

CONNECTED18

An Introduction to Adult Learner Recruitment

Data Science and Marketing to Identify, Attract, and
Enroll Right-Fit Students



Your Partner in Recruiting Adult Learners

A Partnership Backed by **Proven Experience**

10+

Years of experience
engaging adult learners

70+

Clients representing 15+
areas of study, across 30
states and 50 metro areas

1.4B

unique landing page
views generated
since 2014

77,000+

EAB-developed
applications submitted
over past 5 years

Your Team Amplified by **Cross-Functional Experts**

Strategic Leader

Strategic Growth Leader
Account Services Manager
Project Manager
Digital Marketer Copywriter
Art Director
Web Developer
Enrollment Management
Consultant

Client Development
Executive
Data Scientist
Client Data Analyst
Strategic Analyst
Targeting Analyst
Analytics Associate
Research Consultant
...and more!

Data Models Powered by **Machine Learning**

200M

individual U.S. consumers fuel modeling and
audience generation

Custom Data Models

developed by EAB data scientists to define and
identify the high-affinity audience

Why Adult Learners Are Critical to Future Growth



3

Declines in Undergraduate Enrollment Plague Colleges and Universities

-1.1%

decline in undergraduate enrollment at **public institutions** from 2016 to 2017

-2.6%

decline in undergraduate enrollment at **private institutions** from 2016 to 2017

-5.0%

decrease in number of U.S. high school graduates between 2018 and 2031

Significant Growth Expected for **Master's Degrees** and **Professional Education**

21% Projected enrollment increase of students aged 25–34, (2016–2022)

36% Projected master's degree enrollment growth (2016–2022)

6x Greater growth in certificate programs as compared to master's

New Growth Opportunities Abound for **Bachelor's Degree Completion**

17% Projected bachelor's degree enrollment growth, (2016–2022)

450K First-time students drop out or transfer to 2-year colleges

31M U.S. adults with some college education but no degree—but exceedingly difficult to capture and get to completion

Source: National Student Clearinghouse Research Center, "Current Term Enrollment Estimates, Fall 2017"; WICHE, "Knocking at the College Door," December 2016.



Fierce Competition Led to Skyrocketing Ad Spend

“

Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

–John Wanamaker

20th-Century "Pioneer in Marketing" (1838–1922)

226%

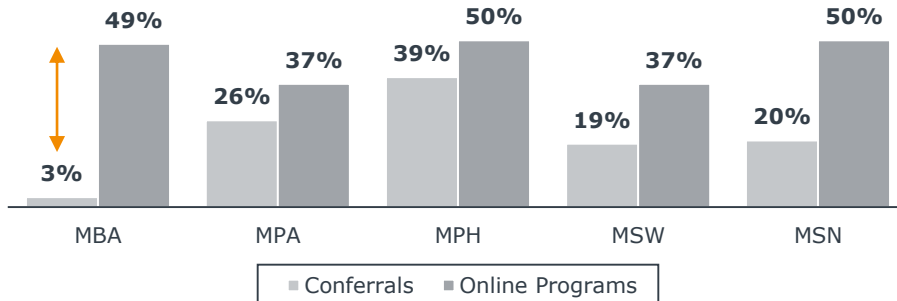
Increased **cost-per-click** for select graduate programs from 2009 to 2014

