

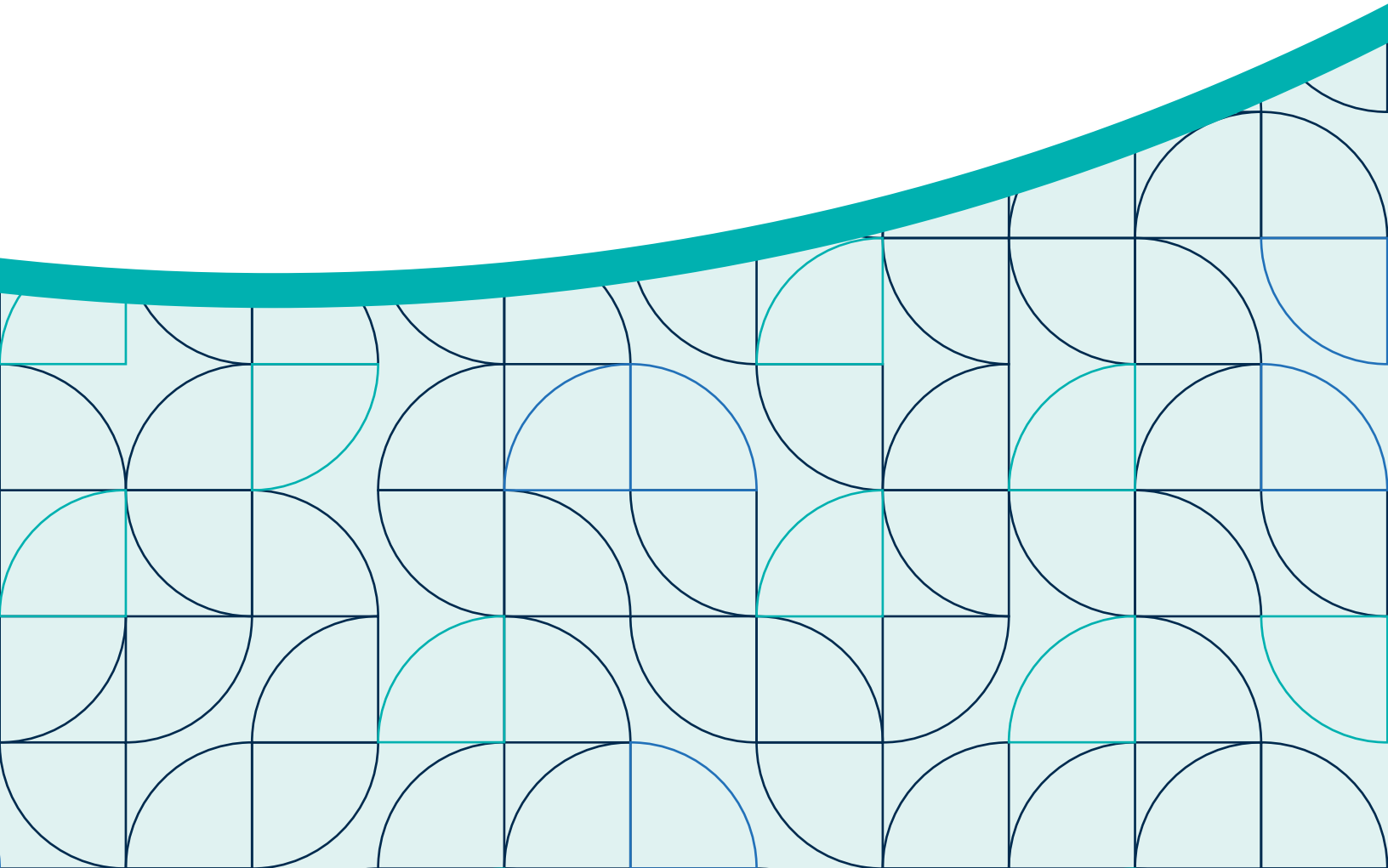


EAB

OVERVIEW

Strategic Advisory Services

Expert Support to Help Higher Education Leaders
Implement Change with Confidence



Your Partner in Driving Results on Campus

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 higher education leadership teams with expert guidance and hands-on support to drive meaningful change.

