



Overview of Resources & Services

Three Ways to Make the Most of Your EAB Membership

Community College Executive Forum (CCEF)

Managing Your Audio



Use Telephone

The screenshot shows a window titled 'Audio' with a minus sign icon in the top left. Under 'Audio Mode:', the 'Use Telephone' radio button is selected with a green dot, while 'Use Mic & Speakers' is unselected. Below this, the text 'Dial: +1 800 555 1212' and 'Access Code: 141-607-114 (and additional numbers ..)' is displayed. At the bottom, a green message states 'You are connected to audio'.

If you select the “use telephone” option, please dial in with the phone number and access code provided.

Use Microphone and Speakers

The screenshot shows a window titled 'Audio' with a minus sign icon in the top left. Under 'Audio Mode:', the 'Use Mic & Speakers' radio button is selected with a green dot, while 'Use Telephone' is unselected. Below this, there is a status bar with a microphone icon, the word 'MUTED' in red, a speaker icon, and a series of zeros '000000000'. At the bottom, there is a blue link labeled 'Audio Setup'.

If you select the “mic & speakers” option, please be sure that your speakers/headphones are connected.

Managing Your Screen



Questions:

To ask the presenter a question, please type into the question panel and press send.

Questions panel

The screenshot shows the GoToWebinar interface. At the top is a menu bar with 'File', 'View', and 'Help'. Below it is the 'Audio' panel, which includes 'Audio Mode' with radio buttons for 'Use Telephone' (selected) and 'Use Mic & Speakers'. It also displays 'Dial: +1 800 555 1212', 'Access Code: 227-984-025', and 'Audio PIN: 70'. A note says 'If you're already on the call, press #70# now. (and [additional numbers](#) ..)'. Below the Audio panel is the 'Questions' panel, which has a large text input area and a 'Send' button at the bottom right. The text '[Enter a question for staff]' is visible in the input area. At the very bottom of the window is a footer with the text 'How to Schedule a webinar? Webinar ID: 202-981-365' and the 'GoToWebinar™' logo.

Community College Executive Forum Team



4

Today's Presenters



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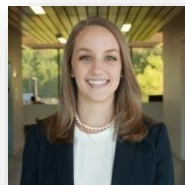


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▶ Start with best practices research

- › Research Forums for presidents, provosts, chief business officers, and key academic and administrative leaders
- › At the core of all we do
- › Peer-tested best practices research
- › Answers to the most pressing issues

▶ Then hardwire those insights into your organization using our technology & services

Enrollment Management

Our **Enrollment Services** division provides data-driven undergraduate and graduate solutions that target qualified prospective students; build relationships throughout the search, application, and yield process; and optimize financial aid resources.

Student Success

Members of the **Student Success Collaborative** use research, consulting, and an enterprise-wide student success management system to help students persist, graduate, and succeed.

Growth and Academic Operations

Our **Academic Performance Solutions** group partners with university academic and business leaders to help make smart resource trade-offs, improve academic efficiency, and grow academic program revenues.

