

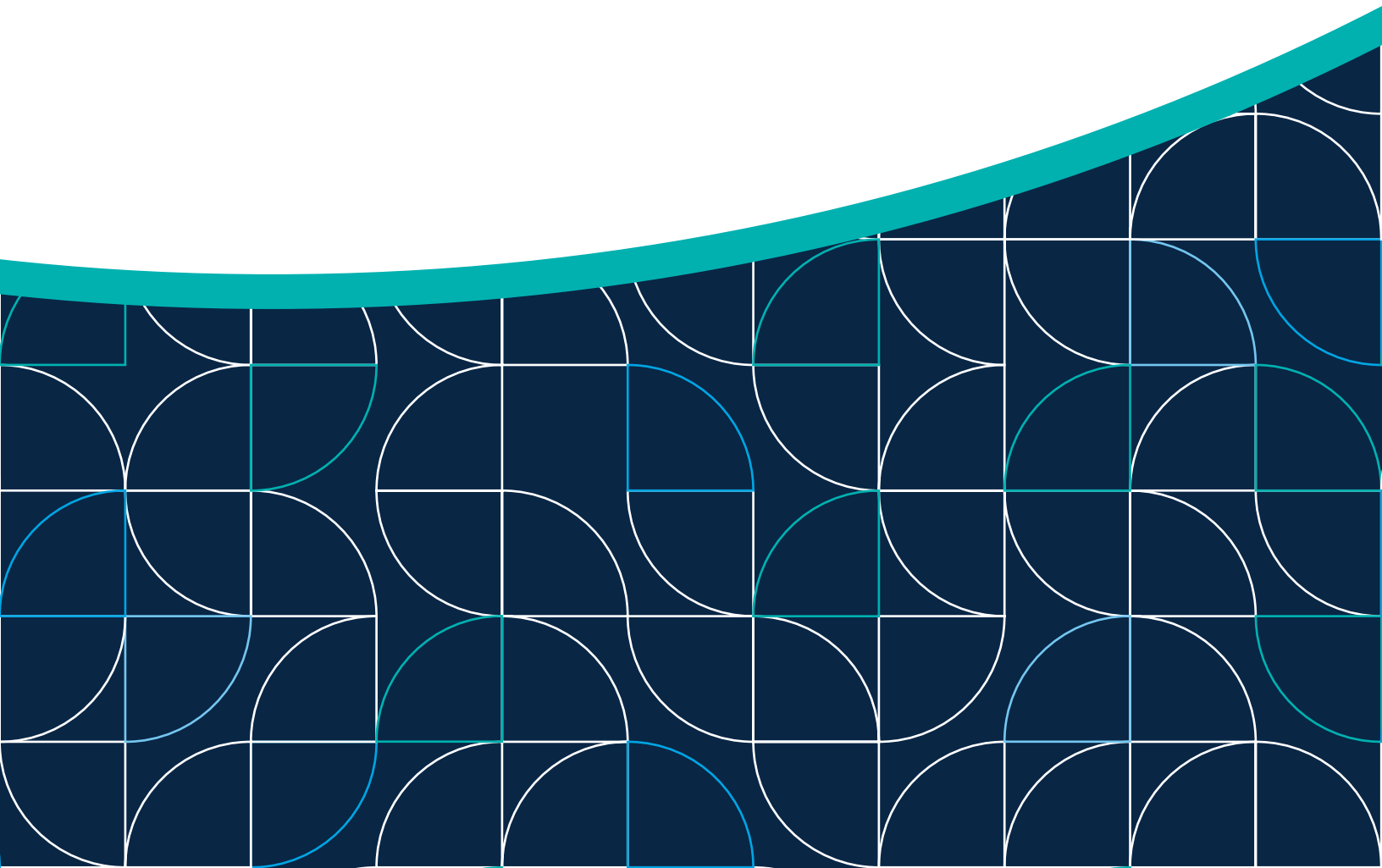


EAB

OVERVIEW

Strategic Advisory Services

Expert Support to Help Higher Education Leaders
Implement Change with Confidence

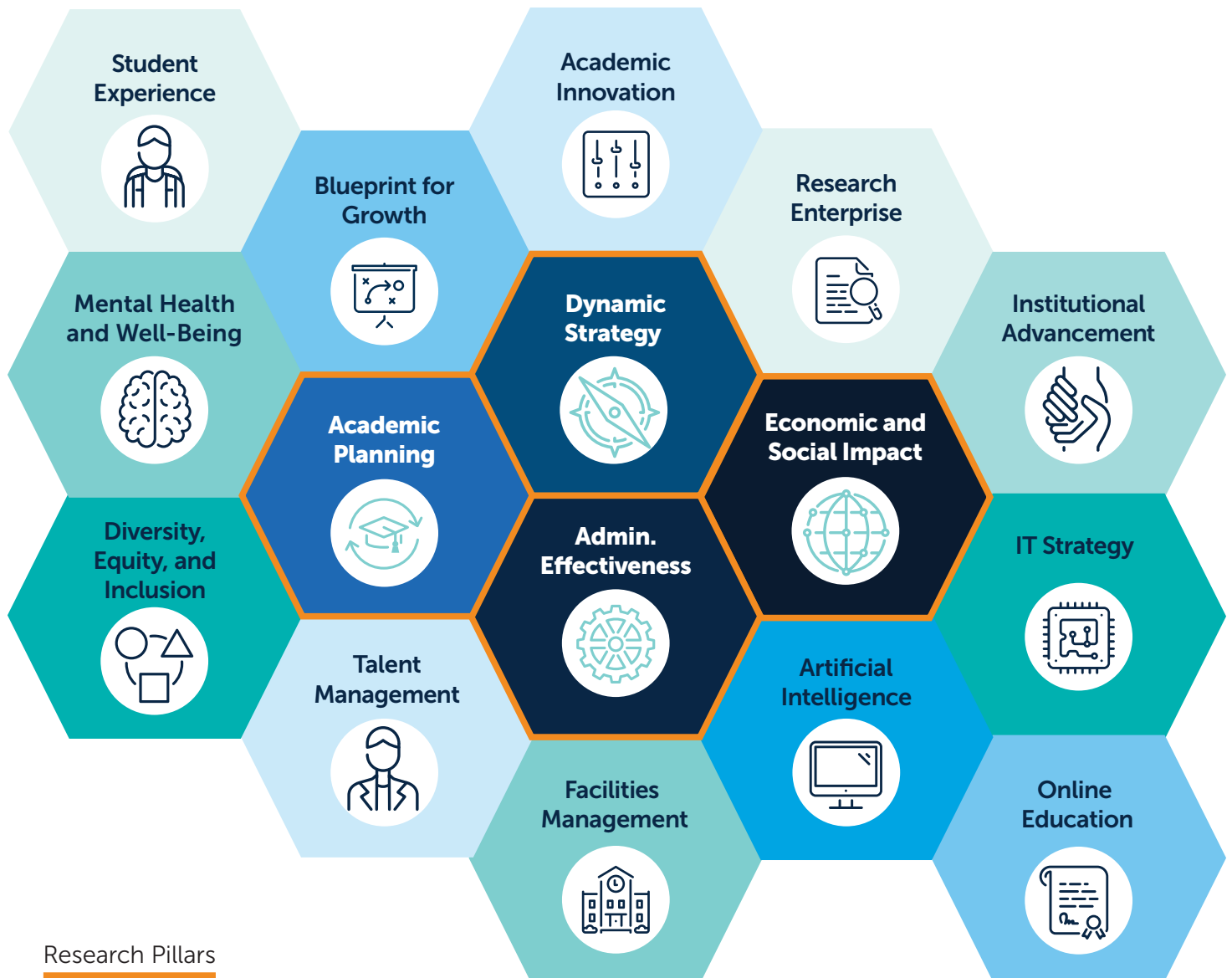


Unparalleled Breadth and Depth of Expertise

Research Touching Every Corner of Campus

EAB's Strategic Advisory Services includes a team of subject-matter experts, researchers, and implementation resources at your disposal to help you through the most critical issues your team is facing. Our team has spent 16+ years building research, partner intensives, data analytics, and benchmarking capabilities to **save you valuable time** and help you **implement change with confidence**. Our work touches every corner of campus but is centered on four research pillars—foundational focus areas that drive our research agenda and work with our partners.

