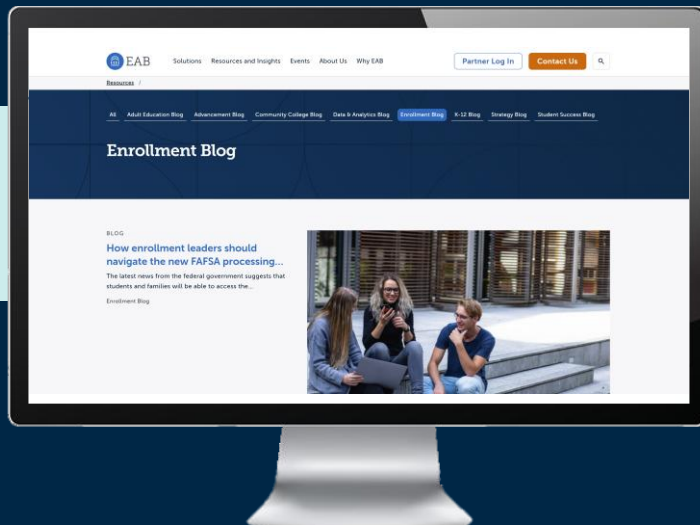


Our Webinar Will Begin Shortly



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Partner Spotlight:

How the University of Pittsburgh Built a Stronger Pipeline in an Uncertain Market

Today's Presenters



Molly Swagler

*Assistant Vice Provost for Enrollment
and Executive Director of Enrollment
Outreach, University of Pittsburgh*



Tom Becker

*Director of Lead Insights
and Performance,
University of Pittsburgh*



Caitlin Kilcoin

*Senior Strategic Leader,
EAB*

University of Pittsburgh's Goals for Partnership

A Roadmap for Today's Presentation



The image features three large, light blue circles arranged horizontally. Each circle has a solid outer ring and a dotted inner ring. The text inside each circle is white and bold. The first circle on the left contains the text 'Reimagining the Top of the Funnel'. The middle circle contains 'Right-Fit Recruitment at Scale'. The third circle on the right contains 'A Model of Strategic Partnership'.

**Reimagining
the Top of the
Funnel**

**Right-Fit
Recruitment at
Scale**

**A Model of
Strategic
Partnership**

University of Pittsburgh

Background



Public, Research University
Located in Pittsburgh,
Pennsylvania



21,000+ undergraduate
students

Challenge

As enrollment headwinds intensified nationwide, the University of Pittsburgh knew it needed to evolve its top-of-funnel strategy to stay ahead. They needed to move beyond broad awareness tactics and build a more intentional pipeline — one that supported right-fit recruitment, program-level priorities, and long-term enrollment stability.



“ Our core goals have not changed, but the **how** has evolved. ”

Molly Swagler
Assistant Vice Provost for Enrollment and
Executive Director of Enrollment Outreach,
University of Pittsburgh

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**Reimagining
the Top of the
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**Right-Fit
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Partnership**

Developing a Robust Top-of-Funnel Strategy



Universal Challenges Facing Enrollment Leaders



Declining high school populations



Cost concerns



Policy shifts



Increased competition

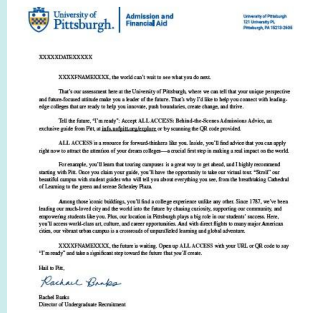
Pitt homed in on identifying students who had never interacted with the institution and introducing Pitt earlier. Strategies included:

- ▶ Leveraging coordinated outreach **across digital and traditional channels.**
- ▶ Dedicated communication to student's key influencers: **parents.**
- ▶ **Clear calls to action** along the enrollment journey to encourage students to learn more, visit and apply.

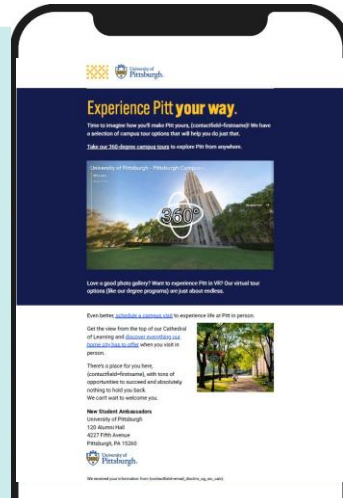
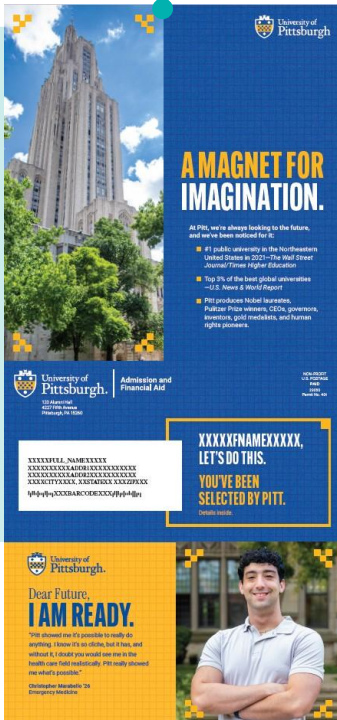


