



New Partner Intensive

Creating a Strategic Roadmap for Adult Learner Growth

We will start promptly at 1:02 once everyone has joined

Adult Learner Recruitment

Welcome and Agenda

New Partner Intensive

Creating a Strategic Roadmap for Adult Learner Growth

1:00 p.m. ET	Opening Remarks and Zoom Set-Up
1:05 – 1:40 p.m. ET	The New Blueprint for Graduate Growth
1:40 – 2:00 p.m. ET	Peer Breakout Groups
2:00 – 2:35 p.m. ET	Proven Paths to Early Wins
2:35 – 2:55 p.m. ET	Meet with Your EAB Team
2:55 – 3:00 p.m. ET	Closing Remarks: Getting the Most Out of Your Partnership

Today's Presenters



Brittany Murchison
Vice President
BMurchison@eab.com



Beth Donaldson, MPA
Senior Consultant and Principal
BDonaldson@eab.com



Will Lamb, Ph.D.
*Dean of Graduate and
Adult Learner Recruitment*
WLamb@eab.com



Savon Sampson
Senior Strategic Leader
SSampson@eab.com

Audio Mute/Unmute and Video Stop/Start

The screenshot displays a Zoom meeting window. At the top, the EAB logo is visible. The main content area shows the text "EAB Virtual Session" on a blue background with a geometric pattern. A large, semi-transparent black control bar is overlaid on the bottom half of the screen. This bar contains four icons: a microphone with a red slash, an up arrow, a video camera with a red slash, and another up arrow. Below these icons are the labels "Unmute" and "Start Video". A third callout points to the second up arrow. At the bottom of the Zoom window, a smaller toolbar includes icons for Mute, Stop Video, Invite, Participants (with a count of 3), Share, Chat, Record, and a red "Leave Meeting" button. The EAB logo is also present in the bottom right corner of the meeting window.

Red slashes mean your microphone is muted and your camera is off

Access audio and video options by clicking the up arrow next to the Mic and Camera icon

EAB

EAB Virtual Session

Unmute Start Video

Mute Stop Video Invite Participants 3 Share Chat Record Leave Meeting

Update Your Name

The screenshot displays a Zoom meeting window. The main content area shows a presentation slide with the EAB logo and the text "EAB Virtual Meetings 2020". On the right side, there is a "Participants (2)" panel. In this panel, "Test Participant (Me)" is listed with "Mute" and "Rename" buttons. Below it, "Meeting Host (Host)" is listed. A yellow box highlights the "Participants" icon in the bottom toolbar. An orange callout box with the text "Update your name and add your institution" points to the "Rename" button for "Test Participant (Me)". A "Rename" dialog box is open, showing the input field "Enter a new screen name:" with the text "Jane Doe - Institution" entered. The dialog has "OK" and "Cancel" buttons. The bottom toolbar includes icons for Mute, Stop Video, Invite, Participants (2), Share, Chat, Record, and a "Leave Meeting" button.

Zoom Meeting ID: 841-573-482 You are viewing Meeting Host's screen View Options

Speaker View

Participants (2)

TP Test Participant (Me) Mute Rename

Meeting Host (Host)

Rename

Enter a new screen name:
Jane Doe - Institution

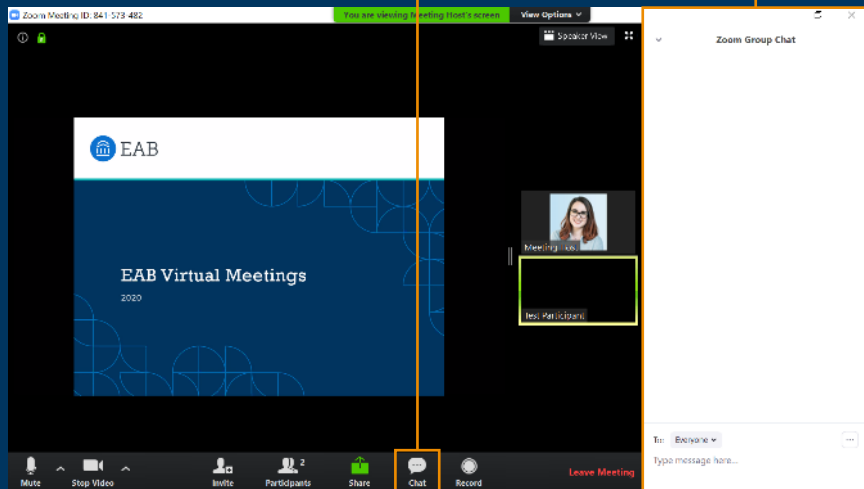
OK Cancel

Mute Stop Video Invite Participants 2 Share Chat Record Leave Meeting

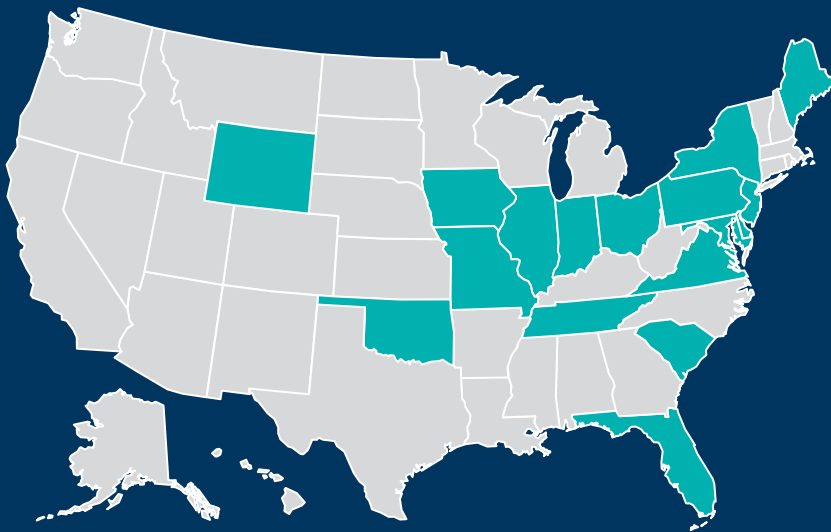
Open Participants menu

Chat

- Please utilize the **Chat** button—located in the Zoom menu bar at the bottom of your window—to ask any questions throughout the session.
- If you have any technical difficulties with Zoom please message us utilizing the **Chat** button.



Who's On the Line Today



- | | | |
|-----------------------------|-------------------------------------|---|
| • Avila University | • Mercy College | • Southern Illinois University Carbondale |
| • Cedarville University | • Middle Tennessee State University | • St. Thomas University |
| • Columbia College | • Morgan State University | • University of Delaware |
| • Concordia College | • Notre Dame of Maryland University | • University of Oklahoma Online |
| • Drexel University | • Ohio Christian University | • University of Wyoming |
| • Georgian Court University | • Richard Bland College | • William Penn University |
| • IUPUI | • Saint Joseph’s College | |

Poll

What's the biggest challenge you
face in recruiting adult learners
today?

