



# Adult Learner Recruitment **Case Study** Compendium

Delivering Enrollment Results for Graduate, Online,  
and Bachelor's Degree Completion Programs



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\*Institution names are pseudonyms.

CASE STUDY

# Multichannel Marketing Drives Results Throughout the Candidate Journey

Birch University<sup>1</sup>, a Medium-Sized, Private University in the Northeast

- **About:** Birch University is a private university in a large city in the Northeast.
- **Challenge:** Faced with increased local and national competition, Birch’s adult degree completer program struggled to maintain enrollment volume for several years due to insufficient awareness and engagement among key prospect audiences.
- **Solution:** Birch partnered with EAB to identify audiences who would be most likely to enroll, and to raise awareness among these populations as a part of overall marketing and recruitment strategy. EAB used consumer data to create detailed personas of Birch’s target students and generate high-affinity prospects to target. EAB then launched multichannel campaigns to engage candidates and encourage applications.
- **Impact:** EAB’s digital ad campaigns generated awareness by reaching over 65,000 unique prospects within Birch’s target audience. Down-funnel, multi-channel campaigns spurred substantial engagement and application activity, influencing 22 enrollments for Birch’s adult degree completer program.

**Impact Highlights**

**65,000**  
Unique prospects reached by digital ads

**22**  
Enrollments influenced by EAB campaigns

## Audience Generation, Targeting, and Multichannel Marketing for Impact




### STRATEGIC AUDIENCE GENERATION

#### Apply Consumer Data to Improve Targeting Strategy

- 1 Build Custom Persona**  
Produce a detailed profile of target audience’s demographic and psychographic traits to create highly resonant marketing messages.
- 2 Identify Best-Fit Prospects**  
Generate new audience of high-affinity prospects from within the national consumer database.
- 3 Apply Persona Insights**  
Craft messaging and imagery based on prospects’ known interests and preferences to make a personal connection and build awareness of programs.

### MULTICHANNEL MARKETING

#### Engage Prospects with Strategic Campaigns

-  **Reach prospects** with multichannel campaigns including email, direct mail, digital ads, dynamic landing pages, and retargeted ads.
-  **Promote engagement** with student-centric messaging and strategic deadline campaigns.
-  **Optimize performance** through continuous monitoring and adjustments to campaign parameters.

### RESULTS

#### Generate Awareness and Influence Key Metrics

- 65,000**  
Unique prospects reached by digital ads
- 412**  
Campaign conversions
- 37**  
Applications influenced by EAB marketing
- 1 in 4**  
Enrollments influenced by EAB marketing

1) A pseudonym

# Increasing Law School Applicant Quality and Admissions Selectivity

Cottonwood University<sup>1</sup>, a Large, Private University in the Northeast

- **About:** Cottonwood University is a private university with a law school enrollment of about 450 students.
- **Challenge:** Cottonwood sought to raise the academic profile of their entering class and increase selectivity while maintaining current class size.
- **Solution:** After assessing Cottonwood’s current recruitment practices, EAB recommended strategic changes to find and attract more top applicants. Key changes included a data-driven expansion of targeting, strategic deadline marketing, and personalized, multichannel campaigns that incorporated proven marketing techniques.
- **Impact:** EAB helped Cottonwood grow application volume by 13% overall, with a 33% increase in applicants with LSAT scores of 160 or above. These changes in application volume and quality ultimately enabled an 18% decrease in admit rate and a one-point increase in median LSAT score among depositing students.

**Impact Highlights**

**+33%**  
Increase in applications with 160+ LSAT score

**+1 point**  
Increase in median deposit LSAT score

## How EAB Helped Cottonwood Law Recruit More Top Applicants

*A More Comprehensive Approach to Targeting and Engaging Highly Qualified Prospects*

### New Strategies Implemented

 **Optimized Test-Taker Targeting**

EAB expanded test-taker targeting, especially in higher LSAT score ranges, then helped Cottonwood contact candidates promptly as names became available.

