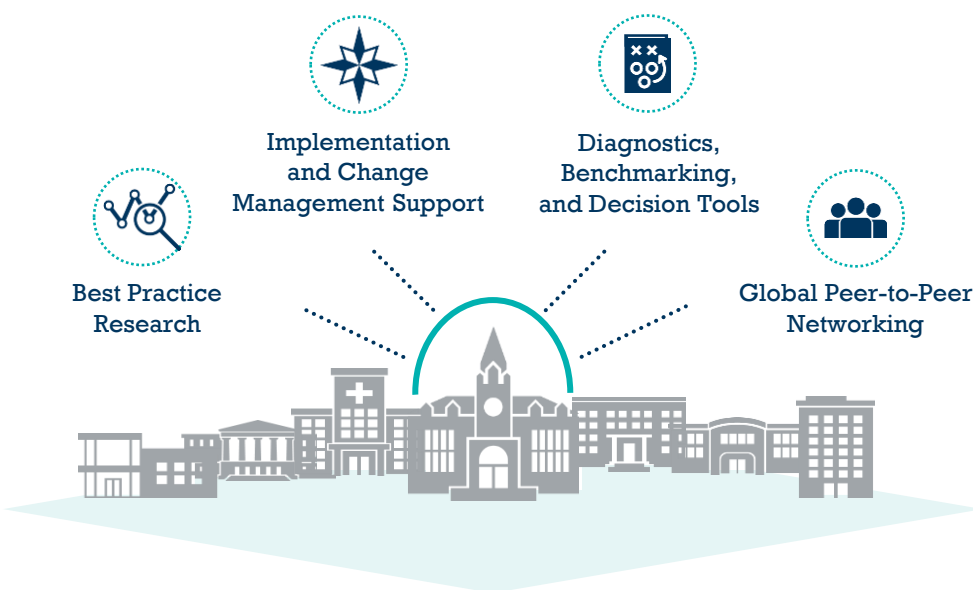


How EAB Supports Continuing Education Leaders

OUR APPROACH

EAB's **Professional and Adult Education Advisory Services** is an all-inclusive suite of **research, expert support, practical tools**, and **peer networking opportunities** to help solve the biggest challenges in professional, adult, continuing, and online education. We have deep, collective expertise in the adult and graduate education market, partnering with over 360 institutions across North America.



Research for Your Biggest Challenges:

- Impact of GenAI
- Assessing Employer and Student Demand for Programs
- Growth versus Budget Tradeoffs
- Organizational Benchmarking
- Constantly Changing Consumer Behavior
- Gathering and Communicating Student Outcomes

RESEARCH AGENDA FOR CONTINUING EDUCATION LEADERS



Smart Growth in Microcredential Programs

- Learn tactics for building successful standalone and stackable credentials



Critical Disciplines to Grow Employer Partnership

- Find and secure best-fit employer partnerships



Mega-Stealth Shopping

- Optimize your marketing strategy to promote higher ed's unique value and reach more consumers



Industry Futures: Generative AI and Future-Proofing the Adult and Grad Portfolio

- Adapt models for market listening, employer partnerships, and program revision to keep pace with GenAI

WHAT MAKES EAB DIFFERENT

Exclusive Focus on Education	+	Deep, Collective Experience	+	Continuous Market Sensing	+	Rigorous Research and Data Backbone
16+		170+		15K+		900+
Years exclusively focused on higher ed		Years of higher ed experience among research staff		Annual expert consultations and executive conversations		Annual research interviews

Lead on the Next Stage of Innovation with EAB

SAMPLE PARTNERSHIP PLAN



Research and Expert Consultation

Unlimited access to industry best practices, expert consultations, and implementation tools for your top concerns

Month 1-2



Partner Intensives

Facilitated workshops with your leadership team to advance strategy conversations and decision making