The New Blueprint for Growth

Will Lamb, PhD

Dean of Graduate and Adult Learner Recruitment

Blueprint for Growth: Ongoing Research at EAB

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*Our Fall 2019-Winter
2020 Research*

Sizing the Adult and Grad Ed Market

- Master's Degrees
- Credit and Noncredit Certificates
- Low-cost and Free Alternatives
- Adult Degree Completion

Today's Focus



Thriving in a New Normal

- Sizing the Countercyclical Opportunity
- The Growing Threat of National Competition
- Assessing Winner-Take-All Markets

Coming Next from EAB



Maximizing Bottom-Line Impact

- Assessing the Revenue Opportunity
- Avoiding Profitless Growth
- Maximizing Program Margins
- Portfolio Diversification Strategy



Competitive Infrastructure

- Capabilities, Expertise, Investments Needed to Compete
- Agile Response to Shifting Consumer Behavior
- Market Leader Organizational Profiles



*The Master's
Market Slowdown*



*New Labor Market
and Regional
Economic Needs*



*Certificate
Strategies for an
Evolving Market*

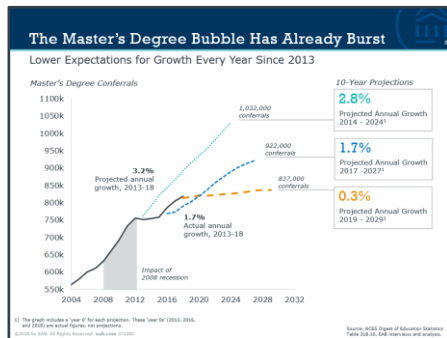


*Program Margin
Calculators*

A Turning Point for Graduate Education?

11

Then: Anticipating a Market Slowdown



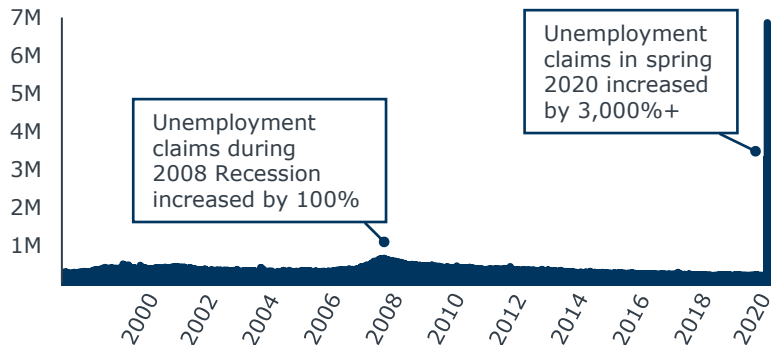
- 2019: almost zero growth expected in yearly master's conferrals
- Growth limited to high-cost fields like computer science, specialized health

Now: New Questions About Disruption and Opportunity

- *Do 2008 Recession trends hold in the current crisis?*
- *How countercyclical are graduate enrollments?*
- *What competition do new entrants face in online graduate ed?*
- *Will winner-take-all markets take off?*
- ***What is higher education's role in helping communities recover?***

The Limits of the 2008 Playbook

Confronting the “Light Speed” Recession



38M+ Estimated unemployed Americans (May 2020)

28%

Share of newly unemployed with a bachelor's degree vs. 21% during 2008 recession

-3%

Predicted 2020 global economic contraction (vs. -0.1% during Great Recession)

73%

Average likelihood of a second wave of infection predicted by 18 disease modeling experts

A Categorically Different Downturn



Sudden-onset, external economic trigger



Simultaneous downturns in supply and demand



Unprecedented global supply chain disruption

- 1 Sizing the Countercyclical Opportunity
- 2 The Growing Threat of National Competition
- 3 Assessing Winner-Take-All Markets

Understanding Our Analysis

Countercyclical Enrollment and Degree Conferral Trends

► DATA SOURCES

NCES IPEDS, 2005-18:

- Fall undergraduate and graduate **enrollment** by institution sector
- Degree **conferrals** by program (2- and 4-digit CIP¹ code)

Bureau of Labor Statistics, 2005-18

- US unemployment rate, monthly (seasonally adjusted)

► METHODOLOGY

Growth Rates and Unemployment

- Compares annual growth in fall enrollment with unemployment
- Compares vocational institutions², community colleges, and undergrads and graduates at 4-year institutions

Countercyclical Effect on Fields

- Compares growth in conferrals from 2008-18 with the recession's impact on conferral growth
- Recession's impact calculated by subtracting average non-recession growth rates from average recession-era growth rates
- Because conferrals lag enrollments by ~2 years, recession-era conferrals are 2011-2013

► DATA LIMITATIONS

IPEDS:

- Graduate enrollments include students pursuing a Ph.D. or graduate certificate
- Countercyclical effect is less pronounced in conferrals data than in enrollment data due to lower completion rates
- Enrollment data does not include program-level data

Unemployment:

- Does not include discouraged workers or students

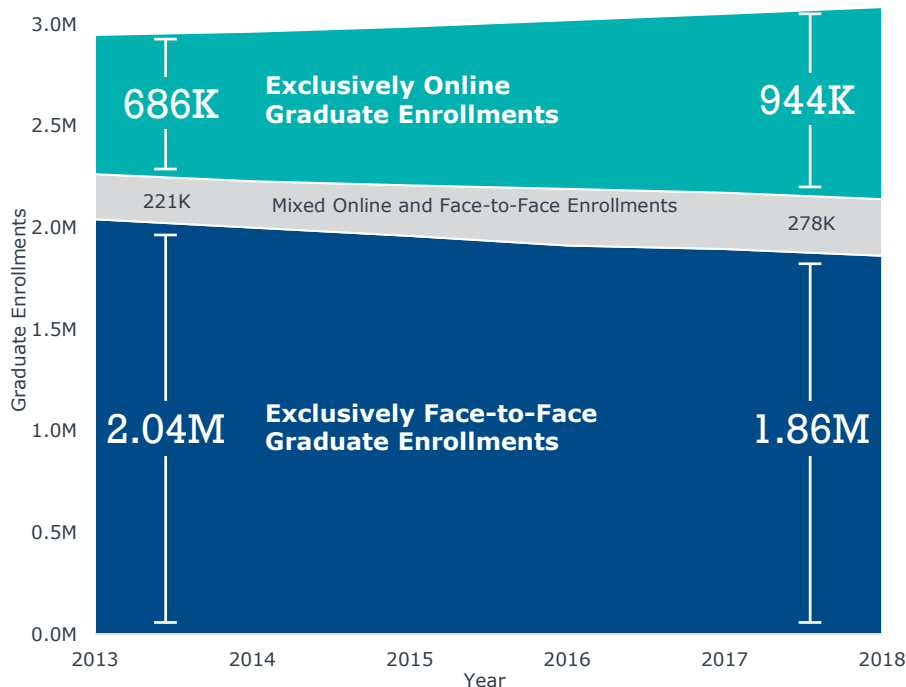
1) Classification of Instructional Programs, the taxonomic scheme for fields of study developed and used by NCES.

2) Includes all less-than-2-year institutions and all private nonprofit and for-profit 2-year institutions.

