CASE STUDY

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

Maple University[1], 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

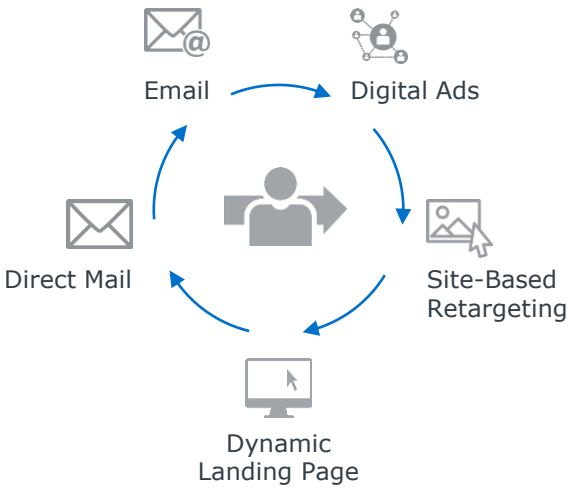
+21%
Increase in entering class enrollment

+3 points
Increase in average LSAT score

Launch Multichannel Campaigns to Increase Application Volume

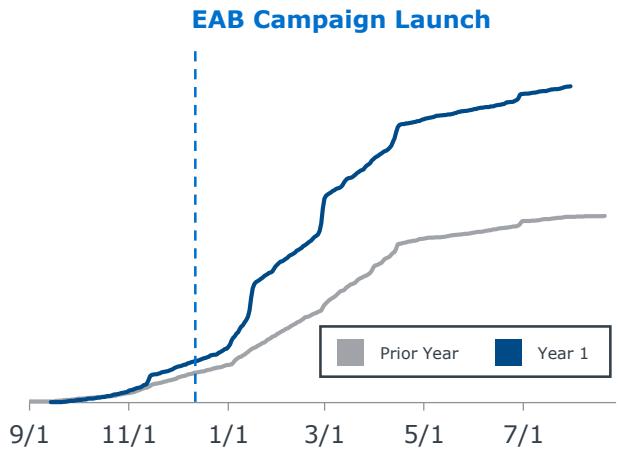
EAB Developed and Deployed Integrated Campaigns to Encourage Test-Takers to Apply

Elements of Integrated Campaigns



LSAC Applications by Date

1 Year Prior to Partnership vs. Year 1



1) A pseudonym

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

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

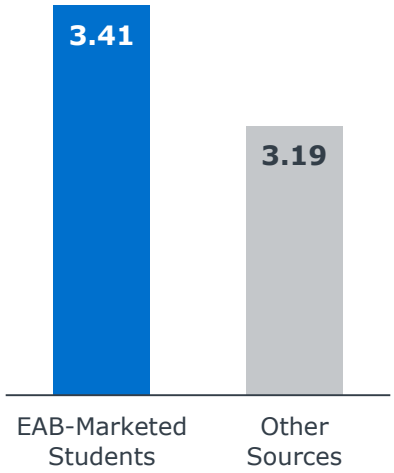
Tailored streams of communication ensured that top students received messaging that recognized their accomplishments and fostered affinity for the institution.

Persistent Communication

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

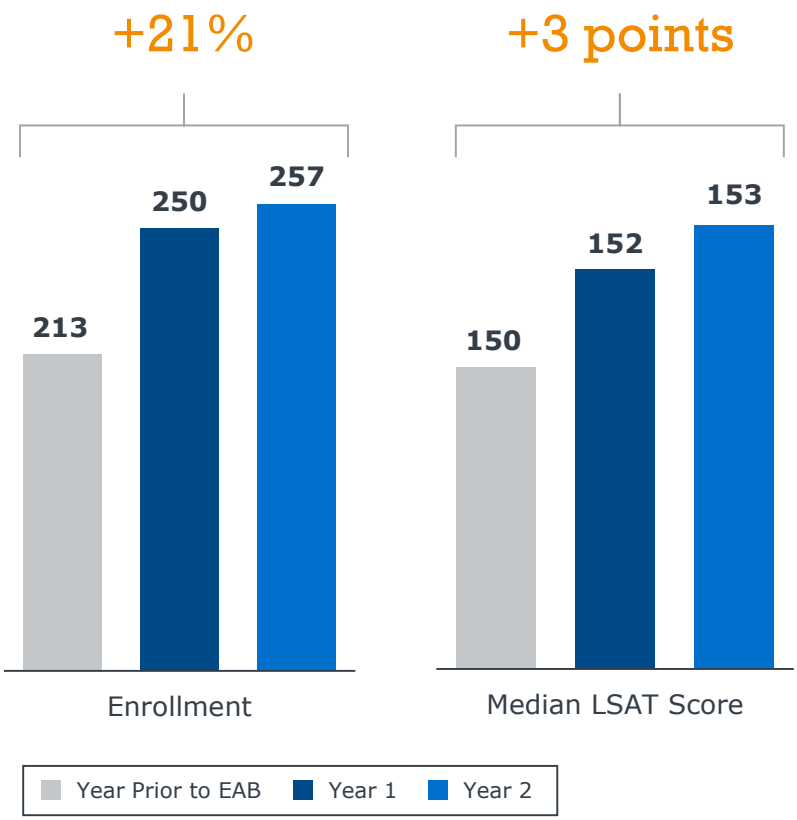
Average GPA

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

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