 **Strategic Deadline Marketing**

EAB helped Cottonwood craft a new deadline cadence and corresponding marketing plan to boost application activity.

 **Personalized, Multichannel Messaging**

EAB launched integrated marketing campaigns with content tailored to attract top candidates.

### Year One Results

**Application Growth**

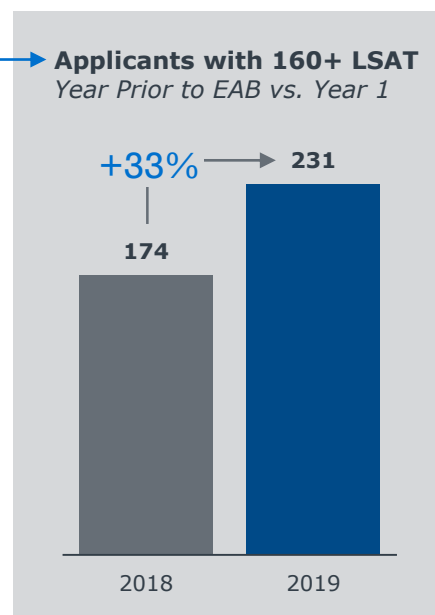
**13%**  
Overall increase in application volume

**Academic Quality**

**16%**  
Increase in deposits with 160+ LSAT score

**Admissions Selectivity**

**18%**  
Decrease in admit rate from 2018 to 2019



1) A pseudonym

CASE STUDY

# Reversing Graduate Enrollment Declines with Out-of-State Growth

Hickory University<sup>1</sup>, a Medium-Sized, Private University in the West

- **About:** Hickory University is a private university located in a metropolitan area in the West. Their college of education offers a variety of graduate and doctoral degrees and enrolls approximately 800 students.
- **Challenge:** Hickory’s college of education faced declining enrollment due to increased local and national competition. In-state enrollment was experiencing particularly severe declines due to decreases in application volume.
- **Solution:** As EAB had been a longstanding undergraduate enrollment partner, Hickory opted to work with EAB Adult Learner Recruitment to grow enrollment for their college of education. EAB helped Hickory strategically widen their prospect pool via analytically informed targeting expansions. EAB then launched integrated, multichannel campaigns to ensure robust application and enrollment results.
- **Impact:** During the first year of the partnership, out-of-state enrollment increased by 31%, boosting overall enrollment by 9%. Over the second year, Hickory has experienced growth throughout the funnel, with a 25% overall increase in current deposits.

**Impact Highlights**

- +9%**  
Enrollment growth during first year of partnership
- +31%**  
Increase in out-of-state enrollment during first year of partnership
- +25%**  
Increase in deposits over two years of partnership

## EAB Helped Hickory Identify and Recruit Students Outside of Core Markets

### Strategies for Expanding List Targeting



**Saturate Local Market**

Include all names in primary market to leverage existing brand recognition.



**Identify Latent Potential in Secondary Markets**

Analyze historical enrollment data to determine strongest reach markets.

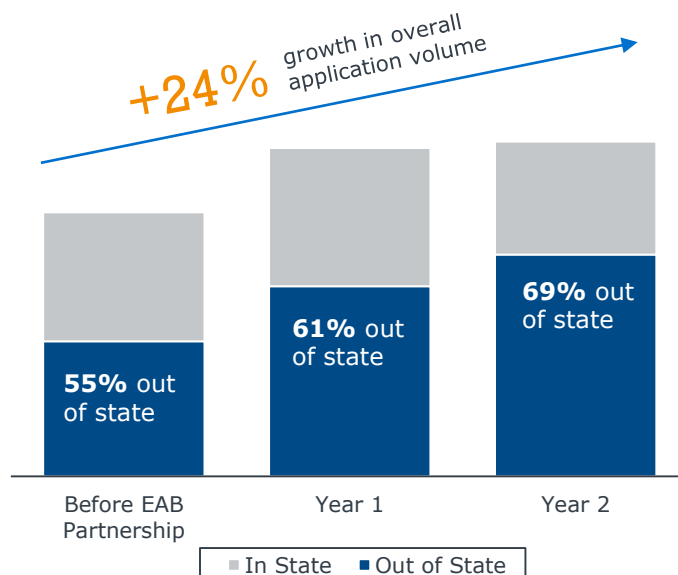


**Augment Lists via Focused National Search**

Selectively search students nationally based on education-specific parameters.

