

Higher Ed's Reckoning with Relevance

Can You Define and Defend Your Competitive Differentiators?

High school graduates face a dizzying array of considerations as they chart their path forward. Colleges and universities inundate them with nearly identical messaging while the public narrative on the ROI of higher ed resounds with negativity and skepticism. Talent-strapped industries promote non-traditional pathways to employment that don't always require a degree. It is no wonder that many are simply 'opting-out.' The urgency to answer differentiation's ultimate question: "*Why would a student choose us over someone else?*" – has never been higher.

At the same time, the pandemic's exposure to virtual learning and remote work has upended perceptions of the four-year residential campus experience. Student needs are becoming more specific and more varied, dramatically enlarging the competitive space in which institutions can stake out a distinctive value proposition.

To articulate their unique value proposition, leadership teams need a deep understanding of overarching trends within the industry, how their institution fits within the market, and – mostly importantly – **how it can stand apart.**

▶ **September 18-19, 2023**

Washington, DC

Meeting Location

EAB
2445 M Street NW
Washington, DC 20037
P 202-747-1003

Hotel Accommodations

Park Hyatt
1201 24th St NW
Washington, DC 20037
P 202-789-1234

For more information on the room block, please see the registration page or email CJenkins@eab.com

Dinner

Monday, September 18
5:30 p.m.
Location to be announced

▶ **RSVP**

RSVP at the button below or email: CJenkins@eab.com

RSVP HERE

Day One

12:00 p.m. **Guest Arrival, Welcome Remarks, and Introductions**

Working Lunch

1:00 p.m. **EAB's State of the Sector**

Learn how pandemic-driven talent crises, rising nonconsumption patterns among traditional student populations, competitive consolidation, and growing mental health challenges are impacting college and university leadership.

3:00 p.m. **Roundtable Discussion: Key Pressures Shaping the Future of Higher Ed**

Colleges and universities must confront declining public confidence in the economic and social value of higher education as the pace of change in the sector continues to accelerate. Dialogue with peers and preview EAB's newest research initiatives into the impact of AI, the implications of "peak population," and declining college readiness in both academic and psychosocial dimensions.

4:00 p.m. **Building a Dynamic Strategy**

Most strategic plans fail to meaningfully inflect true strategy or enmesh disciplined planning into everyday operational practices. This session will explain how leaders can build a dynamic strategy that incorporates rigorous external market scanning, design thinking aimed at the true preferences of students, faculty, staff, donors, and funders, prioritization discipline to narrow goal-setting focus, budgetary support of key initiatives, and ongoing measurement and evaluation around objectives. Learn how to prevent your next strategic plan from sitting on the shelf.

5:30 p.m. **Dinner**

Day Two

9:00 a.m. **Behind the Curtain at EAB** *(Breakfast provided)*

An upfront view of EAB's newest partner capabilities, including our Undergraduate Enrollment Outlook that pulls apart the key drivers of enrollment changes.

10:15 a.m. **Differentiating Our Student Value Proposition**

While campus leaders can often articulate one or more unique attributes of their institutions, they often overlook the essential question of differentiation: *Why would a student choose us over competitors?* This workshop guides you through an approach to differentiation that helps you to interrogate institutional claims and ensure alignment with key factors that attract your target students, helping you to stand apart from your competitive set..

12:00 p.m. **Adjournment**

* Agenda subject to change.