

PARTNER CASE STUDY

How One Military College Grew and Diversified Their Class Over The Last Decade

Norwich University, a Small, Private College in Vermont

Challenge: As a military college, Norwich University aims to serve two general populations: traditional degree-seekers and military cadets. Since 2017, declining numbers of high school graduates in the Northeast and pandemic-era travel restrictions have challenged their ability to attract more diverse prospects, as well as those for non-military programs.

Solution: With guidance from their EAB Partner Success Manager, the university leveraged Apply (formerly Cappex) to engage with students who expressed an interest in military-related areas of study. With Intersect, they also curated their messaging in Naviance (with Advanced Awareness) to better resonate with prospects and engage with students who were considering their local competitors. They also publicized virtual engagement opportunities in Naviance, curated their college profiles on both platforms to offer more engaging and dynamic content, and increased their engagement with community-based organizations via College Greenlight.

Impact: After leveraging these tactics, Norwich saw an 82% increase in Apply inquiries between 2020 and 2021. Those inquiries were not only more diverse but captured a greater share of female-identifying students and prospects interested in traditional degree programs. Additionally, they saw a 31% increase in Intersect connections with 71% of their enrolled students coming from Naviance high schools nationwide.

Impact Highlights

30%

Increase in traditional degree-seekers who enrolled between 2017 and 2021

31%

Overall increase in Intersect connections between 2020 and 2021

82%

Overall increase in Apply inquiries between 2020 and 2021

AN INTEGRATED APPROACH

A Multifaceted Lead Generation Strategy Drove Norwich's Success

2015



- ✓ Intersect Awareness
- ✓ Intersect Connection
- ✓ Advanced Awareness for Competitors & Majors
- ✓ Intersect Presence
- ✓ Market insights from Naviance

2018



- ✓ Inquiry Subscription
- ✓ Apply Candidates
- ✓ Dynamic College Profile Content



- ✓ Inquiry Subscription
- ✓ Engagement with community-based organizations (CBOs)

POWERFUL RESULTS

Diversified Engagement Channels Helped Norwich Expand Their Reach

By increasing engagement with Appily, Intersect, and College Greenlight, Norwich not only grew their traditional student population, but also diversified their inquiry pool.

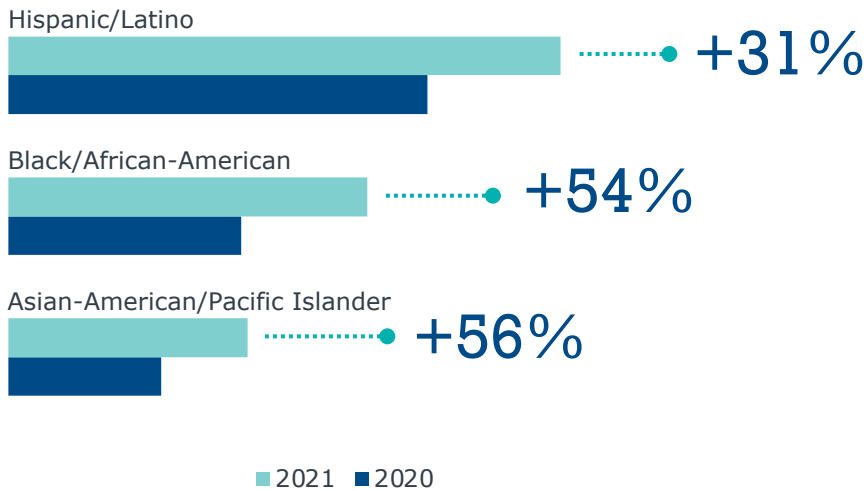
59%

Growth in inquiries from underrepresented students through College Greenlight between 2020 and 2021

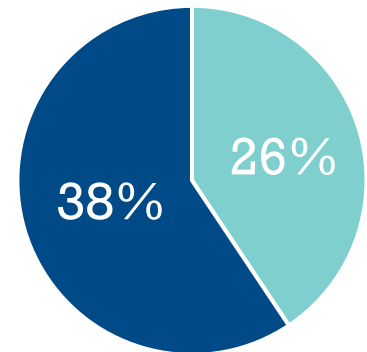
192%

Growth in female inquiries from Appily between 2020 and 2021

Growth in Inquiries from Underrepresented Students



Norwich Found More Female Students on Appily



- Share of Female Students in Current Student Body
- Female Matriculants from Appily in 2021



Appily, Intersect, and College Greenlight helped us engage with more traditional students than we otherwise would have. Our Partner Success Manager was invaluable in helping us devise a strategy that worked for our unique enrollment goals – we couldn't have done it without her."

- Gregory W. Matthews
Vice President of Enrollment Management