### Submitted Applications

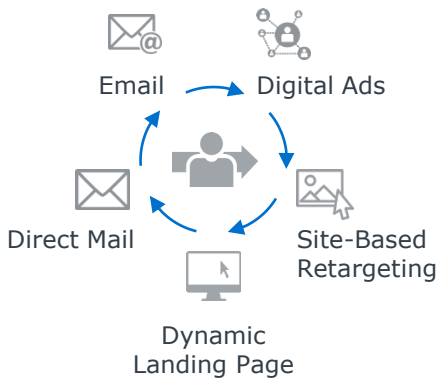
Year Prior to EAB Partnership through Year 2



1) A pseudonym

# Launch Multichannel Campaigns to Maximize Applications and Enrollments

## Elements of Integrated Campaigns



## Data-Driven Strategies for Engagement

- 1 Favor Comprehensive Messaging**  
 Apply EAB testing insight that multi-program messaging performs better than copy promoting a single program.
- 2 Create Urgency with Deadlines**  
 Use strategically timed deadline campaigns to boost application activity.
- 3 Monitor and Optimize**  
 Analyze campaigns, test new approaches, and apply insights to enhance performance.

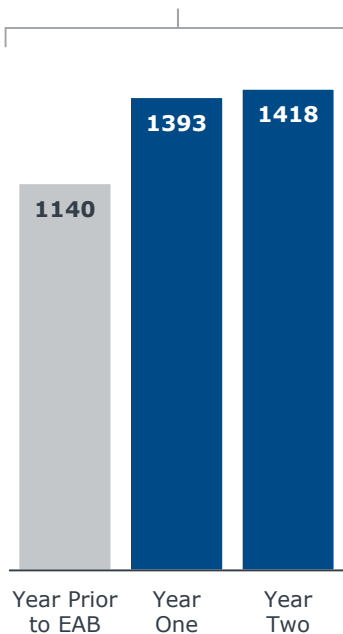
## Impact of Campaigns *Year 2 of Partnership*

- 17,300+**  
 Unique prospects reached via digital ad campaigns
- 7000+**  
 Landing page visits
- 6600+**  
 Clicks to "Apply Now"
- 1400+**  
 Applications submitted