Select Areas EAB Can Drive Impact on Day One

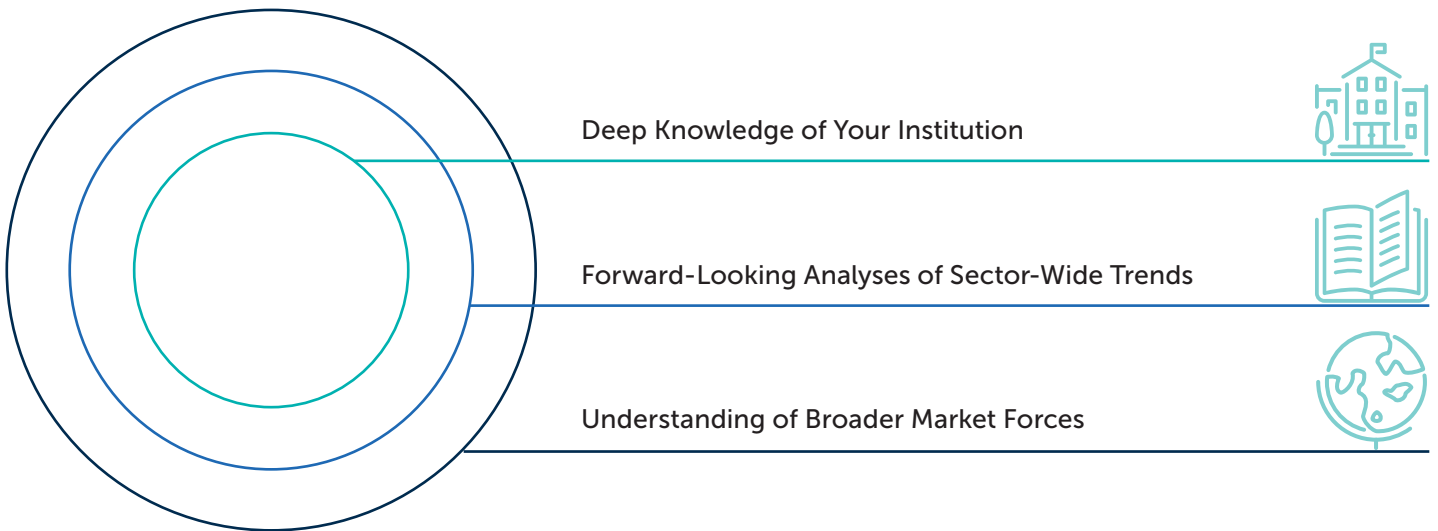


Research Pillars

Your Partner in Driving Results on Campus

Comprehensive Support for Your Greatest Challenges and Opportunities

Strategic Advisory Services is EAB's **campus-wide research and advisory support** that helps you accelerate long-term strategic initiatives while staying responsive to rapid landscape shifts. We provide expert guidance and hands-on support to 2,100+ partner institutions across the globe to help them drive meaningful change.



Core Components of Strategic Advisory Services

1

Best Practice and Future-Focused Research

Annual research agenda set and guided by the sector's most meaningful challenges

3

Implementation and Change Management Support

Ongoing advisory and implementation support for campus-wide initiatives

2

Diagnostics and Decision Tools

Tools to support the planning and implementation of best practices uncovered in the research agenda

4

Global Peer-to-Peer Networking

In-person and virtual convenings to drive alignment and share best practices across the sector



The Research That Powers Our Advice

A Relentless Focus on Finding the Right Answer

Recent Research Initiatives

Reckoning with Relevance

- » Anticipate evolving stakeholder needs
- » Benchmark administrative effectiveness
- » Meet new challenges in student activism

Differentiate Your Student Value Proposition

- » Map institutional strengths to student benefits—in students' language
- » Build market awareness and differentiation capabilities

AI and the Future of Higher Education

- » Maximize the impact of AI investments
- » Learn the five transformative opportunities of AI

2024–2025 Research Agenda

Becoming a Modern Anchor Institution

Learn four key imperatives to helping your institution drive undeniable economic impact and reclaim the “public good” mantle

Case Studies in Organizational Transformation

Deep dive on profiles of higher ed institutions that have achieved administrative transformations, including details of the changes and lessons learned

Program Revitalization and Innovation

Explore new strategies for revitalizing academic programs to align with market demand and launching new interdisciplinary degree programs