Grad Market Growth Was Already All Online



Graduate¹ Enrollments 2013-2018: Exclusively, Some, and No Online² Courses



+258K

*Total Increase in
Online Graduate
Students 2013-2018*

+6.6%

Avg. Annual Growth

-179K

*Total Decrease in Face-
to-Face Graduate
Students 2013-2018*

-1.8%

Avg. Annual Decline

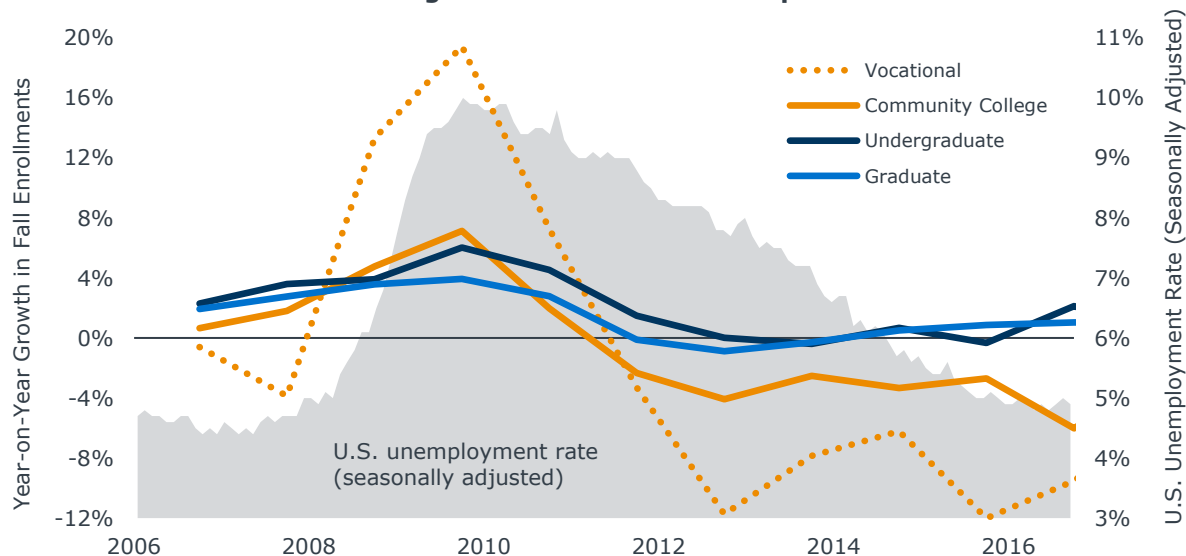
1) Graduate students include both master's and doctoral students.

2) Recorded as 'Distance Education' in IPEDS data

How Countercyclical are Grad Enrollments?

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Grad Enrollment Increase During Last Recession Low Compared to Sub-Baccalaureate



Percentage point growth in enrollment during high unemployment:

Graduate

+2.3%

Undergraduate

+3.6%

Community College¹

+6.9%

Vocational²

+20.2%

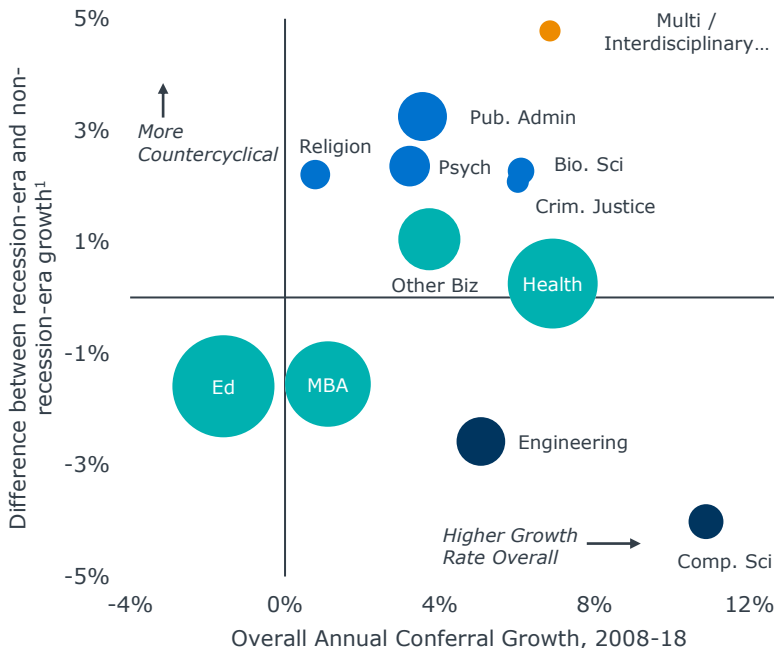
1) Includes all public 2-year institutions.

2) Includes all less-than-2-year institutions and all private nonprofit and for-profit 2-year institutions.

Countercyclical Boost Uneven Across Fields

Fields Best Positioned to Grow are Mostly Small, Few in STEM

Overall 10-year Growth Trend and Countercyclical Growth in Master's and Professional Doctorate Conferrals



The Multidisciplinary Moment?

Interdisciplinary grad degrees fast-growing and among most countercyclical

A Turn Toward Stable Careers

Growth in fields related to government and nonprofit jobs, but will these remain stable in current crisis?

No Boost for Big Fields

Education, MBA growth slowed. Almost no recession impact on health, non-MBA business.

Slowdown in STEM?

Engineering, computer science fast-growing overall but grew more slowly during 2008 recession

1) Difference in conferral growth rate in 2011-13 (recession-era) and the average of 2008-10 and 2014-2016 (non-recession-era)
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- 1 Sizing the Countercyclical Opportunity
- 2 **The Growing Threat of National Competition**
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Understanding Our Analysis

Sizing the Online Graduate Education Market

▶ DATA SOURCES

NCES IPEDS, 2004-18:

- **Enrollments** by students' academic level, and distance education status

IRS Form 990, 2018:

- 2017 advertising spend for nonprofit institutions

▶ METHODOLOGY

Online Enrollments

- Reported to IPEDS as 'exclusively distance' enrollments
- Includes **all graduate** enrollments due to IPEDS reporting methodology

▶ DATA LIMITATIONS

IPEDS:

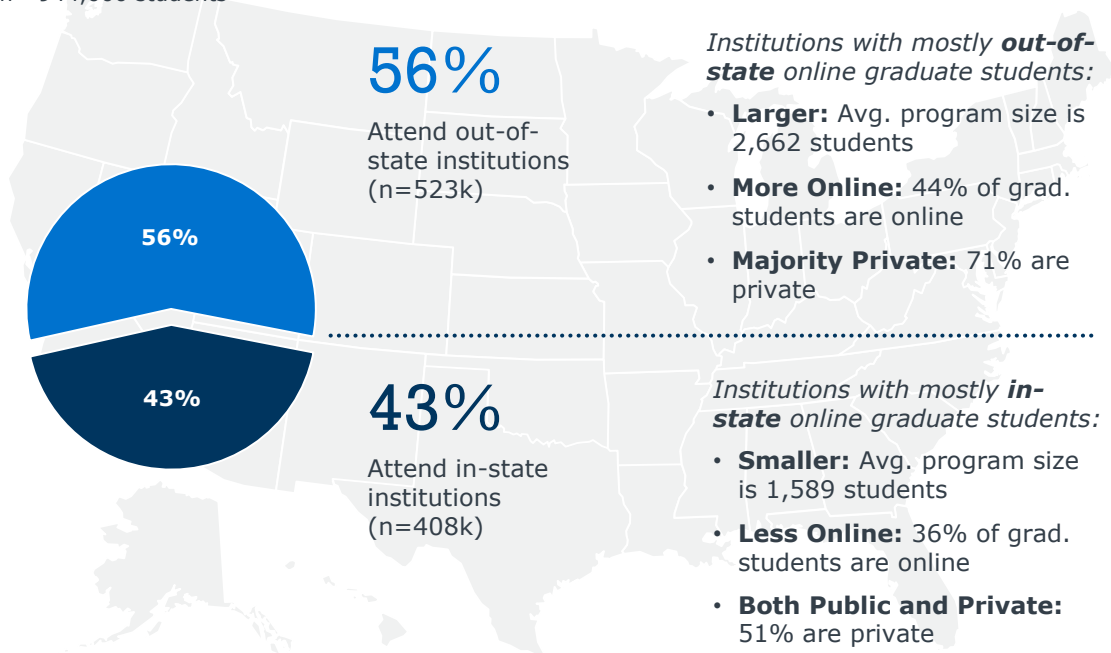
- Most recent data is from 2018
- All data is self-report
- Online enrollment data does not include program-level data
- IPEDS does not collect data on students at local/ZIP code level

Will More Students Enroll Close to Home?

Online Graduate Market More Regional and National

Exclusively online graduate¹ students by state of origin², fall 2018

n= 944,000 students



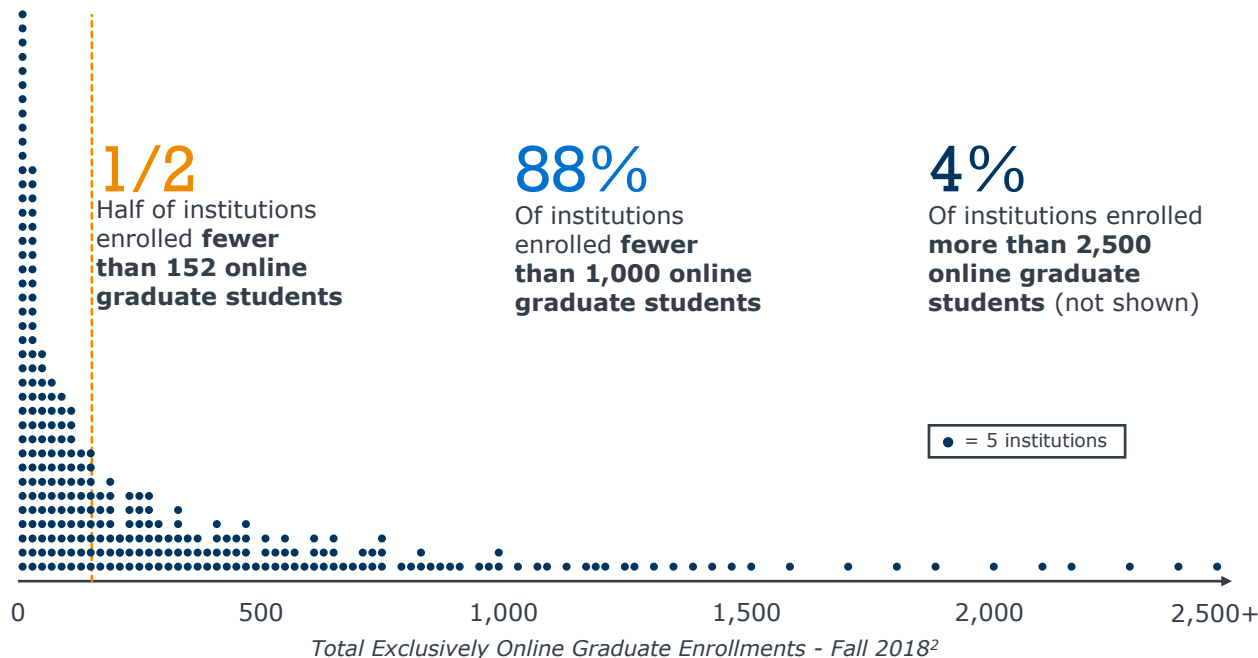
1) Includes master's and doctoral degrees.

2) The remaining 1% of students' states of origin were unknown.

Even More Will Play—Few Will Get Big

Few Institutions Poised to Become Online Giants (Or Even Online Mediums)

Institutions by Total Exclusively Online¹ Graduate Enrollments, Fall 2018



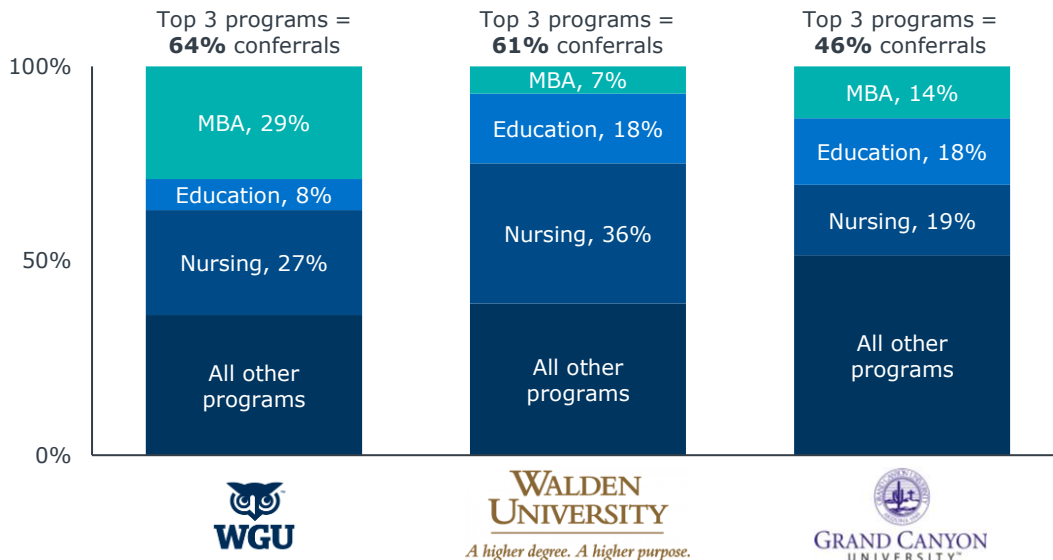
1) Recorded by IPEDS as exclusively distance enrollments.

2) Bin widths equal 20 enrollments.

Is There a Single Program Portfolio Playbook?