## Multiyear Growth throughout the Enrollment Funnel

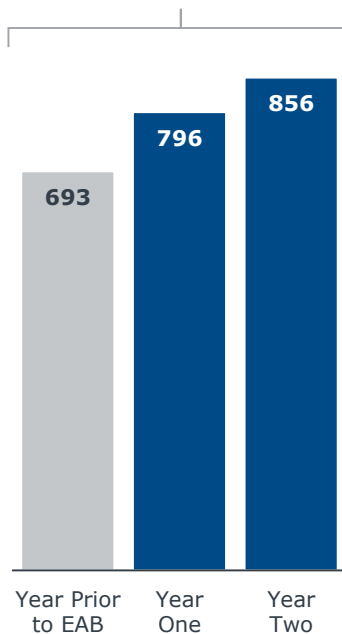
### Submitted Applications

**+24%**



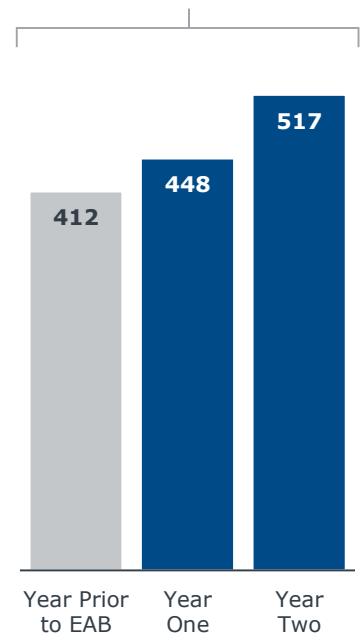
### Admits

**+24%**



### Deposits

**+25%**



CASE STUDY

# How One Law School Grew Enrollment and Class Quality in a Highly Competitive Market

Maple University<sup>1</sup>, a Medium-Sized, Private University in the Northeast

- **About:** Maple University is a private university located near a large city in the northeast, with a law school enrollment of about 800 students.
- **Challenge:** Due to intensifying competition in the region, Maple’s law school experienced multiple years of enrollment declines and struggled to maintain its standing in national rankings. Enrollment decreases were most severe within Maple’s core in-state student demographic.
- **Solution:** Maple partnered with EAB to grow law school enrollment and raise the academic profile of their incoming class. EAB helped Maple better engage prospects and increase application volume by launching strategic, multichannel campaigns that implemented proven best practices in recruitment marketing.
- **Impact:** During two years of partnership, Maple’s incoming class increased by 21% while average LSAT score improved by three points.

**Impact Highlights**

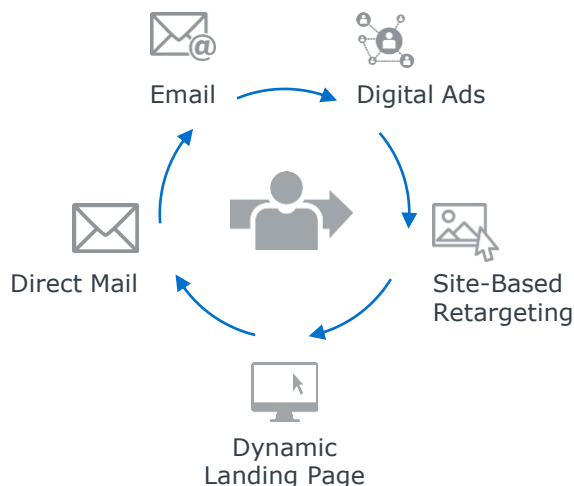
**+21%**  
Increase in entering class enrollment

**+3 points**  
Increase in average LSAT score

## Launch Multichannel Campaigns to Increase Application Volume

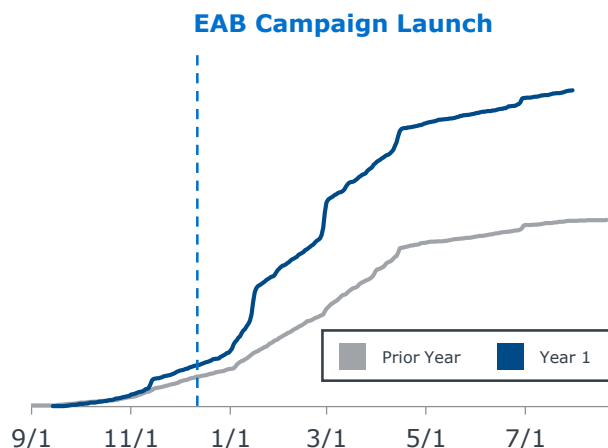
*EAB Developed and Deployed Integrated Campaigns to Encourage Test-Takers to Apply*

### Elements of Integrated Campaigns



### LSAC Applications by Date

*1 Year Prior to Partnership vs. Year 1*



1) A pseudonym

# Implement Marketing Best Practices to Raise the Academic Profile of the Class

Maximize Engagement with High-Performing Prospects

## How EAB Helped Maple Enroll Highly Sought-After Prospects



### Precisely Timed Launches

EAB crafted a strategic campaign schedule with multiple launches so that new candidates were contacted as soon as LSAT names became available.



### Segmented Content

Tailored streams of communication ensured that top students received messaging that recognized their accomplishments and fostered affinity for the institution.