Select Areas EAB Can Drive Impact on Day One



People and Workplace Culture

- » Faculty Retention and Inclusive Climate
- » Market-Credible Compensation
- » Improving Workforce Effectiveness with Performance Management



Student Experience and Well-Being

- » Next-Gen Career Preparation
- » Understanding the Changing Landscape for Academic Advising
- » Innovations in Student Experience



Dynamic Strategy

- » Annual State of the Sector: Reckoning with Relevance
- » Shared Governance 2.0



Diversity, Equity, Inclusion, Justice

- » Avoiding DEIJ Stall Points
- » Realizing the Vision of an Inclusive Campus



Blueprint for Growth

- » Addressing the Great Undergrad Opt-Out
- » Anticipating Shifts in Adult and Graduate Enrollment



Professional and Adult Education

- » Making Microcredentials Work
- » Meeting the Moment of Mega-Stealth Shopping



Administration, Finance, and Operations

- » Preparing for a Workforce with Fewer People
- » New Models for Optimizing Academic Costs
- » Understanding Opportunities for Administrative Effectiveness and Benchmarking



IT Strategy

- » The Promises and Perils of AI in Higher Ed
- » Maximizing the Impact of Data Investments
- » Strategic Capabilities of a Smart Campus



Advancement

- » Hiring and Retaining Advancement Talent
- » Working with Academic Partners to Fundraise for Campaign Priorities

Core Components of EAB Partnership

Unparalleled Breadth and Depth of Expertise

- » 15+ years focused exclusively on higher education
- » 8,000+ best practices spanning nearly every strategic and operational challenge facing teams today
- » Expansive research library and resources accelerate professional development efforts

In-Depth Guidance and Implementation Support

- » On demand advice and thought partnership from a team of Subject Matter Experts with 170+ years of combined higher ed experience
- » A Strategic Leader will learn your organization and culture, working across campus to ensure your team has the right combination of services and resources when they need them

Perspective of a Global Network

- » Access to the knowledge and experience of the 2,500+ institutions EAB serves across the globe
- » Facilitated introductions to a global network of peers, experts, and innovative practitioners

[Learn More >](#)

Prepare Your Institution for the Future

Generic, Mission-Centric Messaging Insufficient to Drive Choice in Increasingly Competitive Market

Questions for Higher Ed to Move from Generic to Differentiated



Do we understand the true motivations of our target students and their families?



Can we definitively articulate why students choose us?



Are our value propositions durable and defensible?



Are we allocating appropriate resources and effort toward our top differentiation strategies?

“I met with several other presidents to compare strategic plan drafts and see what we could learn from each other. **Every plan said the same thing** down to the words in our branding. If you covered the logos, you couldn't tell whose plan was whose.”

President
Regional Public Institution

Research to Help You Remain Relevant and Agile Amidst Intensifying Competition

Differentiate Your Student Value Proposition

Featured Research

- EAB Expert-led Workshop for Leadership to:
 - Map institutional strengths to student benefits—in students' language
 - Build market awareness and differentiation capabilities

Anticipate and Evaluate Long-Term Market Disruptors

Annual State of the Sector Research

- Facilitated Intensive to Help the Board, Cabinet, and Campus:
 - Stay up to speed on the latest trends facing higher Education
 - Navigate the “triple threat” of demographic decline, technology disruption, and reputational risk

Reinvigorate Leadership and Institutional Agility

Shared Governance 2.0

- Facilitated Workshops for Teams to:
 - Build trust and consensus around institutional strategy
 - Clarify decision-making rules and roles across campus
 - Elevate faculty leadership within departments and committees

Dedicated Support to Drive Impact and Accountability

Senior Research Advisors

- » Dedicated research experts who will guide, counsel, and challenge your executive team
- » Aim to expand your team's internal capacity and capability for data-informed decisions



VIP Days

- » Strategy retreat for your senior executive team hosted by EAB experts in Washington, DC
- » Agenda curated to your institutional goals from EAB Research and subject matter expertise
- » Partners use VIP Days to build consensus on a strategic direction, kick off strategic planning, or evaluate an opportunity

Partner Intensives

- » On-campus or virtual expert-led presentation or workshop to advance your institutional priorities, rooted in best practice research
- » Facilitated discussion to create consensus, shared understanding, and focus
- » Goals include gaining buy-in, building momentum, and driving change across campus

Strategic Advisory Services

EAB's Strategic Advisory Services is 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 research, Partner Intensives, and data analytics and benchmarking capabilities **save valuable time** and help you **implement change with confidence**