1.2B+

Student interactions annually

1M+

Individuals on our student success management system

1,200+

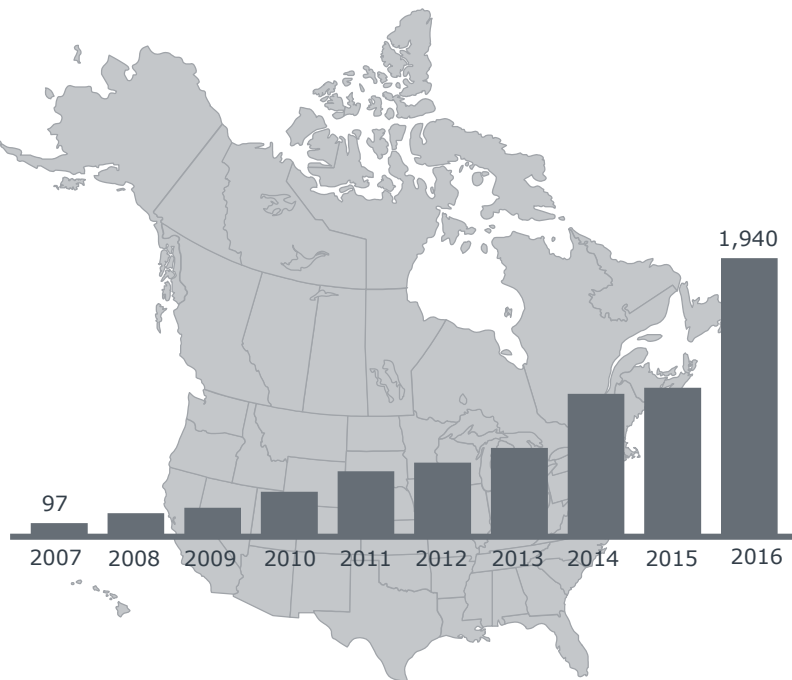
Institutions we are proud to serve

1

Goal: Make education smarter

EAB: 10 Years in Service to Education

Growth of EAB Memberships Since 2007



Our Research Memberships

- Provosts
- Chief Business Officers
- Student Affairs
- Enrollment Management
- Continuing, Professional, and Online Education (COE)
- CIOs
- Advancement
- Facilities
- VPs of Research Admin
- University Systems
- **Community Colleges**
- Public School Superintendents
- Heads of Independent Schools
- University Presidents

Introducing CCEF

Comprehensive Support for College Leaders

Our Research

Best Practices at the Center



Focuses on the most pressing challenges and opportunities within the two-year sector



Uncovers proven “field-tested” strategies and practices in areas of utmost importance to college leaders



Provides practical guidance and resources to implement research-based practices and strategies on campus

How We Help You

Translating Research into Action

Strategic Advice

- Best practice playbooks
- National member meetings
- Insight webconferences

Change Management Support

- Onsite presentations
- Member networking
- Benchmarks and surveys

Implementation Support

- In-depth implementation toolkits
- Plug-and-play templates
- Expert implementation advice

Member Benefits

Better, Faster Results



Better-informed strategic thinking and planning



More efficient and effective executive team decision-making



Faster path to solutions and results



Higher ROI from change initiatives

► CCEF Membership at a Glance

210⁺

Member colleges

7⁺

Years working with community colleges

95%

Annual renewal rate

30⁺

Practices presented at annual meeting series



We Run Deep Across a Spectrum of Challenges

Proactively Manage Enrollments

Enrollment and Recruitment

- Navigating the Shifting Enrollment Trends
- Recapturing Adult Learner Enrollments
- Streamlining the Enrollment Process
- Promoting Student Outcomes to Attract Today's Career Changer
- Incentivizing Behavioral Change with Aid Dollars
- Personalizing the Student Experience at Scale

Marketing and Outreach

- Scaling Social Media Outreach
- CRM for Higher Education
- Adopting Digital Marketing Strategies
- Creating a Disciplined Social Media Strategy
- Increasing International Enrollment
- Making the Academy Market-Smart

College Entry

- Turning High School Partnerships into College Enrollments
- Cultivating College Navigation Skills During High School
- Developing Summer Bridge Programs

Ensure Returns from Student Success Investments

Developmental Education

- Reengineering Developmental Math
- Identifying Alternative Courses for Students

Diversity and Multiculturalism

- Strengthening Hispanic Student Success
- Transforming the First Generation College Student Experience

Preventing Early Attrition

- Supporting Students in Making Optimal Financial Decisions
- Guiding Intentional Academic Planning
- Minimizing First Semester Dropout
- Guiding Student Choice to Promote Persistence

Academic Advising

- Creating a Student-Centric Advising Model
- Proving Impactful Professional Development
- Mitigating Understaffing Concerns

Faculty Engagement

- Making Strategic Goals Meaningful for Departments and Faculty
- Increasing Individual Faculty Participation in Mitigating Student Risk

Align Strategy to Workforce Goals

Partnerships

- Expanding Corporate Training Program
- Supporting Military-Friendly Employers
- Becoming an Employer-Responsive Institution
- Approaches to Grow Employer Partnerships
- Soliciting Corporate Gifts for Workforce Development Programs
- Funding the Development of Noncredit Workforce Training Programs

Meeting the Skills Gap Challenge

- Understanding Competency-Based Education and Prior Learning Assessment
- Future Field Reports
- Integrating Academic and Career Development

Online Education

- Creating Infrastructure for Migrating Curriculum Online
- Improving Online Student Support
- Designing Programs for the Millennial Workforce

Other Areas of Coverage

Information Technology

- Educational Technology Investment Guide
- IT Planning and Budgeting

Facilities

- Working with Academic Leaders to Improve Space Utilization
- Enhancing Space Data Collection and Validation

Institutional Advancement

- Launching Social Media Giving Campaigns
- Recruiting Fundraising Talent at Community Colleges
- Supporting Internal Talent to Boost the Succession Pipeline
- Cultivating Diverse Volunteer Leadership
- Winning Donor Mindshare in the Attention Economy

Human Resources

- Playbook for Immediate Labor Savings
- Supporting Contingent Faculty Development