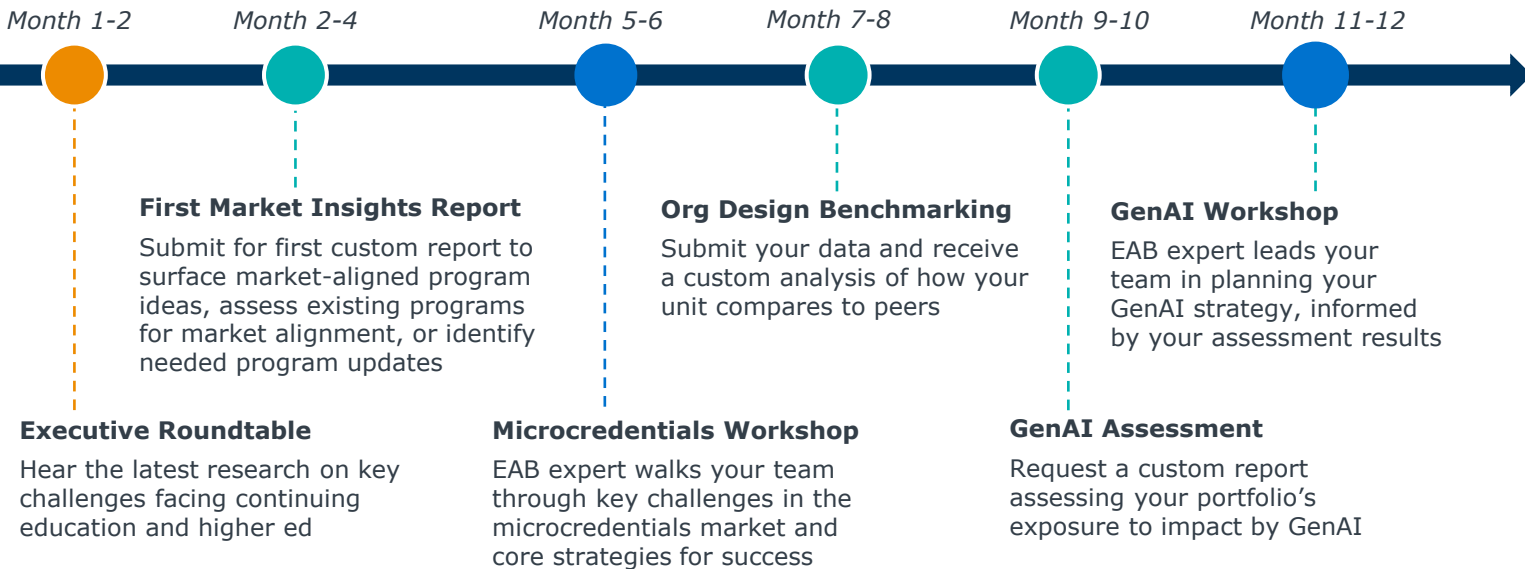
Month 5-6



Executive Roundtables

Executive-only events to hear EAB's latest research and network with other continuing education leaders

Month 9-10



EAB RESULTS IN ACTION



Data and Insights to Guide Strategy

EAB's custom market research gave a selective, private R1 crucial data to expand marketing a unique degree to **targeted high-potential markets across the U.S.**



Best Practices to Reach Target Consumer Groups

An EAB workshop produced insights so impactful that a public regional university implemented web changes to meet adult learner needs, preferences, and behaviors **the same day.**



Decision-Making Support to Inform Program Development

A private liberal arts college **avoided significant financial loss** when EAB advice on the graduate market and custom research on a proposed degree helped them decide to cancel program development

LEARN HOW EAB CAN HELP YOU MEET YOUR PROFESSIONAL EDUCATION GOALS



Schedule time
to speak to an
expert

eab.com/pae-advisory



Creating a school of professional studies was a gigantic leap for this institution. **Having EAB to support and validate that we had the right kinds of ideas was critically important.**

Karen Sibley

Emeritus Dean, School of Professional Studies, Brown University