EAB First

“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
Large Research University

Unparalleled Breadth and Depth of Expertise Across Campus

Academic Program Prioritization

- Breaking the Trade-Off Between Cost and Quality
- Revitalizing the Program Portfolio
- Academic Vital Signs
- Aligning Dept Evaluation with Institutional Priorities
- Future of Arts and Sciences
- Enhancing Rigor of Academic Program Launch

Marketing Adult and Professional Programs

- Marketing across the Program Lifecycle
- Reaching Search and Shop Students
- Recruiting the Silent Funnel
- Marketing Employment Outcomes
- Recruiting Career Changers
- Growing Employer Partnerships
- Digital Marketing Maturity Diagnostics
- Mobile Site Optimization
- Designing Program for Millennials
- Evaluating Online Program Enablement Vendors Partnerships

Campus Master Planning

- Space Utilization
- Active Learning Spaces
- Corporate-Inspired Office Space
- Flexible Research Labs
- Makerspaces
- Future of the Academic Library
- Quantifying Facilities' Strategic Contribution
- Instructional Capacity Playbook

Department Chair Leadership Development

- Enfranchising Faculty in the New Budget Reality
- College Performance and Metrics
- Encouraging Data-Informed Decisions in Academic Leaders
- Academic Program Innovation
- New Program Launch Toolkit
- Mini-MBAs for Department Chairs
- Developing Department Chair Review Processes
- Best Practices in Faculty Searches

High-Performing Student Affairs

- Meeting the Demand for Mental Health Services
- Mental Health Scope of Services Benchmarking
- Student Activism Resource Center
- Preventing and Responding to Sexual Violence
- Supporting First-Gen Students
- Supporting International Students
- Next-Generation Career Services

Optimizing Budget Models

- Aligning the Budget Model to Strategic Goals
- Increasing Central Fungible Dollars
- Structuring Impactful Gainsharing
- Periodic Table of Budget Models Building Financial Dashboards for Academic Leaders
- Developing and Implementing Hybrid RCM Budget Models
- Growing the Research Enterprise

Advancement

- The Donor Investor Imperative
- Engaging Faculty In Advancement
- Onboarding Toolkit for New MGOs
- Optimizing the Campaign Pipeline
- Strategic Alumni Relations
- Disruptive Fundraising Technologies
- Corporate and Foundations Relations

Online Education Strategy

- Continuing and Online Organizational Design Benchmarking
- Engaging Faculty in Online Education
- Building a Sustainable Online Infrastructure
- Online and Hybrid Course Prioritization Guide
- Scaling Tech-Led Learning Innovations
- Lessons from MOOC Pioneers
- Managing Third-Party Online Partnerships

Information Technology

- Creating a Digital University
- Enterprise Integration Briefing
- Equipping for Integration at Scale
- IT Strategic Planning Resources
- Cloud Migration Readiness Diagnostic
- Setting Up a Data Governance Process
- IT Metrics Selection Workshop
- Teaching and Learning Technology Center
- IT Project Management Offices
- Scaling Learning Technology Innovations
- Cybersecurity Organizational Structures at Regional Institutions
- Creating Project Management Offices

Diversity and Inclusion

- Breakthrough Advances in Faculty Diversity
- Blueprint for Enrolling a Diverse Student Body
- Evolving College Access Programs
- Instilling Equity and Inclusion in Department Practices
- Measuring and Promoting Diversity on Campus

Student Success

- Defining Faculty Roles in Student Success
- Next-Generation Advising
- Transforming the First-Generation Student Experience
- Promoting Timely Degree Completion
- Course Completion Playbook
- Next-Generation Career Services
- Actively Managing Student Success Processes

Facilities Management

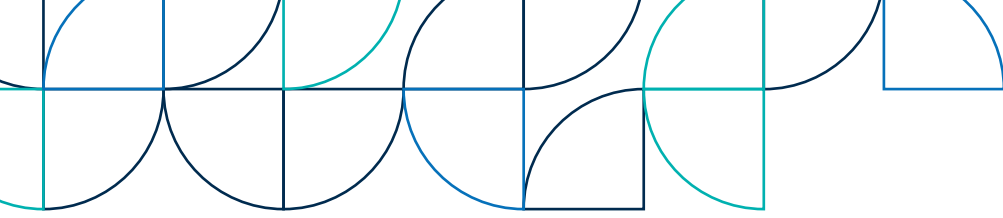
- Reactive to Preventive Maintenance
- 100 Ideas for Funding Capital Investments
- Working with Academic Leaders to Improve Space Utilization
- Starting a Space Utilization Committee
- Collecting and Validating Space Data
- President's Guide to Deferred Maintenance
- Managing University Energy Costs
- Customer Satisfaction Survey Toolkit