Finance

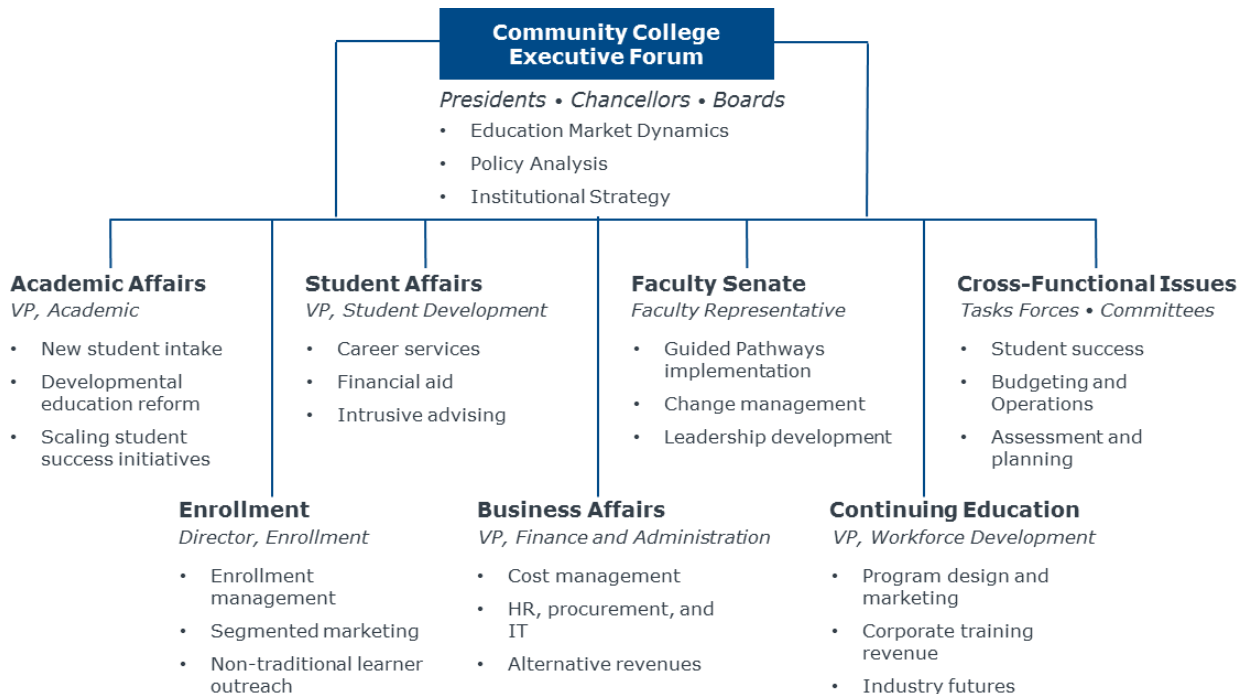
- Optimizing Institutional Budget Models
- How to Ensure Smart Growth at Your Institution

Responding to Student Concerns

- Meeting the Mental Health Challenge
- Ensuring Critical Information Reaches Student Affairs Leadership
- Sexual Harassment and Misconduct

Supporting Work Across Functional Teams

Formulating Cabinet-wide Solutions to Mission-Critical Challenges





Three Ways to Make the Most of Your EAB Membership[®]

We Asked: “How Can the Forum Have More Impact on What You Care About Most?”

We Find Great Value in What You're Doing Now



You Cover My Biggest Issues

- Student Success and Retention
- Workforce Development
- Enrollment Management
- Administration and Finance



Your Services are High-Quality

- Annual Executive Summits
- Best Practices
- Onsite Presentations
- Program Demand Validation

“Your research is of the highest quality. We just don't always know how best to use it in our everyday work.”

Make EAB Easier to *Embed* in my Planning, Budget Decisions, and Frontline Workstreams

1 Get Smart About the Future

- Assess Breakthrough Innovation
- Educate Academic and Business Leaders

2 Choose the Strategy that's Right for You

- Assess Your College vs. National and Peer Practice
- Prioritize My Strategic Initiatives

3 Develop a Market-Responsive Institution

- Student Equity Action Plan
- Marketing and Recruiting Playbook
- Career Pathways Audit

Get Smart About the Future

Apply Breakthrough Innovation



Strategic Research

Uncovering the most innovative ideas to address your biggest challenges remains the heart of what we do. Going forward, we're taking your guidance on how to make these strategies easier to use by deciding where and when to invest.