25%

Increased **cost-per-inquiry** for adult learner programs from 2013 to 2017

Growth of Graduate Offerings Outpacing Student Demand

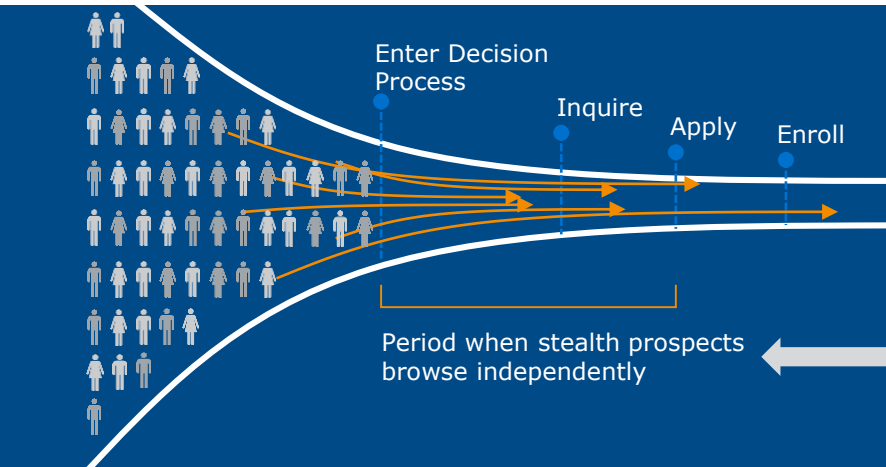
Comparison in Growth of Graduate Online Programs vs. Degree Conferrals, 2012–2022



Today's Complex Funnel Requires New Strategies



Marketing Efforts Should Facilitate Student Journey Throughout the Funnel



Stealth Prospects Quickly Becoming the Majority of Pool

- **70%** of applicant pool comprised of stealth prospects as of 2014
- Many silent prospects likely to never apply
- Difficult to forecast enrollments and plan capacity

In the New Digital Era, Prospects Expect Schools to Facilitate Self-Service

Your prospects experience **3,000+** digital touchpoints in a 6-week time frame.

Stealth prospects stall out if information to digital information is limited or obstructed.

Traditional Tactics to Understand Students Fall Short

Marketers' Typical Approach Is Based on Incomplete Information



Who are our students?



Gather students' information from your school's data



Inaccurate or incomplete CRM data



What's going to resonate with them?



Assess students' needs by asking your faculty



Missing key trends and motivations



What should we say about ourselves?



Check with your leadership to identify statements of value



Misaligned with consumer-driven marketing habits

Data-Powered Marketing for Adult Learner Recruitment





Data Science Informs Entire Campaign Strategy

Unlock the Power of Your School's Specific Consumer Data

Historical Student Data

- Student and applicant records
- SIS and CRM data sources
- FERPA-compliant storage, use, and data exchange



EAB Data Science

Specialized higher education data scientists formulate an in-depth understanding of your unique consumer base



National Consumer Database

- 200+ million U.S. consumers
- Up to 115 variables per consumer



Develop Affinity Models

Append your historical student data with known consumer variables from our database



Generate Audience List

Identify and locate your highest-affinity prospects for targeted campaign outreach



Construct Student Marketing Personas

Isolate the consumer variables that best characterize your high-affinity prospects



Leverage Data Insights

Use affinity-modeling insights to inform your campaign strategies throughout the funnel





Uncovering Your Student Body's Unique Profile

Start with up to **115 consumer variables** per student

Discover the variables that best distinguish **your right-fit students**



Holistic Demographic Profile

- Income distribution
- Marital and parental status
- Current occupation
- Home ownership



Affinity-Modeling Outcomes

- Influential interests
- Broader population comparisons
- Ranking and prioritization

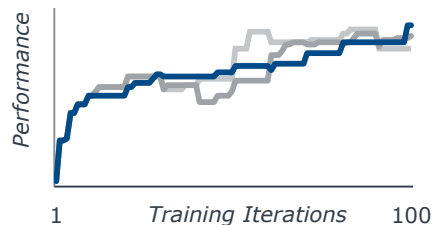


Personality Indicators

- Myers-Briggs classification
- Values and lifestyle
- Cultural and generational characteristics

Self-Learning Algorithms

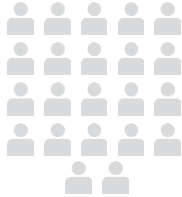
- Construct an advanced mathematical representation of your students
- Generate thousands of models with our high-affinity modeling engine
- Identify the most impactful variables tuned specifically to your student population