Bigger is Usually Boring-er

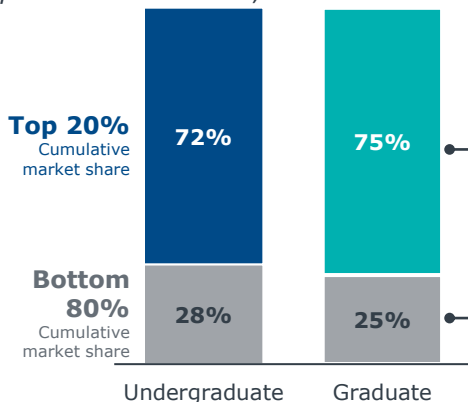
Programs (4-digit CIP) by Share of Total Institutional Master's Conferrals, 2018



Capturing Share in Competitive Markets

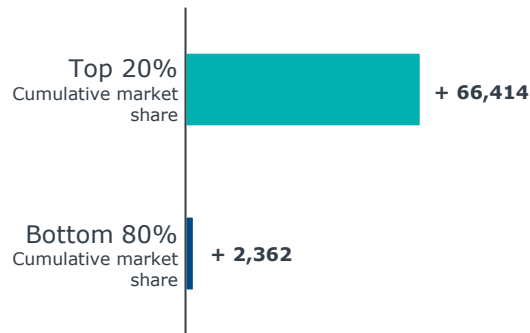
Institutions with Highest Conferrals Control Most of the Market

Percentage of total degrees¹ conferred by top 20% of institutions, 2018



And for Graduate Degrees, the Biggest Have Only Gotten Bigger

Net change in number of graduate degrees conferred, 2013-2018



What Does the Top 20% of the Graduate Market Look Like?



- 419 institutions
- 26% are R1 institutions
- 36% are in large cities

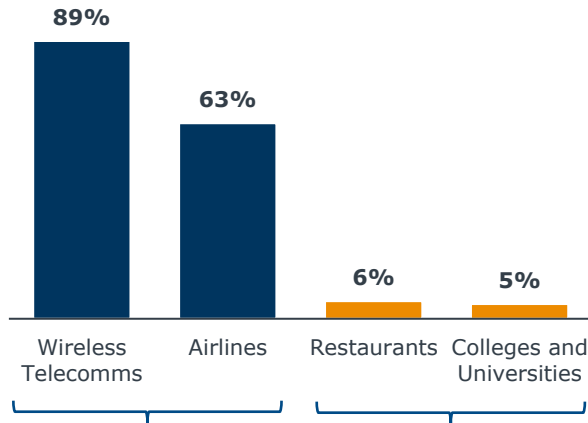


- 54% are public
- 41% are private, non-profit
- 5% are private, for-profit

Not a Simple Local vs. National Divide

Higher Ed is not an Oligopoly, but Still Faces Dominant Market Leaders

Market Share of Top 4 Competitors by Industry (Revenue)



Oligopolies

- National competition
- Large competitors dominate market
- Little room for new entrants

Competitive Markets

- Regional and national competition
- Room for new entrants
- Still competition from market leaders

Mass Market Leaders Limit Potential for National Growth

Regional Player

Market Leader



Regional Players

- Strong regional brand affinity
- Large online and on-ground presence
- Low cost or elite brand

Market Leaders

- National marketing reach
- Massive online scale
- Low cost

- 1 Sizing the Countercyclical Opportunity
- 2 The Growing Threat of National Competition
- 3 **Assessing Winner-Take-All Markets**

Understanding Our Analysis

Competition and Market Concentration

▶ DATA SOURCES

NCES IPEDS, 2013-18:

- Degree **conferrals** by program (6-digit CIP code)

▶ METHODOLOGY

Selecting Programs to Analyze

- EAB researchers grouped 6-digit CIP codes by commonly-used institutional program title
- Top 88 professional master's and doctoral programs
- Together, these 88 programs account for 81% of the market
- Analysis does not include PhDs

Four Types of Competition

- 20 was used as the cutoff for high median conferrals; overall median conferrals per program was 11
- 66% market share is high for an individual program—not an institution

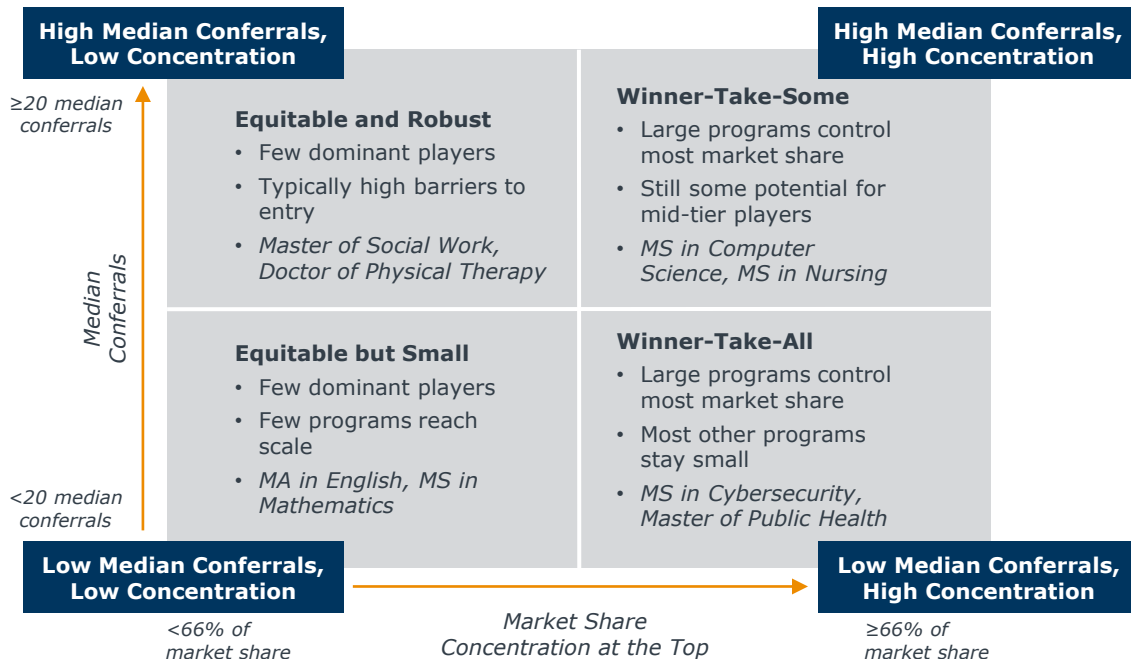
Growth rates: calculated as compound annual growth rate (CAGR) unless otherwise specified