Selected Best Practice Research

Achieving Pathways Goals with Student-Centered Design

Shifting Enrollment Landscape

Becoming an Employer Responsive Institution

ROI: Time Strategic Investments

- Easy-to-read evaluations of market, technology and regulatory disruptions
- Assessments of greatest segments of opportunity aligned with college goals

Educate Academic and Business Leaders



On-Campus Strategy Intensives

Forum experts come to your campus for overviews of market trends and strategic options

Sample Onsite Intensive Topics

Guided Pathways Program Map and Meta-Major Design Accelerator

Preventing Early Attrition

Emerging Employer Partnership Models

ROI: Faster Decision-Making

- Frame strategic choices facing campus leadership
- Reduce preparation burden for your next strategy retreat



Strategic Communications Resources



Issue Briefs

Introductions explaining essential concepts and framing strategic urgency for non-expert academic and business leaders
Top Strategic Opportunities for Community Colleges



Ready-to-Use-Presentations

Pre-designed, high-quality graphics and talking points organized according to common arguments college leadership makes in senior meetings, that you can annotate with campus data and details



Industry Futures Reports

Faculty-friendly projections of labor market shifts and implications for program design and learning outcomes

How You Can Use EAB Every Term



1 Educate Boards and Cabinets

2 Present at Faculty Meetings

3 Inform Strategic Goal-Setting

4 Prepare for Meetings with Business Leaders

Case 1: Adapt to the Shifting Enrollment Landscape

Bring EAB Experts and Insights to Your Campus

Onsite Title: Creating Strategy and Action Plans with Key Campus Allies

Location: Northwest Iowa Community College, Sheldon, IA



Onsite Content Selected

The Challenge

Northwest Iowa Community College sought new ideas and support to kick off a campus-wide strategic enrollment initiative

Selected Topic

The Shifting Enrollment Landscape *New Disciplines in Marketing and Recruiting*

Value Proposition for Onsite

1

New and Fresh Ideas

2

Advice That Cuts Through the Noise

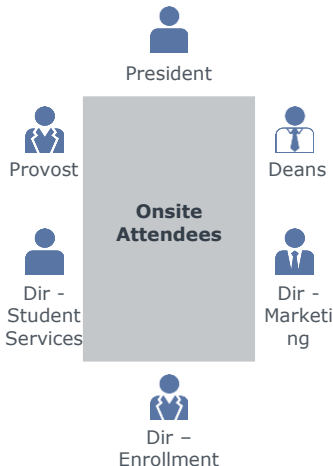
3

Cross-Silo Collaboration

4

Personalized Research Content

Attendees Invited



Onsite Results

100% Of participants gave an overall score of 'Excellent'

95% Of participants gave presenter effectiveness score of 'Excellent'

“

“EAB provided us with a ton of material and did so in an engaging and informative way. **We came out of the onsite with clear ideas for addressing our enrollment challenges**, both at the college and departmental levels.”

John Hartog

VP, Student & Academic Services
Northwest Iowa Community College

”

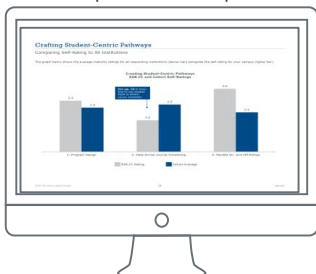
Choose the Strategy That is Right for You

Assess Your College vs. National and Peer Practice

Guided Pathways Diagnostic

Assess your campus's performance against national trends and make data-driven business cases for student success resources with our Guided Pathways diagnostic.

- Learn institutional ratings and cohort benchmarking on each component of pathways implementation
- Receive a tailored implementation plan



Customized Results Report

Prepared just for your institution, summarizing gaps vs. national and peer practice to inform planning, budget and staffing decisions

8+
Diagnostic
Modules

Prioritize Strategic Initiatives

Expert Advisor Consultations

Forum experts are your on-demand resource for translating identified resource and organizational gaps into strategic growth initiatives designed to elevate institutional effectiveness and program outcomes.



Opportunity Analysis

We review results from your diagnostic assessment, spotlighting performance improvement options and degree of organizational alignment.



On-Demand Advice on Hot Topics

Quickly find out what's going on in the market, and workshop your strategic initiatives in these areas of Forum expertise:

- Strategic plan and financial dashboard review
- Student equity and retention
- Program and institutional web presence
- Employer partnerships
- Enrollment campaigns
- Shared services and process improvement

**How You
Can Use EAB
Every Term**



5 Align Budget to
Institutional
Strategic Plan

6 Inform Budget
and Staff Plans

7 Set Unit
Performance
Targets

8 Evaluate Academic
Governance and
Program Policies

Case 2: Recapture Adult Learners

Missed Opportunities when Recruiting Adult Learners

	Channel	Process	Message
Status Quo	"Spray and pray" mass digital marketing to reach widest intended audience	Taking a wait and see approach to building the adult recruitment pipeline	Creating marketing messages focused on low cost of programs
Why It Doesn't Work	Broad outreach falls flat for adults years removed from target college recruitment	Life obligations, including finances and work schedules, pose higher barriers to adult enrollment than traditional-aged students	Adult students enroll in college to maximize their current job prospects or launch a new career
Insights from EAB Research	Focus adult outreach on target segments by providing incentives for re-entry	Work backwards from adults' career goals and skill requirements to build a direct-to-employer recruitment	Emphasize long-term career outcome potential and overall value of community college in messages targeting adults