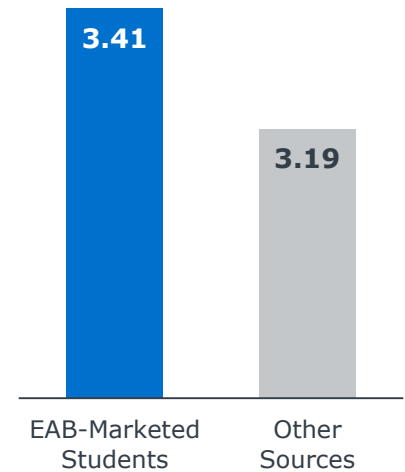


### Persistent Communication

Consistent, engaging outreach helped Maple University capture the attention of highly competitive prospects and drive them to apply.

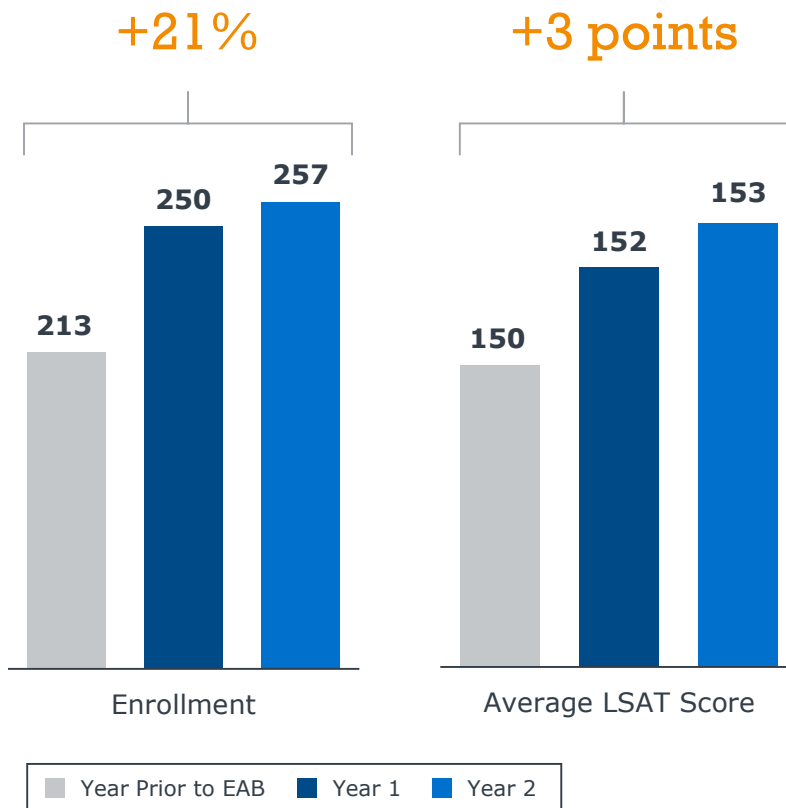
## Average GPA

Second-Seat Deposits, Year 2



# Multiyear Results: Enrollment and Academic Quality Boosted

## Entering Class Enrollment Impact Over Two Years



## Key Drivers of Maple's Success

**65%**

Share of year-two enrollment influenced by EAB marketing

**+41%**

Increase in admit volume over two years of EAB partnership

**+21%**

Increase in in-state enrollment over two years of partnership



CASE STUDY

# Growing Enrollment Through an Integrated, Personalized Marketing Strategy

College of Pharmacy at Red Pine University<sup>1</sup>, a Large, Public University in the West

- **About:** Red Pine University is a public university located in a metropolitan area in the West. Their College of Pharmacy enrolls about 260 students.
- **Challenge:** With the dramatic decline of students enrolling in pharmacy schools nationwide, coupled with increased competition in nearby areas, Red Pine University experienced severe drops in pharmacy program enrollment.
- **Solution:** Red Pine knew that the shifting market required a more strategic approach to marketing, but they lacked the staff capacity and expertise to effectively revamp their strategy. They partnered with EAB to introduce a more personalized and integrated approach that would increase engagement, application activity, and ultimately enrollment.
- **Impact:** Red Pine saw substantial growth in application volume and yield rate, leading to a 27% increase in enrolled students in one year.

