

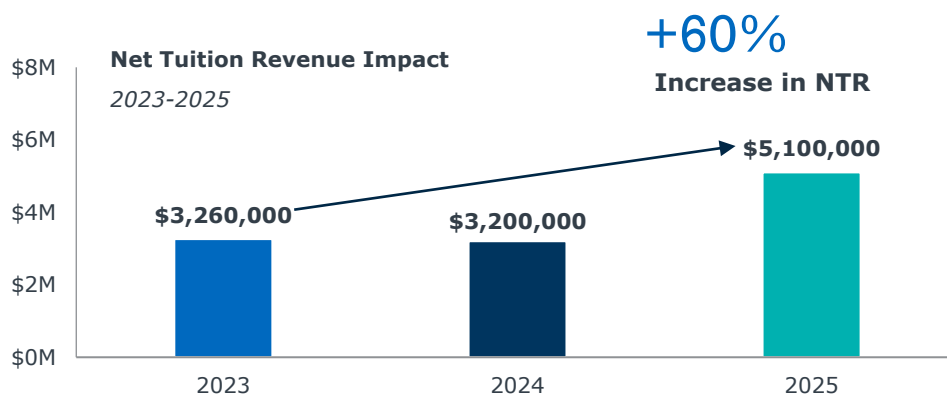
# Grow Revenue and Enrollment with Optimized Aid

Explore Impactful Partner Results

## ► Iris Law\* Increased Revenue 60% with Optimized Aid Strategy

LAW SCHOOL ON THE EAST COAST

Iris Law engaged EAB's Graduate Financial Aid Optimization (FAO) team to strengthen its pricing and aid strategy as application volume and enrollment grew. Using a custom model built from institutional and proprietary EAB data, the partnership enabled leaders to test scholarship and pricing scenarios in real time and refine their award strategy to support both enrollment growth and revenue goals. Paired with broader EAB enrollment support, Iris **increased net tuition revenue (NTR) by 60%** from 2023–2025 while also improving incoming class quality.



**61%**

Increase in enrollment with support from EAB's Adult Learner Recruitment from 2023-2025

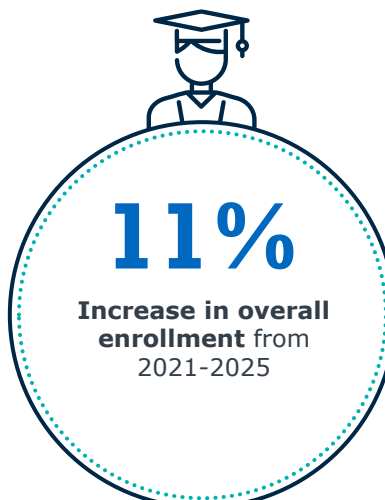
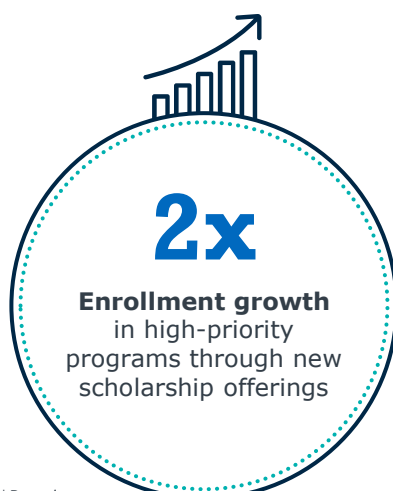
**+2 pts**

Median LSAT score increased as they were better able to target right-fit students

## ► Orchid Graduate School\* Doubled Enrollment Without Increasing Aid Spend

GRADUATE SCHOOL ON THE EAST COAST

In partnership with EAB's Graduate FAO team, Orchid centralized scholarship and aid data to better understand how funds were being deployed across graduate programs. Together, EAB and Orchid piloted a guaranteed scholarship model for priority programs, using EAB's analysis to test the impact of multi-year funding on enrollment while keeping spending flat. The strategy ultimately doubled enrollment in these programs and helped drive an **11% overall enrollment increase** from 2021–2025 **without increasing scholarship or aid budgets.**



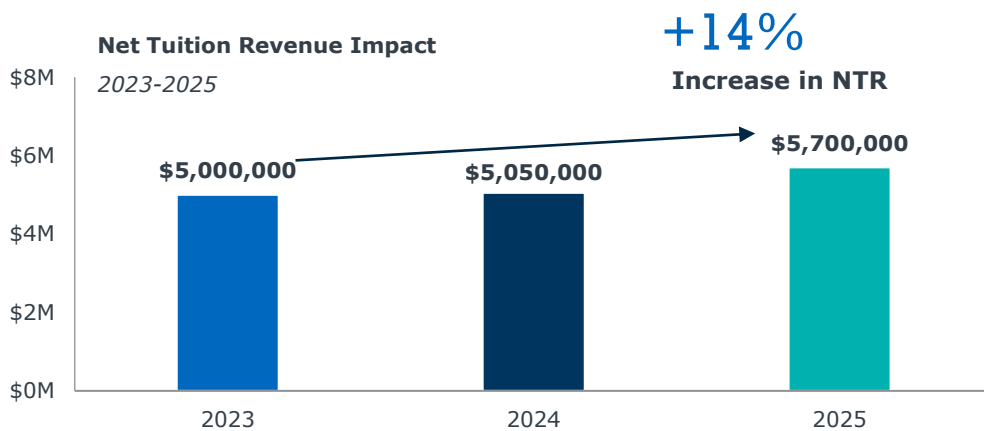
\*Pseudonym

# Attract Right-Fit Students with Strategic Aid Policies

## Rose Law\* Optimized Aid Strategy to Expand Reach and Grow Revenue

LAW SCHOOL ON THE WEST COAST

Rose Law partnered with EAB's Graduate FAO team to refine its scholarship and pricing strategy in support of specific enrollment goals, including expanding geographic reach and strengthening academic profile. Using data-driven modeling, Rose recalibrated scholarship amounts each year to better incentivize out-of-region students to enroll while shaping a more geographically diverse incoming class. From 2023–2025, this strategy helped the university achieve **100% of its enrollment targets** and **increase net tuition revenue by 14%** without compromising student quality.



**100%**

Attainment of enrollment goals, inclusive of targets related to geographic diversity and academic profile growth

## Optimize Graduate Aid and Pricing in a Constrained Borrowing Environment



In a constrained borrowing environment, graduate and finance leaders must quickly assess program-level risk and adjust pricing and aid strategy to protect enrollment and net tuition revenue. Built on 30+ years of aid and pricing expertise, [EAB's Graduate Financial Aid Optimization](#) team helps graduate leaders evaluate exposure and model trade-offs, optimize awards, and stay competitively positioned in a changing aid landscape.



### Risk Exposure Analysis

Identify programs and students facing elevated enrollment risk post-Grad PLUS



### Customized Modeling

Model enrollment and revenue across pricing and aid scenarios



### Policy Development

Design aid policies aligned to enrollment, revenue, and access goals



### Real-Time Monitoring

Monitor yield, net tuition revenue, and enrollment in real time—and adjust mid-cycle

To learn more, visit [eab.com/FAO](https://eab.com/FAO) or email [LexRubyHowe@eab.com](mailto:LexRubyHowe@eab.com).