EAB Works to Improve Adult Learner Marketing Strategies



Review Curated Practices on Adult Learner Recruitment

Upon request, access curated practices and short format research tailored to your college's specific needs, including strategies on *Recapturing Adult Learners* and *The Shifting Enrollment Landscape*

Recent EAB Success Story

The chancellor at one member institution set a short term goal to improve enrollment numbers. After consulting EAB, the chancellor identified a best practice for recapturing adult learner enrollments through a targeted campaign and initial tuition waiver.

Partial Completer Campaign Drives Enrollment Growth

300

Former students returned to the member college after receiving the tuition incentive

\$400K

Additional revenue in the fall 2017 semester, even after accounting for tuition waivers and marketing costs

Develop a Market-Responsive Institution



Three Complementary Resources to Align Institutional Goals to Student and Employer Demand

To help members make data-informed strategic decisions, use the Forum's suite of resources to improve student outcomes, identify growth opportunities, and align programs to employer needs.



Student Equity Action Plan

Enlist administrator and faculty support as champions of student equity and accelerate progress against equity goals.

- Devise sustainable advising structures
- Ease the transition experience for underserved students
- Create cascading accountability for equity initiatives



Marketing and Recruiting Playbook

Identify opportunistic prospective student segments tailored to your local market.

- Templates for creating a revised marketing message
- Adult learner recruitment strategies
- Re-enrollment campaign blueprints



Career Pathways Audit

Boost stakeholder engagement in development and marketing of career/transfer pathways.

- Pathways design workshop
- Employer marketing collateral review
- Website audit and secret shopping the prospect experience



Case 3: Create a Student-Centered Enrollment Process

Insight from Forum Research

Students face significant challenges self-navigating college enrollment and course registration.

Personalized touches in support services based on nudge theory lead to higher utilization and improved persistence.

Enrollment Processes Misaligned with Student Needs

Where Colleges Have Invested	Incremental Advances	But Still Much to Do
Express Registration Day	☒ Reminds public about opportunity to enroll	☐ Incentivize earlier application submissions
Customer Service Training	☒ Avoids confrontation between students and staff	☐ Reduce amount of effort needed to complete enrollment
Added Communication Channels	☒ Acknowledges needs of incoming students	☐ Nudge students to best communication option for needs
One-Stop Student Services Shops	☒ Makes navigating campuses easy for visitors	☐ Reduce the number of steps needed to complete enrollment

How We Work with Members



Review Best Practice Research on *Preventing Early Attrition*

Understand the primary root cause reasons of early stop out and how leading colleges address them



Conduct an Enrollment Pain Points Audit

EAB's "secret shoppers" conduct comprehensive enrollment pain point audits evaluating the various parts of a community college's enrollment process



Have an Expert Audit your Website

Experts review colleges' websites and program landing pages from the perspective of a student to identify confusing instructions or formatting

Recent EAB Success Story

One member participating in an enrollment pain point audit used EAB's findings to address its current policies and practices in both financial aid and career development services. By surfacing pain points around developmental education access and financial aid, they were able to make the case for a revamped one stop Learning Center.

Enrollment Audit Yields Revamped Approach To Student Services

83%

Student satisfaction with financial aid office help in Fall 2017, vs. 73% in Spring 2016

66%

Increase in the number of students served by career development "touches"

2018 CCEF National Meeting Series

Future-Proofing the Community College

Join Us at One of Our CCEF National Meetings as We Address Our Members' Most Pressing Questions



How can we ensure long-term success for our increasingly diverse students?



What are the most effective messaging strategies to catalyze college enrollment growth amidst the changing landscape of prospective students?



What is the most effective path to community college differentiation in a competitive higher education landscape?



How can we prepare community colleges to meet the challenges of the future?