**Impact Highlights**

**+27%**  
Increase in enrollment

**+14%**  
Increase in applications

## How EAB Helped Red Pine Reverse Declining Enrollment

### BEFORE

*Red Pine's Historical Approach to Recruitment*



- Small staff with limited capacity and lack of deep marketing expertise
- Limited proactive marketing activity other than attending grad fairs
- Relatively short recruitment calendar

### AFTER

*Strategies Implemented to Increase Prospect Engagement*



#### Launch Multichannel Campaigns

EAB's team of marketing experts designed and deployed a comprehensive strategy including email, digital ads, site-based retargeting, dynamic landing pages, and mail.



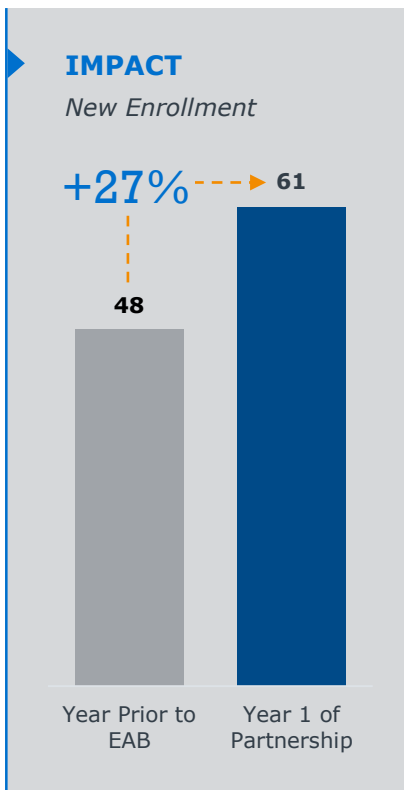
#### Personalize Outreach at Scale

EAB incorporated customized messaging into emails and ads and advised Red Pine on ways for their staff to increase personal touchpoints with students.



#### Optimize Deadline Strategy

After advising Red Pine to move to a rolling admissions calendar, EAB helped them take advantage of the extended recruitment timeframe through proactive, persistent marketing.



1) A pseudonym

CASE STUDY

# Advanced Marketing Analytics Increase Awareness and Engagement with Key Personas

Spruce University<sup>1</sup>, a Large, Public, Online University in the Midwest

- **About:** Spruce University is a large public university that offers over 100 online degree and certificate programs.
- **Challenge:** Faced with stiff market competition, Spruce aimed to build awareness for their online education, nursing, and health sciences programs among the specific audiences that would be most likely to enroll.
- **Solution:** Spruce partnered with EAB to better understand the attributes of their right-fit prospects and grow awareness within these populations. EAB used advanced analytics to build a detailed marketing persona of Spruce’s prospects and generate target audience lists. EAB then launched digital campaigns that integrated persona insights and optimized performance through rigorous testing.
- **Impact:** The partnership significantly increased awareness and engagement, with over 4.4M digital ad impressions to over 280K right-fit prospects. The campaigns resulted in over 56K clicks to Spruce’s website, at click rates that averaged two times higher than industry standard.