■ Iteration 1 ■ Iteration 2 ■ Iteration 3

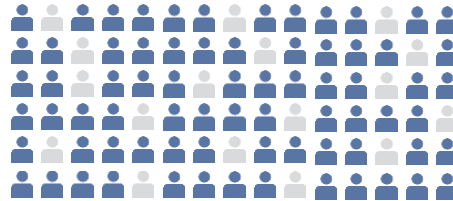
Machine Learning Identifies Right-Fit Audience

Historical Students



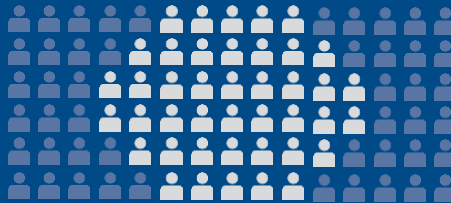
Basic contact information such as gender and age

Historical Students in National Consumer Database



Students are mostly parents who own homes in suburbs. They enjoy hiking, boating, and travel. They are mostly introverts.

Right-Fit Prospect Audience



Prospects are mostly parents who own homes in suburbs. They enjoy hiking, boating, and travel. They are mostly introverts.

Pinpoint Your Right-Fit Audiences

Analytic Insights and Institutional Goals Inform Targeting Strategies



Geographic Assessment

Identify markets with the highest concentration of high-affinity prospects



Educational Attainment

Using zip code-level data, hone in on areas with the right levels of educational attainment



Market Definition

Institution goals and historical trends inform proportion of primary- and secondary-market high-affinity prospects



Robust Contact Info

Comprehensive, accurate, and vetted information ensures contact across multiple outreach channels



Additional Data Insights

- Institutional aspirations and objectives
- COE Forum labor market-demand studies
- Meaningful demographic characteristics

Geographic Concentration of High-Affinity Prospects

Midwest Public University, Nursing Programs

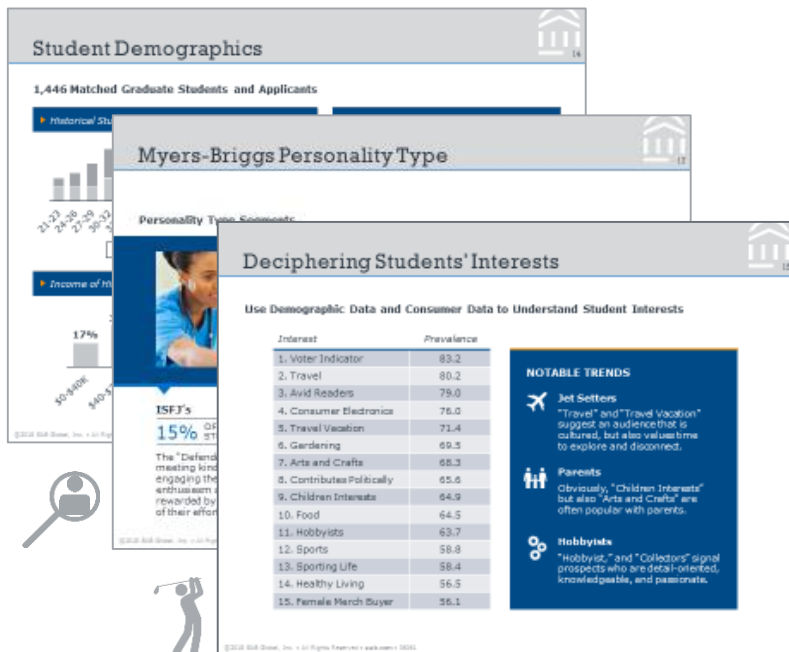


Identified Targeting Opportunities

- 1 Prioritize Within Primary Markets**
 High-affinity populations concentrated in suburban locations outside major cities
- 2 Discover Specific Audiences**
 Outsized concentration of high-affinity prospects in geographies containing military bases
- 3 Expand to Untapped Markets**
 Attractive concentration of high-affinity prospects in previously unexplored, competitive market