▶ [Click here](#) to access early insight into our 2018 CCEF National Meeting best practice research

What to Expect From a CCEF One-Day Annual Summit

- ☒ Hear the latest research from EAB experts
- ☒ Learn innovative ideas and best practices for implementing academic and financial sustainability reforms at your college
- ☒ Workshop plans to embed our best practices into your campus strategy
- ☒ Network with like-minded leaders

▶ [CLICK HERE TO REGISTER](#)

Meeting Dates and Locations

June 15

8:30 a.m. – 4:00 p.m.
Washington, DC
Reserved for Presidents

July 20

8:30 a.m. – 4:00 p.m.
Chicago, IL

September 17

8:30 a.m. – 4:00 p.m.
Washington, DC

October 12

8:30 a.m. – 4:00 p.m.
Marina del Rey, CA

October 18

8:30 a.m. – 4:00 p.m.
Nashville, TN
Rural Colleges Preferred

Supporting the Strategic Plan



► On-Demand Consultation Services

- **Initial Phone Consultation:** Your Dedicated Advisor will schedule an expert consultation to determine your institution's strategic planning priority research needs
- **Resource Identification and Matching:** A team of EAB researchers and subject matter experts will select relevant research and resources aligned with your top strategic initiatives
- **Onsite Presentation:** An EAB expert will visit your campus to deliver a presentation or facilitate a session tailored to your institution's strategic planning priorities



Breakthrough Research to Support Your Strategic Plans

- [*Strategic Planning Resource Center*](#)
- *Shifting Enrollment Landscape*
- *Achieving Pathways Goals with Student-Centered Design*
- *Becoming an Employer Responsive Institution*

Strategies to Advance Student Equity



Taking Action on Student Equity

21 Strategies to Advance Underserved and Nontraditional Student Success

Community College Executive Forum

21 Strategies to Advance Underserved and Nontraditional Student Success

Tackle persistent student success barriers and **promote equitable opportunities for underserved and nontraditional students** with CCEF's recently launched action plan on advancing equity.



"Taking Action on Student Equity" Guiding Questions

- 1 How do we make a cross-campus faculty investment in equity?
- 2 How do we promote equitable academic outcomes?
- 3 How do we ease the college transition for underserved students?
- 4 How do we devise sustainable advising structures?
- 5 How do we create systemic change to support nontraditional populations?

EAB's Guided Pathways Diagnostic

Assess Current Standing



Comprehensive Maturity Assessment

- Detailed diagnostics
- Presidential dashboard



Department-Level Evaluation

- Customized analysis through department-specific modules
- Multiple levels of assessment



Cross-Sector Benchmarking

- Cross-cohort comparisons



Accelerate Strategic Improvement



Insights to Drive Organizational Alignment

- Cross-institutional report
- Tailored campus-wide resources



Actionable Recommendations

- Customized insights
- Easy-to-use tools for immediate implementation

Key Dates

April – June 15th
Diagnostic Recruitment

June 15th – July 15th
Campus Preparation

July 15th
Diagnostic Deployed

August 15th
Faculty Survey Deployed

September 10th
Diagnostic and Survey Close

End of September
Custom Report Delivered



[**REGISTER HERE**](#)

In-Depth Assessment Drives Improved Implementation

8

Diagnostic modules
assess maturity of cross-
campus reform efforts

20+

Unique research- and
data-driven implementation
best practices

Help Us Identify Where We Can Have Impact

①

What are your top priorities for the next 12 months?

Where Are You On The Idea → Implementation Spectrum?

	Getting Smart	Define Strategic Initiatives	Execution and Implementation
☐ Optimizing the Enrollment Function	Decisions, Workstreams, People	Decisions, Workstreams, People	Decisions, Workstreams, People
☐ Student Retention			
☐ Workforce Development and Partnerships			
☐ Program Improvement			
☐ Marketing and Recruiting Excellence			
☐ Other Issues			

②

What's your next decision point or workstream?

- ☐ Board or cabinet meetings
- ☐ Deans or faculty leader retreat
- ☐ New program proposal
- ☐ Existing program review
- ☐ Team meeting
- ☐ Annual budget and staff plan
- ☐ Presentation

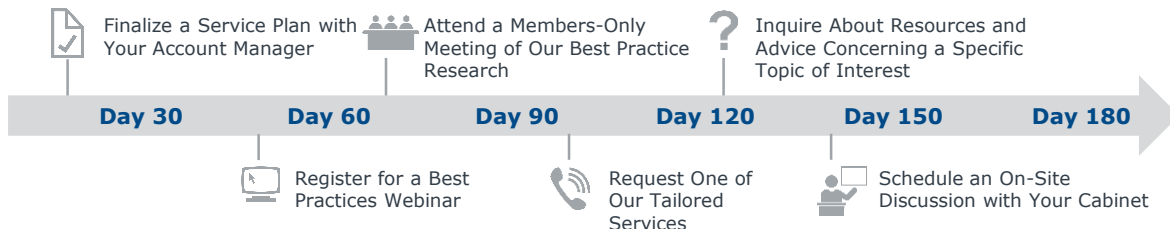
③

Which people or committees should we connect?