**Impact Highlights**

**4.4M+**  
Total impressions

**280K+**  
Total reach

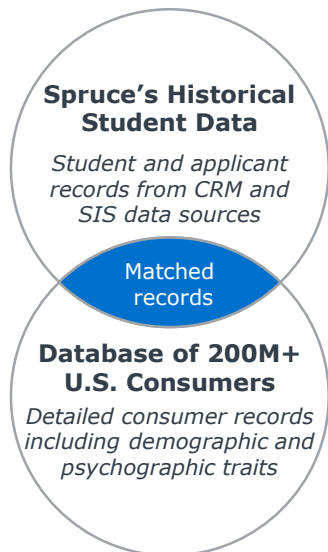
**2x**  
Higher click rate than industry average

## Identify and Understand Right-Fit Audiences

How EAB Applied Advanced Consumer Analytics to Create Powerful Marketing Results

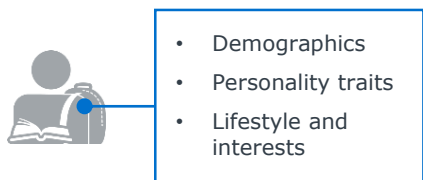
### STEP 1

**Match** Spruce’s historical student data to records from a national consumer database and append detailed demographic and psychographic data



### STEP 2

**Analyze** enhanced student records using machine learning to pinpoint top characteristics and behaviors of students most likely to enroll



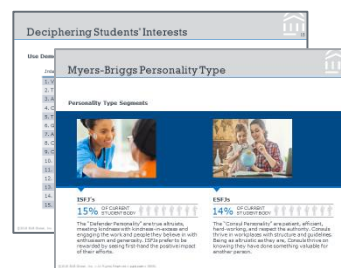
### STEP 3

**Identify** new prospects in national consumer database that exhibit right-fit audience characteristics



### MARKETING STRATEGY ENHANCED

**1** Custom-Built, In-Depth Marketing Personas Produced



**2** Expanded Audience of Target Prospects Identified

 Audience of Best-Fit Prospects Developed for Spruce’s Programs

1) A pseudonym

## Launch Digital Ad Campaigns that Resonate

Apply Data-Driven Persona Insights to Campaign Imagery and Messaging, then Test and Optimize

High-Performing Facebook Ad for Education Programs

**Spruce Online**  
Sponsored · Like Page

Improve student learning and help your fellow teachers.

**Spruce University**

**Improve Student Outcomes**

SU offers 90+ online options including master's degrees in TESOL, online educator, superintendent, and principal certifications, and more. Find the degree for you.

ONLINE.SPRUCEUNIVERSITY.EDU [Learn More](#)

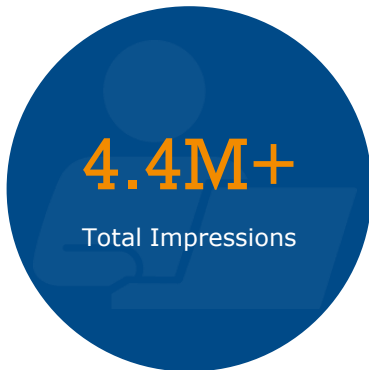
### Insights Generated Through Testing

**1 Motivating with Mission-Oriented Messaging**  
Mission-centric copy performed up to three times better than text highlighting career advancement.

**2 Appealing to Practical Personality Types**  
Messaging that focused on specific results like "improve student outcomes" performed best with this audience, who were largely comprised of "sensing" personality types who tend to value ideas with concrete applications.