▶ DATA LIMITATIONS

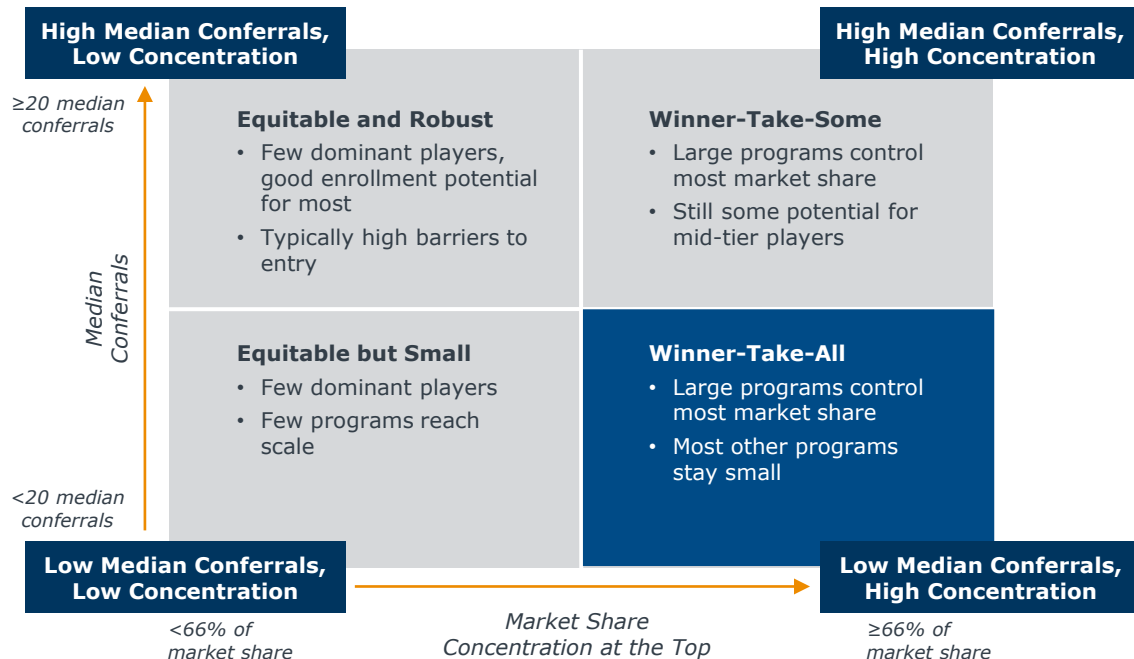
IPEDS:

- Most recent data is from 2018
- All data is self-report
- Some institutions may still vary in how CIP codes are matched to program titles

Assessing the Threat of Market Concentration



Assessing the Threat of Market Concentration

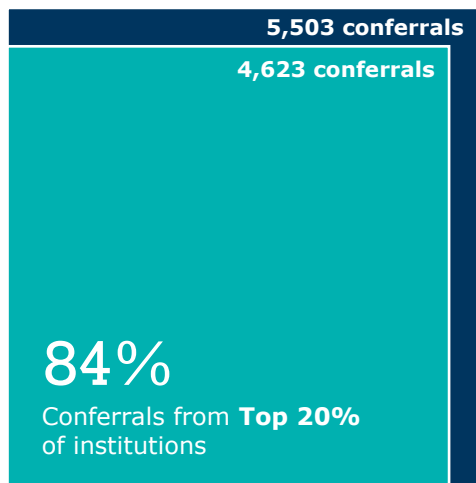


Most Won't Benefit from Countercyclical Growth

Representative Program Snapshot

MS in Cybersecurity	2018 Overview
Total U.S. programs	164
Total conferrals	5,503
Median conferrals per program	7
Conferrals in largest program	1,175 (UMGC)
Overall growth from 2013-2018	+3,899 conferrals (28% annual growth)
Top 20% of Market Share in 2018	84% of all degrees

Market Concentration, 2018



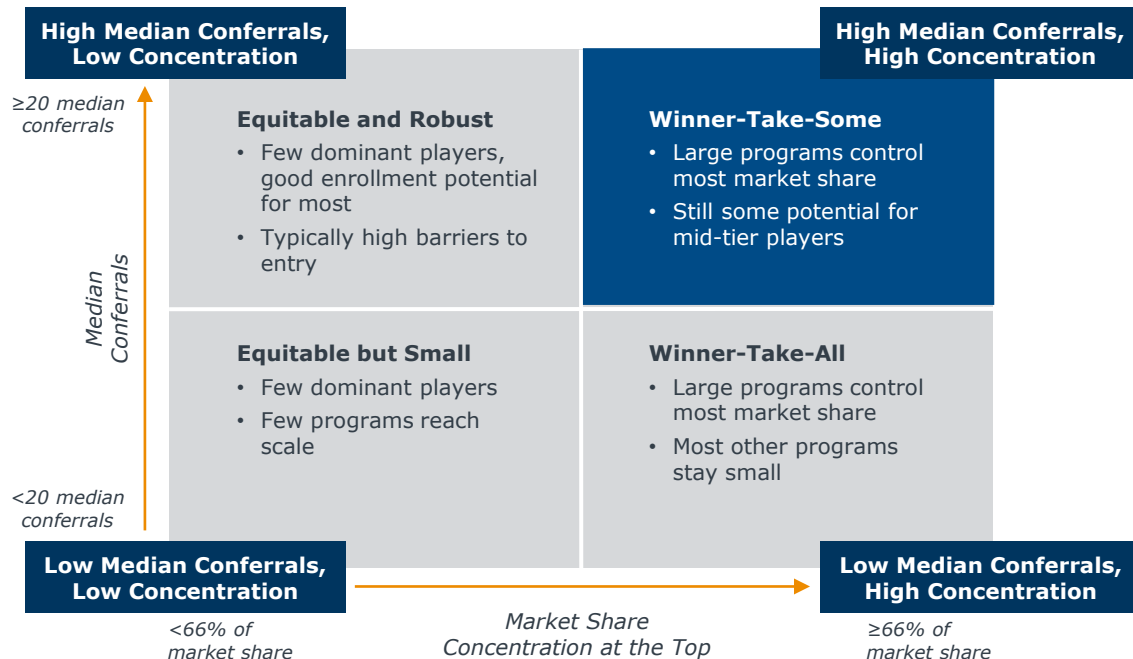
Low Median Conferrals Reflect Limited Growth Potential Outside of Top 20%

7 Median conferrals per program, 2018

Other Example Programs:

- MEd in Instr. Design
- MS in Criminal Justice
- MS in HR Management

Assessing the Threat of Market Concentration



Still Potential for Mid-Tier Players to Grow

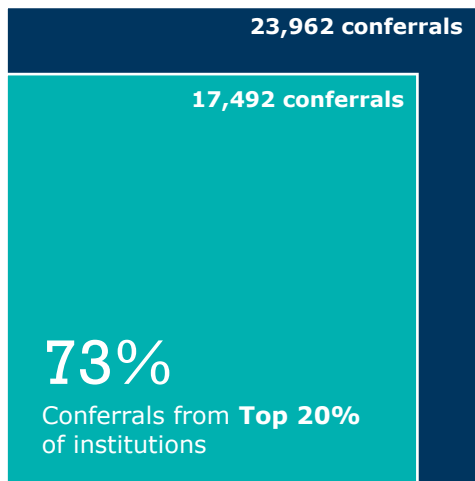
Representative Program Snapshot

MS Computer Sci.	2018 Overview
Total U.S. programs	429
Total conferrals	23,962
Median conferrals per program	20
Conferrals in largest program	1,084 (Georgia Tech)
Overall growth from 2013-2018	+12,499 conferrals (16% annual growth)
Top 20% of Market Share in 2018	73% of all degrees

Other Example Programs:

- MS in Nursing
- LLM
- MS in Data Analytics
- MBA

Market Concentration, 2018



Relatively High Median Conferrals Show There's Still Room for Mid-Tier Competition

20 Median conferrals per program, 2018



Washington DC | Richmond | Birmingham | Minneapolis | New York

202-747-1000 | eab.com



Breakout Discussions

Reflecting on The Future of the Graduate and Adult Markets

Breakout Discussions



For the next 20 minutes, we're holding **breakout discussions** with your peers and EAB experts to discuss the research findings—and what they mean for your enrollment strategy.