EAB's Proven Research Methodology



Continuous Discourse
with Sector Leaders



Rigorous Root Cause
and Data Analyses



Out-of-Sector
Perspectives



Actionable, Proven
Recommendations

15,000 Annual executive
conversations

900+ Annual research
interviews

8,000+ Peer-tested
best practices

Learn from Pioneers and Innovators

An Invitation to EAB Events



EAB’s annual signature event for Presidents, Provosts, CBOs, and Chiefs of Staff to discuss the latest sector challenges

- October 29–30, 2024 November 19–20, 2024
- December 9–10, 2024 January 14–15, 2025
- March 11–12, 2025



- » Immersive convening with leading out-of-sector innovators
- » Past partners include:



Role-specific annual convenings for key senior leaders

- Presidents**
February 4–5, 2025
- Chief Business Officers**
March 4–5, 2025
April 7–8, 2025
- Provosts**
March 25–26, 2025



- » Themed meetings focused on today’s urgent challenges
- » **Fall 2024 summit theme: Meeting the Student Readiness Challenge**
September 30–October 1, 2024

Partner Intensives for Cabinets and Senior Leaders

Frequently Requested Stakeholder Presentations and Facilitated Workshops



Annual State of the Sector: Becoming a Modern Anchor Institution



Principled Differentiation Workshop



Hidden Enemies to Strategy



Board Multiyear Financial Planning Workshop



Future Visioning Workshop



Resilient Leadership Workshop



Leading Campus Change Initiatives

Implementation Collaborative Opportunities



Student Mental Health and Well-Being

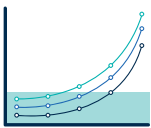


Financial Performance



Enterprise Data Management

Popular Areas for Data Analytics and Benchmarking



Market Insights

Current and projected labor market demand analysis to identify the most promising opportunities for program growth or launch



Enrollment Analytics Portfolio

Custom benchmarking reports to evaluate enrollment performance, visualize drivers of growth, and quantify impact of potential threats



Institutional Strategy Index for DEI

Assessment of 33 mission-critical activities institutions must undertake to make progress on DEI strategy



Talent Pipeline Audits

Audits to assess your job descriptions and employment website against best practice and help put the institution's best foot forward to potential applicants



Advancement Benchmarking

Customized benchmarks to evaluate ROI and systematically compare performance of internal operations to similar institutions



Student Equity Policy Audit

Holistic assessment of policies and practices across eight areas spanning financial, operational, and academic decision-making

Dedicated Support to Drive Impact and Accountability

Partner Services Team Focused on Your Priorities

What Are Your Top 2–3 Initiatives?

What areas are most top of mind for you and your team?



What Are Your Key Upcoming Milestones?

Examples: Board meeting; strategic plan deadlines; committee meetings; project deliverables

Which Functions Need Support Right Now?

Examples: Academic Affairs; Business Affairs; Career Services; and Diversity, Equity, Inclusion

Where Do You Want to Be in 12–18 Months?

Anything from “Don’t know—you tell us!” to “Pursuing a ‘moon shot’ target!”

Your Partner Services Team

Strategic Leaders learn your organization and culture, working across the organization to provide the right combination of customized signature services and resources

Senior Research Advisors and Subject-Matter Experts provide on-demand strategic advice, thought partnership, and best practice recommendations



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“As soon as I think we have a plan for where the leadership team needs to focus, a new crisis or key issue or question from the board emerges. **I need one place to take our questions no matter what issues are on next week’s agenda.** EAB provides that for us.”

Chief of Staff
Private University

“We have a rule called ‘EAB-First.’ Before we start any workstream, we check to see what EAB has done on the topic and how that expertise can **save us time, prevent us from making mistakes, and speed up our progress.** Our leadership thinks of EAB as an extension of our team and as an added set of resources.”

Chief Operating Officer
Public Research University

“Our conversations with EAB are invaluable. They helped us realize we have way more brand value than we were taking advantage of. **There is no world where we could accomplish all of this without EAB.**”

Provost
Large Private University

“I’ve always thought people from EAB were the smartest in the room. The real value of the partnership is that **you get our people to think at a higher, more strategic level.** Every day I’m forwarding your emails to various teams.”

Chief Financial Officer
Small Private University

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Make Better Decisions About Your Institution’s Future



Hear from a partner how EAB helped them reimagine the future of their institution.



Schedule time with our team.
eab.com/advisory-services



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