Deploying Omnichannel Outreach at Top of Funnel

9



Varied opportunities for **students to demonstrate interest** and tested avenues to **capture parent attention.**



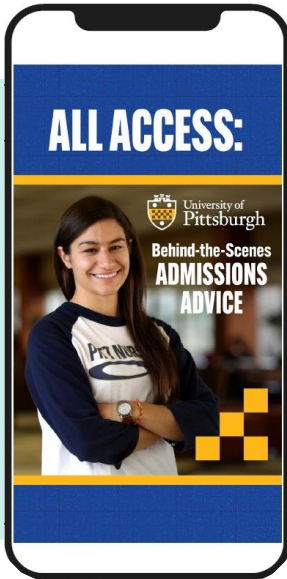
In the past year, Pitt's virtual tour has had over **28K visitors**, who spend an average of **over five minutes** on the tour. Stealth visitors on Pitt's tour flow **seamless into nurture campaigns.**

Pitt's campaigns leverage foundations of direct marketing through **paper and email**, and scale virtually through **digital marketing and virtual tour.**

Leveraging Digital Channels to Build Awareness



University of Pittsburgh's Snapchat Campaign Highlights Key Steps

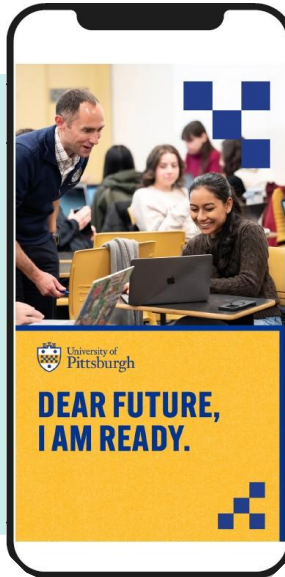


Headline:

Start building your plan now.

Call to Action:

Claim Your Offer

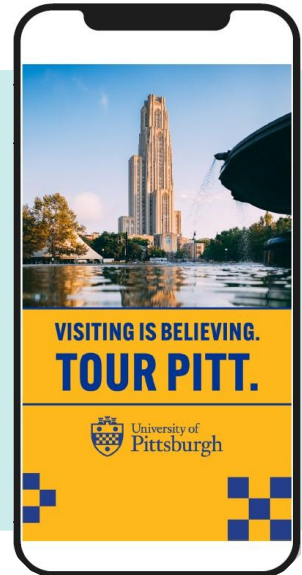


Headline:

Find what's possible here.

Call to Action:

Learn More



Headline:

Visit our lively Campus.

Call to Action:

Visit

Tailoring Student and Parent Messaging



Student Headline:

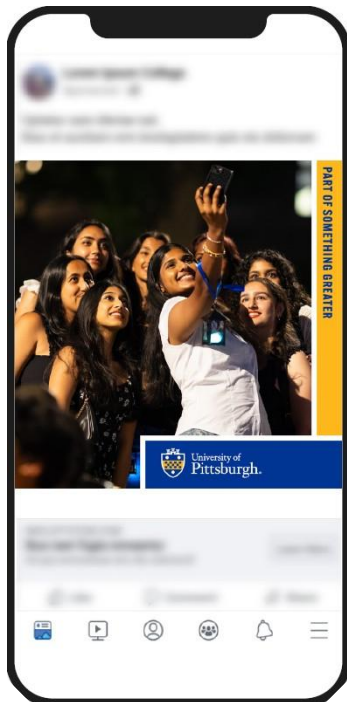
Leadership and volunteer opportunities.

Student Message:

Our campus is where energy of progress meets pride in tradition. We prepare you for a fulfilling life of success and well-being.

Destination URL:

<https://admissions.pitt.edu/culture/>



Parent Headline:

An unrivaled student experience.

Parent Message:

Our campus thrives with a “can-do,” “why not?” energy. At Pitt, students make lasting connections and unlock endless opportunities.