**3 Segmenting by Age**  
Customizing ads based on prospect age resulted in significant performance improvements.

## Awareness Increased Within Target Audiences



**280K+**

Unique prospects reached through campaigns



**2x**

Higher digital ad click rate than industry average



**107**

Leads influenced and generated by this campaign



**We help schools support students**  
from enrollment to graduation and beyond

> Find and enroll your  
right-fit students

> Support and graduate  
more students



> Prepare your institution  
for the future

⊗ **ROOTED IN RESEARCH**

**7,500+** Peer-tested  
best practices

**500+** Enrollment innovations  
tested annually

⊗ **ADVANTAGE OF SCALE**

**1,500+** Institutions  
served

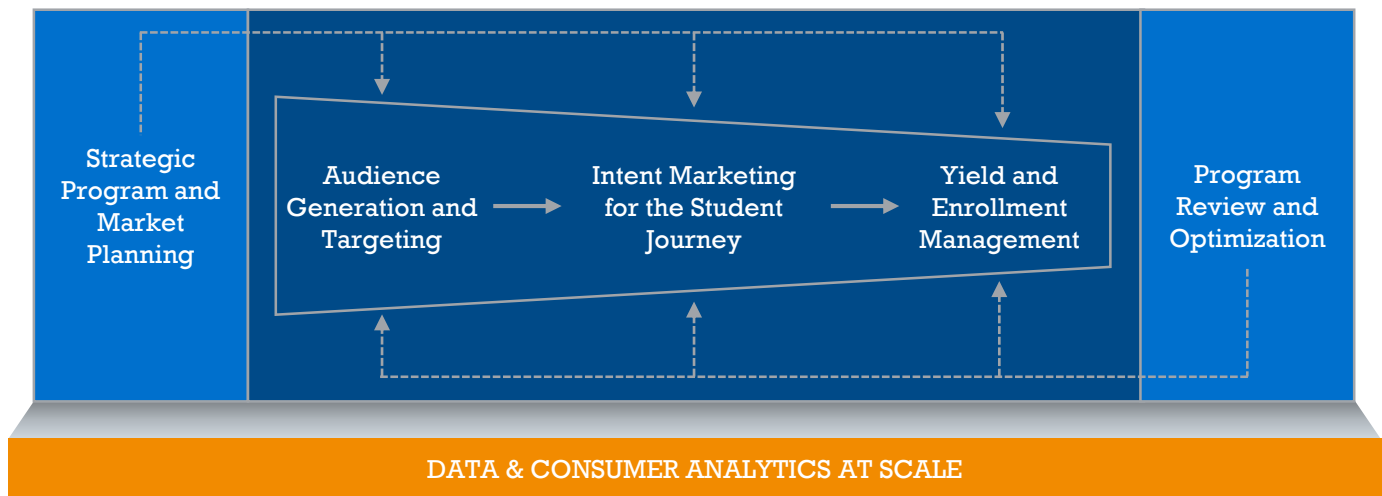
**3.7 M+** Students supported  
by our SSMS

⊗ **WE DELIVER RESULTS**

**95%** Of our partners continue  
with us year after year,  
reflecting the goals we  
**achieve together**

# EAB's Adult Learner Recruitment

A Strategic Enrollment Solution to Fuel Adult Learner Growth



## Strategic Program and Market Planning

Our data-enabled services help you answer tough questions to achieve growth. We examine how your current programs compare to competitors, determine market demand for potential new programs, make recommendations based on your priorities, and conduct onsite workshops to help you and your teams operationalize proposed changes.



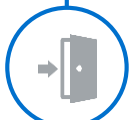
## Audience Generation and Targeting

We help you expand your reachable audience to ensure that you can contact as many potential right-fit students as possible, early in their journey. Targeting sources include a national consumer database, test-taker lists, your institution's inquiry pool, young alumni and current undergraduates, and first-party digital platforms. Our targeting analysts help you optimize search parameters and define your markets to ensure that you maximize your reach.



## Intent Marketing for the Student Journey

We engage prospective students at every stage of their journey from awareness to application. Using our national consumer database, we develop detailed student personas that inform marketing strategy. We design custom campaigns at scale according to student intent, which incorporate micro-surveys, responsive landing pages, behavioral campaign flows, data-informed creative, and a streamlined application experience.



## Yield and Enrollment Management

We deploy a proprietary survey-based approach to help you determine accepted students' intentions, predict which students will enroll, and triage your outreach.



## Program Review and Optimization

We rigorously test new ideas on an ongoing basis to identify highest-impact industry practices and maximize your results. We revisit program recommendations to refine your strategy and evaluate marketing campaign performance to optimize results on an ongoing basis.



**Full Strategy and Campaign Management**



**Constant Communication**



**Continuous Refinement**

▶ To learn how EAB can help you meet your adult learner enrollment goals, **visit [EAB.com/ALR](https://www.eab.com/ALR)**



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