- ☐ President
- ☐ Program directors
- ☐ Provost and Deans
- ☐ Faculty
- ☐ Board
- ☐ Committee
- ☐ Task Force

Ensuring Value Across the Year

Make Forum Utilization Second Nature



Important Upcoming Events & Deadlines

June 8th – CCEF National Meeting registration deadline

June 15th – Guided Pathways Diagnostic registration deadline

June 15th – CCEF National Meeting Presidents' Roundtable, Washington D.C.

June 26th – "The Four Most Common Mistakes in Community College Student Onboarding" Webconference

July 20th – CCEF National Meeting Leadership Summit, Chicago

July TBD – "Improving on Scaled Services Operations" Webconference

September 17th – CCEF National Meeting Leadership Summit, Washington D.C.

October 12th – CCEF National Meeting Leadership Summit, Marina del Rey

October 18th – CCEF National Meeting Leadership Summit, Nashville

Questions

Type into the Chat Box Now.

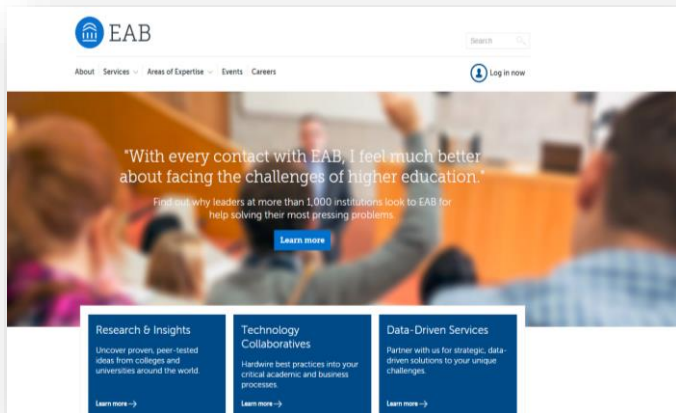


Appendix

EAB.com Access and CCEF Email Updates



Trusted Partner for Educating Senior Leaders on Campus



Online Access to All Resources

- Register for an [EAB.com](https://www.eab.com) account with your college email address
- Unlimited number of EAB.com account users allowed
- Explore the resources available on the website

CCEF Email Updates

- Weekly insights pulled from the research library
- Access to our most recent research “hot off the press”
- Announcements of upcoming webinars and events
- EAB expert commentary on the key stories of the day
from the Community College Executive Forum



Design your early alert system for maximum faculty adoption



Justin Kollinger
Senior Analyst

Early alert systems have a proven positive impact on graduation rates—but only 37% of full-time faculty report that they actually use them. The students on your campus can't benefit if faculty aren't using the system.

Whether designing your new early alert system or evaluating one in place, [follow our guidelines to improve faculty adoption.](#)

[Continue Reading](#)

Partner with faculty to get to the next phase of student success

Faculty play a large role in student success efforts and should be considered an ally. Our newest toolkit supports faculty efforts through a combined 11 worksheets, checklists, templates, and more. [Explore the toolkit.](#)

Complimentary Daily News Roundup

Introducing the EAB Daily Briefing



The screenshot shows the EAB Daily Briefing website. At the top is the EAB logo and a navigation bar with links: About, Offerings, Blogs, Events, Careers (highlighted), and Areas of Expertise. Below the navigation bar is a blue header with the text "EAB / June 20, 2017". The main content area features the title "EAB Daily Briefing" and the date "June 20, 2017". Below this is a link "Today's EAB Daily Briefing" and a list of links: "View the Archives", "Print Today's Stories", and "Subscribe". The first section is titled "EAB Insight" and contains a paragraph about success for students, followed by a "More" link. The second section is titled "Latest News" and contains a headline "College president bikes 655 miles for students in need" dated "June 20, 2017", followed by a short summary and a "More" link.

- Quick-hit summaries of the industry's key stories
- A roundup of research and insights from EAB.com
- Announcements of upcoming webinars and events
- EAB expert commentary on the key stories of the day

Who at Your Campus?

Frequent EAB Service Users:

- Presidents
- Chancellors
- VP, Academic
- VP, Student Development
- Faculty Senate Representative
- Director, Enrollment
- VP, Finance and Administration
- VP, Workforce Development
- Task Force Members

Upcoming Webconferences

Our Summer Offerings

1 Ways to Make the Most of Your EAB Membership



May 24, 2018, 2-3pm ET

Highlights the research and services available to CCEF members to help you make the most of your EAB membership

2 The Four Most Common Mistakes in Community College Student Onboarding



June 26, 2018, 2-3pm ET

Reveals the four biggest onboarding mistakes community colleges make based on hundreds of EAB “secret shopping” experiences

3 Improving on Scaled Services Operations



July 2018, TBD

Distills the essential steps to improve stakeholder engagement, understand the current-state process, and develop a vision for moving toward a standardized and more efficient process

Answers to Your Questions When You Need Them

AskEAB Service Provides Answers to Any Question Using Past EAB Research

Representative AskEAB Projects



Create an IT Adoption Strategy

Source of Request:
President

Can EAB help us understand open education resources to reduce out-of-pocket textbook expenses in a way that enhances instruction and learning?