Enrollment Strategy

- Future Students, Future Revenues
- Undergraduate Enrollment Forecasting
- State and Regional Demand Profiles Resource Center
- Understanding the Changing Market for Professional Master's
- Competency-Based Education: Separating Fact from Fiction
- Making the Academy Market-Smart
- Increasing International Enrollments
- Delivering a Differentiated Application Process
- Future Health Professions
- Future Data and Analytics Professions

Million-Dollar Administrative Savings

- The High-Performing HR Dept
- Attracting and Retaining Top Talent
- Renegotiating Utility Costs
- Disciplining University Spend
- Lessons from Efficiency and Effectiveness Initiatives
- Overcoming Barriers to Shared Services
- Business Process Redesign in the Academy
- Procurement Savings from On-Contract Purchasing
- High-Performing Accounts Payable



Partner Intensives for Cabinets and Senior Leaders

Frequently Requested Stakeholder Presentations and Facilitated Workshops



Annual State of the Sector:
Reckoning with Relevance



Principled Differentiation Workshop



Hidden Enemies to Strategy



Future Visioning Workshop



Resilient Leadership Workshop



Leading Campus Change Initiatives

Implementation Collaborative Opportunities



Student Mental Health
and Well-Being



Financial
Performance

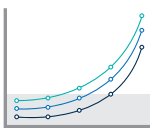


Enterprise Data
Management



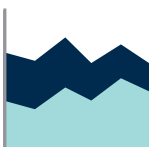
Flexible
Work

Most 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

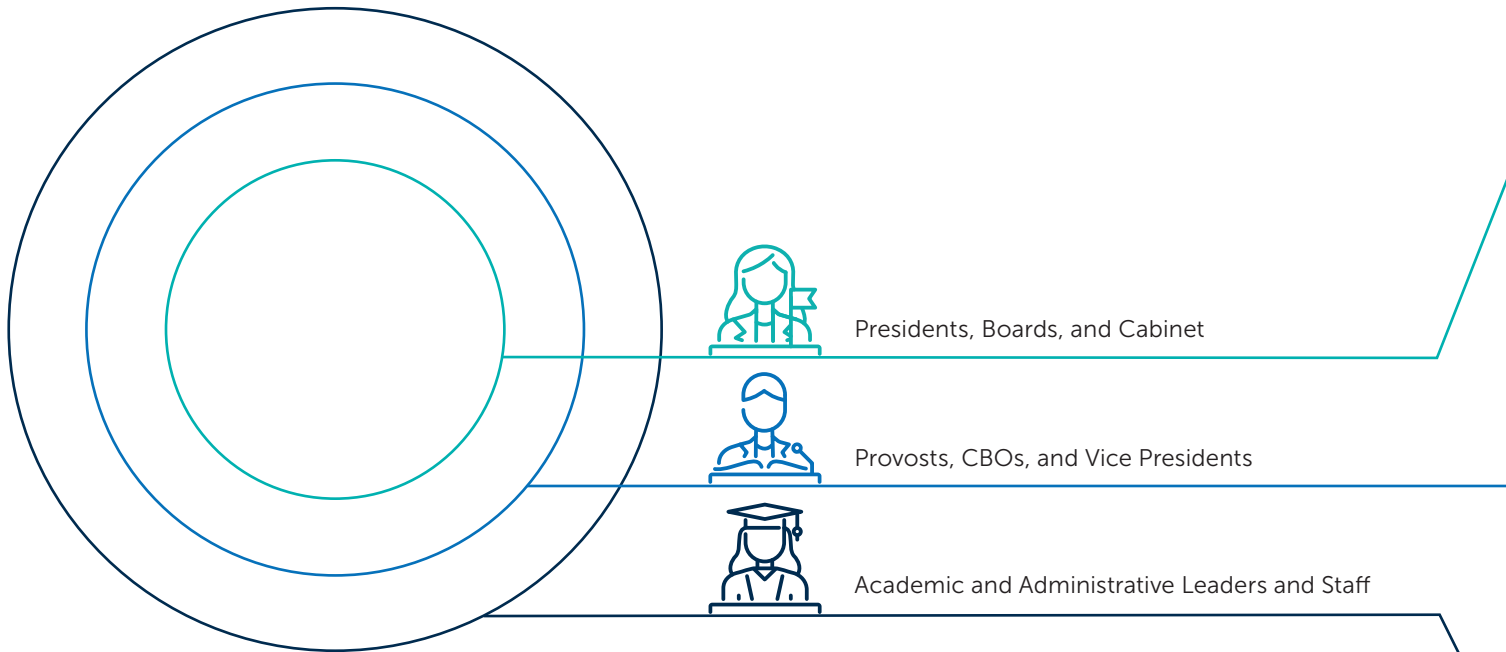


Student Equity Policy Audit

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

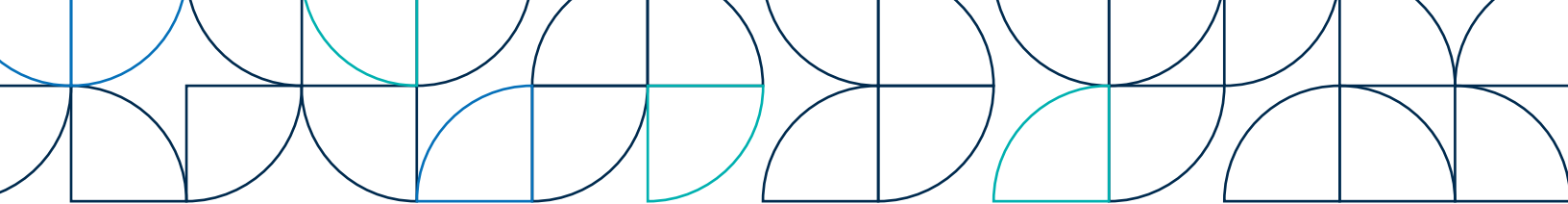
A Holistic Partner for Your Institution's Greatest Challenges and Opportunities

Develop an "EAB First" Policy for Comprehensive Solutions



“One of the challenges we face is multiple consulting engagements and associations giving our units different messages at the same time. We need resources that help everyone get on the same page and provide a consistent source of advice for what we should be doing. We can hire consultants to come and go, but **what we really need is a thought partner who will stay with us and help see things through.**”

