CASE STUDY

Providing Full Funnel Support Amid Enrollment Crunch
Quince University,¹ Private University, Southeast

About: Quince University enrolls 2,200 undergraduate and 800 graduate students as of fall 2018.

Challenge: Quince looked to a longtime enrollment vendor for guidance on their overarching enrollment strategy. However, amid a host of internal organizational changes within the vendor, Quince missed their 2017 enrollment goals.

Solution: Quince turned to EAB to ensure their 2018 priorities were achieved. EAB implemented Application Marketing, Search, and Yield to assure Quince would recover from the 2017 errors.

Impact: EAB’s recruitment strategies centered on identifying students with a strong affinity to Quince and reaching them with a campaign message that would build an early and meaningful relationship. Quince also used yield scoring to guide counselor’s outreach efforts. This resulted in a 180% increase in submitted applications and 56% increase in in-state deposits in just one year.

Impact Highlights

180% Increase in submitted applications from 2017 to 2018

105% Increase in admits from 2017 to 2018

56% Increase in in-state deposits from 2017 to 2018

Making Impressive Gains Across the Funnel

Fall Freshman Enrollment Funnel
Entering Classes 2016–2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Submitted Applications</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3,738</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>2,791</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>5,271</td>
<td>9,334</td>
</tr>
</tbody>
</table>

1) A pseudonym

©2019 by EAB. All Rights Reserved. eab.com