It All Starts with Your Students

A Detailed, Multifaceted, Actionable Student Persona



Create a Customized Marketing Strategy

Take machine learning outputs, then apply:

- Marketing best practices
- University branding and standards
- Field of study nuances
- Custom research from EAB's COE forum
- Insights from our innovations lab

Launch Digital Campaigns to Attract and Resonate

Custom Messaging and Imagery Are Based on Affinity Profiles

Facebook Ad for Business Programs at University in the South



Eastcote College
Sponsored · 🌐

Like Page

From traditional programs, to dual degrees, to focused areas of study, Eastcote College offers an unmatched breadth of program choices.

EASTCOTE.EDU/BUSINESS

From the Family Room to the Board Room

We are proud to offer top-ranked MBA programs that...

Learn More

Highlighting program variety

Messaging emphasizes the wide range of available programs, a differentiator for this school

Reflecting student demographics

Imagery resonates with this audience, largely comprised of male parents aged 28 to 38

Catering to audience values

Text suggesting work-life balance and program quality appeal to audience of young, working parents

Student Personas Drive Marketing Performance



Display					
	Reach	Impressions	Clicks	CTR	CPC
Nursing Campaign A	45,876	137,628	1.18%	1,624	\$1.68
Nursing Campaign B	42,765	128,295	1.74%	2,232	\$0.57
Business Campaign A	39,145	117,435	1.84%	2,161	\$0.53
Business Campaign B	38,965	116,595	1.43%	1,656	\$0.70

Driving Increased Conversion: A Case in Point

Private University in the Southwest



72% of high-affinity prospects own boats



Incorporate fishing and boating imagery into ads



3x

increase in click-through rate

Key performance measures



500K

Total impressions

1.98%

Aggregate CTR

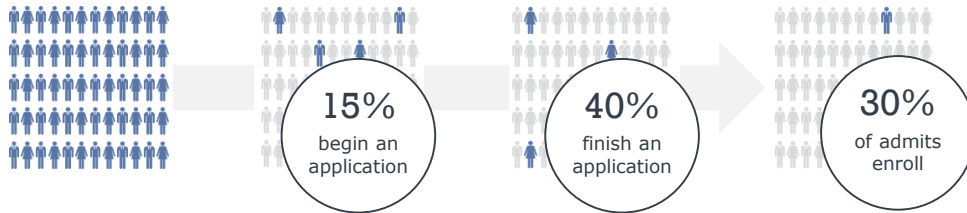
8K

Total traffic to website

Middle-of-Funnel Fraught with More Challenges



Typical Adult Recruitment Campaign



EAB Adult Recruitment Campaign



3.8x increase in enrollment from same-sized prospect pool

Engage Inquiries from Start to Finish



1 Expand Audiences to Include Near-Term Enrollments



Affinity
Awareness
Audience



EAB-Generated
Inquiries



Institution's
Inquiry Pool



Test-Taker
Names



Current
Undergrads and
Young Alumni

2 Execute a Comprehensive Approach to Secure Enrollments

Invite to Apply

- Integrated, multichannel campaigns deployed year-round
- Affinity-model-informed copy and imagery across all channels

Drive App Completion

- Personalized application welcome pages
- Consumer-focused online application experiences
- Targeted application-completion nudges

Maximize Enrollment

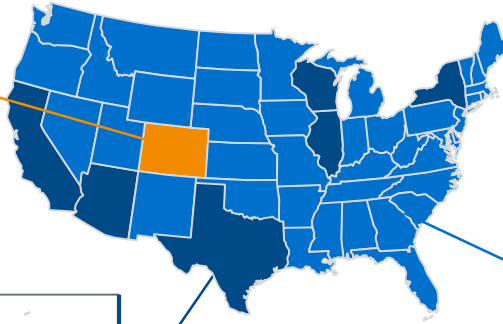
- Enrollment-intent surveys
- Survey-informed conversion campaigns
- Non-yielding student feedback