Destination URL:

<https://admissions.pitt.edu/culture/>

**Parent
Impact**

600K

Total Parent Impressions
on Paid Ads

80K

Individual Parents Reached
through Paid Ads

The Result: Expanding Reach Across Key Channels

12

24 Million

Emails sent
in 2025

7 Million

Impressions from
Paid Social 2025
Cultivate Campaigns

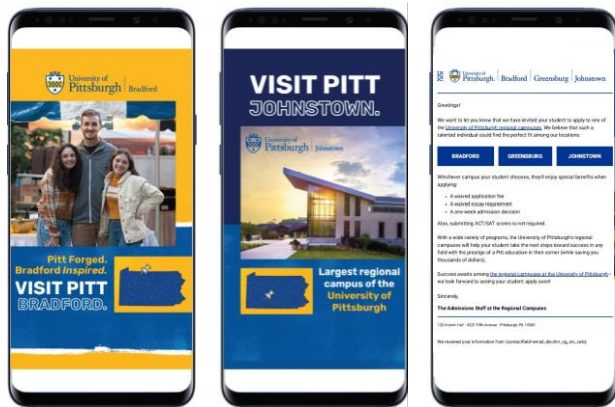
416K

Paper Mailings Sent
in 2025 for Cultivate
and Apply Campaigns

244K

Individuals Reached
from 2025 Paid Social
Apply Campaigns

Highlight: A New Strategy for Regional Campuses



In Addition to working with University of Pittsburgh's main campus, EAB supports **three regional campuses** under one collaborative campaign. This new approach has allowed Pitt's regional campuses to **preserve their distinct voices and identities**, all while aligning around a common call to action.



University of Pittsburgh's Goals for Partnership

A Roadmap for Today's Presentation



**Reimagining
the Top of the
Funnel**

**Right-Fit
Recruitment at
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Sourcing Right Fit Students, Not Just More Names



University of Pittsburgh Builds a Smarter Funnel to Meet Multi-Layered Goals

Academic
Rigor



Program-Level
Needs



In-State vs.
Out-of-State



Ability to
Pay



Social
Mobility



Strategic Approach That Prioritizes **High-Propensity Students**

- Using segmentation and predictive insights to strengthen underperforming or strategically important areas

Examples:

- Deploying targeted campaigns to increase applications to the **Computer Science Program**
- Utilizing College Greenlight to reach students in key **demographic focus areas**
- Establishing a **likelihood to apply** model, based on top of funnel student behavior

Attracting and Finding Right Fit Students with Apply

University of Pittsburgh Gains a Strategic Advantage with Apply

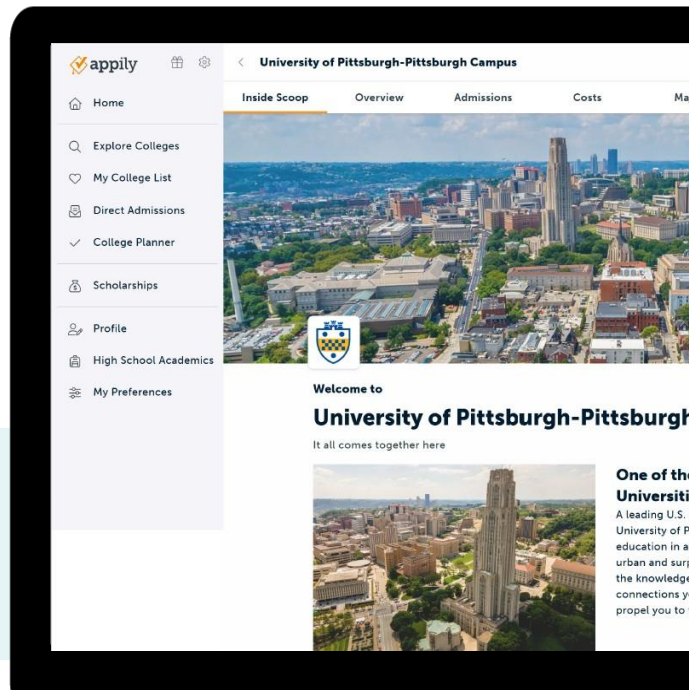
- ▶ Apply enables Pitt to **build a pool of engaged student inquiries** and connect with prospective students who **match Pitt's profile**
- ▶ Pitt works with EAB to set lead criteria, **ensuring incoming inquiries are high quality and right fit**
- ▶ Amid list source disruptions, Apply connects Pitt with students **traditional sources may have missed**

Pitt's Apply Prospects are...

13% more likely to be admitted

10% more likely to deposit

Than prospects from other main sources.



Driving Impact at University of Pittsburgh



22%

Increase in
Applications
from FY24-FY26

20%

Increase in
Admits
from FY24-FY25

16%

Increase in
Deposits
from FY24- FY25

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Strategic Division of Labor Allows Each Team to Do What They Do Best



EAB



University of
Pittsburgh



Stronger Results

Identifying and reaching right-fit students at scale and bringing them into EAB's extensive enrollment ecosystem.

Investing more energy in the **high-touch, relationship-building work** that converts interest into enrollment.

Stronger performance across the full enrollment funnel by reaching and engaging more students across the funnel.

Client
Care

Strategic
Check-Ins

Fresh and Relevant
Strategies

Predictive
Analytics

Authenticity and
Transparency

Next Steps

20

Today's Slides

1

Receive a copy of **today's presentation slides**



Connect with an Expert

2

Speak with an EAB expert about the **insights discussed today**



Keep the Conversation Going

3

Join us at our next Strategy Summit on April 14-15 in Atlanta, GA



4

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