To join a breakout discussion room, please click "join" when the box appears on your screen.

Discussion Facilitators



Brittany Murchison
*Vice President,
Partner Success and
Marketing*



Jennifer Winn
*Senior Vice
President*



Will Lamb
*Dean of Graduate and
Adult Learner
Recruitment*



Beth Donaldson
*Senior Consultant and
Principal*



Kelly Miller
*Senior Director,
Partner Success*



Jesse Holzbach
*Director, Partner
Success*



Jennie Bailey
*Senior Strategic
Leader*



Savon Sampson
*Senior Strategic
Leader*



Sam Moll
*Senior Strategic
Leader*



Abby Zeiler
*Senior Strategic
Leader*

Proven Paths to Early Wins

5 Best Practices for a Successful Partnership

Beth Donaldson, *Senior Consultant and Principal*
Savon Sampson, *Senior Strategic Leader*

Guiding Principles



Service Basics Are Important, but Not Enough

Polite | Warm | Helpful | Partner-First | Detail-Oriented | Focused

EAB's Distinctive Service Commitment

Individualized and Invested

- *Proactive & anticipatory*
- *Available & responsive*
- *Grateful & gracious & hospitable*

"an extension of your office"

Deeply Committed to Results

- *Strategically aligned to your institutional goals*
- *Collaborative & innovative*
- *Data-driven insights*
- *Stubborn about your success*

"driving uncommon results"

Trusted Advisor

- *Value beyond the campaign*
- *Consultative presence*
- *Accountability for success*
- *Campus leadership resources*
- *Strategize for long-term success*

"improve institutional trajectory"

Your Key Points of Contact



Strategic Leader

Our expert on your institution, advises you on strategy



Account Manager

Your day-to-day point of contact, oversees execution



A Team of Experts Backing Your Success



Campaign Data Manager

Dedicated liaison for your data staff



Copywriter

A communications best-practice expert



Digital Marketer

Develops and tests digital marketing campaigns



Data Scientist

Develops your custom audience models



Art Director

Leverages your branding and ensures consistency



Project Manager

Oversees campaign creation and launch



Strategic Analyst

Tracks your campaign performance



Web Designer

Expert in responsive, user-friendly web design



Subject Matter Experts

"Sage counsel" at your service



Targeting Analyst

Industry-leading list expertise



Marketing Strategy Expert

Expertise in adult learner marketing, drives innovation



Market Insights Analyst

Performs competitive analyses

- 1 Establish a Good Data Infrastructure
- 2 Manage the Creative Process Effectively
- 3 Be Ready for a Coordinated Effort
- 4 Be Prepared to Evolve
- 5 Leverage Your EAB Team

- 1 **Establish a Good Data Infrastructure**
- 2 Manage the Creative Process Effectively
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Poll

What types of data or analyses will be most important for you to access in your partnership with EAB?
(choose 2)

The Role of Data



A Strong Data Partnership Is Key to Optimal Campaign Performance

Marketing Execution & Refinement

- Audience inclusion and segmentation
- Ongoing refresh of exclusion population

Strategic Planning

- Assess opportunities and campaign options for future year(s)
- Audience targeting review and finalization

Integration with Admissions Outreach

- Send communications to EAB-generated inquiries
- Utilize campaign data for personal outreach



Analysis of Campaign Impact

- Measure of impact on entering class and enrollment goals
- ROI

Monitoring of Campaign Performance

- Trends and YOY analysis
- Ongoing evaluation against campaign goals

Establishing a Great Data Partnership

Best Practices

Establish Regular Calls

Check-in calls should include all pertinent stakeholders (Admissions, IT, and Marketing)

Ensure Commitment from Leadership

Consistent support from leaders helps maximize partnership and overcome data concerns

Appoint Skilled IT Staff

IT staff should understand the importance and purpose of the data and be responsive when data issues arise

Break Down Internal Silos

Be sure to include stakeholders from various departments and keep the lines of communication open throughout the setup process

Leverage Data Integration Services

If possible, lean on the DIS team to automate your entering class data and minimize the burden on your staff

1

Establish a Good Data Infrastructure

2

Manage the Creative Process Effectively

3

Be Ready for a Coordinated Effort

4

Be Prepared to Evolve

5

Leverage Your EAB Team

Creation of Customized Student Journey Strategy

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Multichannel Strategy to Engage Prospects at Every Stage Based on Intent

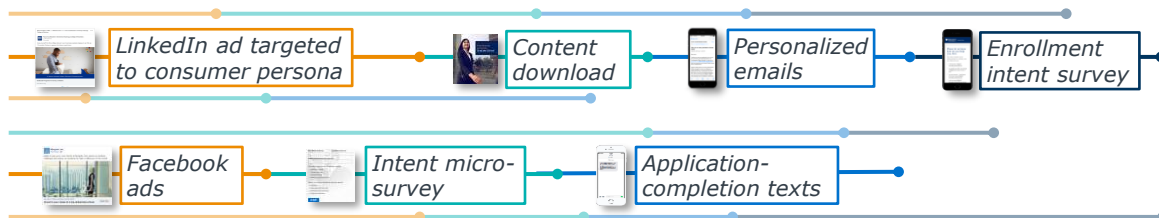
Campaign Recommendations Included in Your Strategy Overview:

- ✓ Audiences
- ✓ Campaign flows
- ✓ Timing and schedule
- ✓ Channels
- ✓ Campaign objectives
- ✓ Messaging strategy
- ✓ Imagery strategy
- ✓ Calls to action
- ✓ Suggested A/B tests



Intent-Driven Campaign Flows Enable Unique and Highly Personalized Journeys

How Sample Campaign Elements Map to Individual Student Journeys



Marketing Objectives at Each Stage of the Student Journey

Awareness

Make a connection,
introduce your offering

Consideration

Engage by addressing
motivations and concerns

Decision

Create urgency and
drive application

Yield

Identify enrollment
intent

Manage the Creative Process Effectively

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Our Goal: To ensure that communications are student-centric, make the right impression, and get the desired response

Typical Creative Time Frame:

Core Review Package
*About 6 Weeks**

Full Creative Package
*About 9 Weeks**

4 Weeks

12 Weeks

Examples of Creative:

- ✓ Campaign emails
- ✓ Paper-based mailings
- ✓ Personalized landing pages
- ✓ Proprietary content offerings
- ✓ Online surveys
- ✓ Digital ads
- ✓ Email newsletters

Best Practices

Include Key Stakeholders

If your marketing department or other key stakeholders need to weigh in on creative assets, be sure to include them early in the process to avoid delays.