Result:

The cabinet reviewed a series of options from EAB on 'Open Educational Resources' and **selected one as the basis for an initial open access strategy**



Identify Enrollment Dashboard Metrics

Source of Request:
Director of Institutional Research

What are the best metrics for an enrollment dashboard and how can I persuade skeptical administrators to adopt them?

Result:

The director reviewed the compendium of dashboards from EAB examples and **selected a few new metrics** that made sense for their own unique needs



Create Guided Pathways Program Maps

Source of Request:
Provost

Do you have any additional details on a profiled practice concerning a Guided Pathways mapping tool covered in a recent EAB onsite at my college?

Result:

EAB facilitated a networking conversation that convinced the provost of the tool's value **and led to the implementation of the tool on her campus**

Suggested Services

1 Align Strategy to Workforce Goals

- **Strategic Plan Implementation Review:** Map best practice resources to your strategic plan in order to accelerate implementation
- **State-Level Labor Demand Profiles:** Opportunity analysis uncovering areas of labor market growth in your region

2 Proactively Manage Enrollments

- **Web and Mobile Presence Audit:** Evaluation of your homepage and program landing pages for usability, content and mobile optimization

Contact Your Dedicated Advisor to Get Answers Within Ten Business Days



500+
Questions
Answered

~200
Leaders
Served

Unlimited
Access as a
Member

Accelerating Implementation

Toolkits and Templates Support “On-the-Ground” Staff



Toolkits

Use our toolkits to find practice implementation guides, task force worksheets, and student communication templates designed to reduce dropout between application and the end of the first term

- [The Shifting Enrollment Landscape](#)
- [Eliminating Enrollment Pain Points](#)
- [Preventing Early Attrition](#)
- [Getting to the Next Phase in Student Success](#)
- [Growing Corporate Training Revenue](#)
- [Industry Futures Series](#)
- [Bending the Administrative Cost Curve](#)
- [Recapturing Adult Learner Enrollments](#)
- [Guiding Presidential Transitions](#)

Guided Pathways Diagnostic

To tie the national trends to your campus, and make data-driven business cases for student success resources, use our Guided Pathways diagnostic. You will receive institutional ratings and cohort benchmarking on each component of pathways implementation along with a tailored implementation plan.



Customized Results Report

Prepared just for your institution, summarizing gaps vs. national and peer practice to inform planning, budget and staffing decisions

8+

Diagnostic Modules

Bringing Our Research to Your Campus

Using an Onsite to Engage Your Administration and Faculty



Onsite Title: Creating Strategy and Action Plans with Key Campus Allies
Location: Northwest Iowa Community College, Sheldon, IA

Onsite Content Selected

The Challenge

Northwest Iowa Community College sought new ideas and support to kick off a campus-wide strategic enrollment initiative

Selected Topic

The Shifting Enrollment Landscape
New Disciplines in Marketing and Recruiting

Value Proposition for Onsite

1

New and Fresh Ideas

2

Advice That Cuts Through the Noise

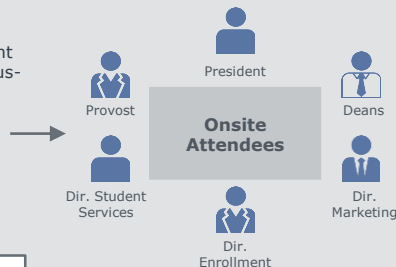
3

Cross-Silo Collaboration

4

Personalized Research Content

Attendees Invited



Onsite Results

100%

Of participants gave an Overall score of 'Excellent'

95%

Of participants gave a Presenter Effectiveness score of 'Excellent'

Available Onsite Presentation Topics

***One** onsite presentation available per membership year*

- Top Strategic Opportunities for Community Colleges in 2018
- Achieving Pathways Goals with Student Centric Design
- Developing and Implementing Strategic Goals to Drive Student Retention
- Guided Pathways Map and Meta-Major Design Accelerator
- The Shifting Enrollment Landscape
- Preventing Early Attrition



Enrollment Pain Point Audit

EAB's "secret shoppers" conduct comprehensive enrollment pain point audits that evaluate the various parts of a community college's enrollment process.



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