Identify Near-Term Enrollments

1

No one left behind in **primary** market

- 1 in 5 graduate candidates change the program they are considering
- Target all in-state test takers regardless of expressed major



3

Include online learners in **tertiary** market

- 5% of nationwide test takers indicate preference for online learning
- Target test takers with an expressed interest in online offerings

2

Don't shy away from **secondary** markets

- On average, 52% of applications come from out of state
- Target test takers with expressed interest in relevant programs

Benefits of Your EAB Partnership

Fully dedicated resource to customize recommendations

Long-standing relationships with GMAC, GRE, and LSAC

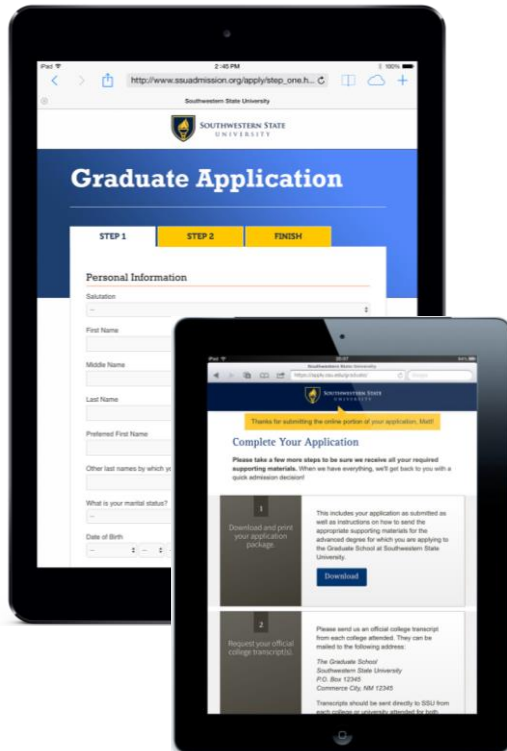
Over 550K names purchased in most recent academic year

Create a Personalized Web Application Experience

Frictionless Experience Crucial for Online Programs and Savvy Self-Servers

Best-in-Class Application Experience Increases Completion

- ✓ **Friction-Free Experience**
No password protection and easy navigation remove common application-completion barriers
- ✓ **Clear Path to Completion**
Straightforward instruction and navigation guide application starters through to completed applications
- ✓ **Multiplatform Accessibility**
Mobile-first design supports completion across mobile, tablet, and desktop environments
- ✓ **Seamless Reentry**
User-friendly web practices give students more control over their login experience
- ✓ **Cloud-Based Document Upload**
Cloud storage allows for a speedy application process



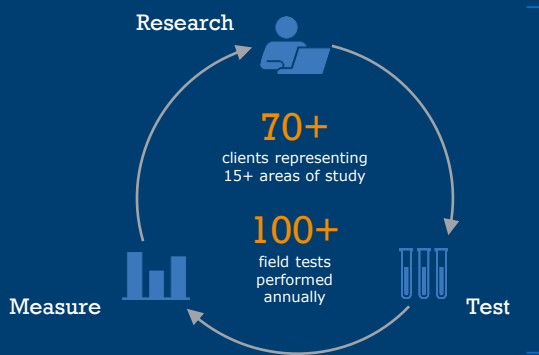
Multichannel Completion Reminders



Insight and Innovation at Our Core

Benefit from Rigorous Testing and Peer Learning

Lab Testing Identifies Highest-Impact Industry Practices



Example tests:

Most Impactful Copy for Adult Learners • Calls to Action Best for Decision Stage • Ways to Leverage LinkedIn • Ways to Maximize Email Deliverability • Program-Specific vs. Discipline-Wide Marketing • Most Effective Use of IP Targeting/Geo Targeting

“Insights from the Field” Webinar Series Details Learnings Across the Cohort

- Hear results from testing and campaign activity across all Adult Learner Recruitment clients
- Learn how EAB will continuously innovate and improve our work with you based on our findings
- Join up to four times per year, with webinars already scheduled for April, July, October, and December



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