President
Large Public Research University



Future Strategy and Alignment Across the Executive Leadership Team

- ▶ Closed-Door, Presidents-Only Roundtables
- ▶ Facilitated Board, Cabinet, and Deans Retreats
- ▶ Strategy-Focused Workshops
- ▶ Presidential Experience Labs
 - Past partners include: Zappos, LinkedIn, Google, Slack, Dreamscape Learn, and IDEO

IgnitED Annual summit for Presidents, Provosts, CBOs, and Chiefs of Staff for in-depth discussion on the latest challenges facing our sector

360-Degree Listening Tour On-campus listening tour to collect stakeholder feedback on a key priority or challenge, followed by a customized action plan mapping EAB resources to next steps

Presidential Experience Lab Presidents-only convening with out-of-industry partners to inspire innovation and future strategy

Strategic and Tactical Resources for Every Major Functional Area

- ▶ Role-Specific Executive Roundtables for Key Senior Leaders
- ▶ Benchmarking, Audits, and Diagnostics
- ▶ On-Demand Expert Consultation
- ▶ Executive Peer and Expert Networking

New Executive Intensives Curated resources and support to help new executives network and accelerate the learning curve

Professional Development and Implementation Support Across Campus

- ▶ On-Campus Briefings and Working Sessions
- ▶ Team Summits
- ▶ Private Web conferences
- ▶ Implementation Toolkits

Rising Leaders Fellowship Nominate two AVP- or VP-level leaders to receive a customized learning and professional development curriculum of curated resources

Implementation Collaboratives A guided curriculum bringing together a cohort of peers to drive strategy formation and implementation around a predefined topic

Make Better Decisions About Your Institutions Future

“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

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Schedule time with our team

eab.com/strategic-advisory-services



ABOUT EAB

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.