Understand Objectives

Each piece of creative content is meant to serve a unique purpose. When reviewing, be sure you understand the intent of each piece.

Focus on Your Creative Assets

Good imagery as well as other brand elements will make the biggest difference when it comes to student engagement. If you don't have the right assets, start addressing that now.

Rely on Your EAB Team's Expertise

All our creative decisions are rooted in testing. While reviewing, keep in mind that making certain revisions may mean departing from best practice.

*Based on 3-week Discovery Phase timeline. Individual timelines may vary based on partner goals and context.

- 1 Establish a Good Data Infrastructure
- 2 Manage the Creative Process Effectively
- 3 Be Ready for a Coordinated Effort
- 4 Be Prepared to Evolve
- 5 Leverage Your EAB Team

Be Ready for a Coordinated Effort

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Student Journey Frees Your Team Up for High-Touch Outreach

How Student Journey Complements Your Institution's Recruitment Outreach

Student Journey Campaign

Consistent, personalized outreach at scale

Awareness

Consideration

Decision

Enrollment

Institutional Outreach

High-touch, incremental contact that enables deeper relationship-building



Email Follow-Ups



Phone Calls



Ongoing Personal Outreach



High-Touch Interactions

Best Practices



Understand Your Contact Audiences

Know the source, enrollment value, and recruitment opportunity for each audience



Ensure Up-to-Date Responder Data

Load EAB campaign responders to so you can engage students based on actions they've taken



Attend a Communications Planning Workshop

Create an integrated communications plan during a virtual workshop with your EAB team

Coordination Is Especially Critical Right Now

How EAB Is Helping Partners Adapt Messaging During COVID-19

EAB's COVID Survey Has Informed Marketing Strategy

Address Pandemic

Have Your Plans Changed Due To COVID-19?

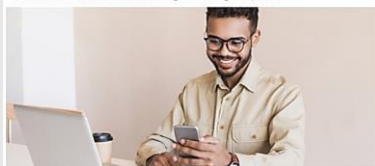
34%

Have changed educational plans

"Play a role in shaping the future during this unprecedented time..."

Promoted

Play a role in shaping the future during this unprecedented time. Gain advanced skills with our accelerated and online graduate degree options.



LaVelle
UNIVERSITY

Make your mark.

Outcomes Marketing

What Impact Has COVID-19 Had On Your Career?

54%

Have job security or career concerns

"Pharmacists are needed now more than ever... you can earn your PharmD..."

Promoted

Pharmacists are needed now more than ever... Through our innovative distance pathway, you can earn your PharmD in a program that allows you to focus on patient outcomes and wellness from wherever you are.



Be In Demand. Earn Your PharmD from Wherever You Are.

onlinepharmd.org

Learn more

Like Comment Share

Highlight Online

Does an Online Experience Impact Your Plans?

61%

Are open to online options

Online imagery with copy highlighting "engaged faculty"

Virtual and Professional Learning Experiences

Sponsored

Our engaged faculty, research opportunities, and hands-on learning experiences empower students to succeed in a world that demands it.



Poll

What strategies have you used to communicate value to your prospects this spring and summer?

- 1 Establish a Good Data Infrastructure
- 2 Manage the Creative Process Effectively
- 3 Be Ready for a Coordinated Effort
- 4 **Be Prepared to Evolve**
- 5 Leverage Your EAB Team

Be Prepared to Evolve

The Same Inputs Won't Create the Same Outputs Year After Year



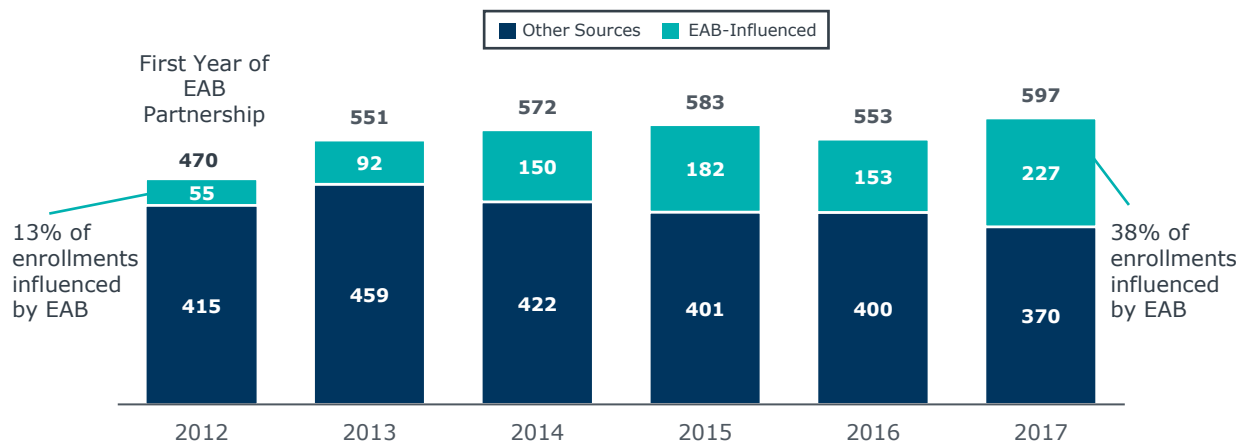
Case in Point



Long-Term Success Through a Growing Partnership with EAB

Graduate Enrollments

Entering Classes 2012 - 2017



Institutional Profile

Private Graduate School in the South

- 1 Establish a Good Data Infrastructure
- 2 Manage the Creative Process Effectively
- 3 Be Ready for a Coordinated Effort
- 4 Be Prepared to Evolve
- 5 **Leverage Your EAB Team**

A Few of the Ways that EAB Can Support You



Sample Partner Questions

*"I'm struggling with getting Program Directors on board with **assessing program prerequisites**."*



*"My admissions team wants to understand how to **better engage with leads** generated by EAB."*



*"We are struggling with **graduate student retention**; could EAB help?"*



How Your Strategic Leader Can Help

Conduct a consultative workshop



Facilitate a training session



Connect you with EAB's Student Success team

Do you have questions about how EAB can support you? **Let us know in the chat.**

Leverage Your EAB Team



Don't Hesitate to Ask for Support Outside of Our Current Work Together

Full Student-Lifecycle Support

**The High
School
Student**

— Inquiry Search and Fulfillment

— Undergraduate Student Recruitment

— Transfer Student Recruitment

— Admissions

**The
Undergraduate
Student**

— Financial Aid Optimization

— Student Success Collaborative

— Job Placement

**The Adult
Student**

— Adult Learner Recruitment

— Application Submission & Completion

— Yield Intelligence

The Alumnus

— Advancement Marketing

Examples of Consultative Services

- Strategic Enrollment Program Assessments
- Best Practice Research
- Operational and Policy Assessments
- Communication Flow Planning
- Board and Leadership Briefings
- Admission Team Training
- Data Analyses



Recap

Five Takeaways...

1

Establish a Good Data Infrastructure

Put in the effort up front and it will pay dividends as you progress through the enrollment cycle

2

Manage the Creative Process Effectively

Bring the right stakeholders to the table early in the process, and help them understand the intent of each creative asset

3

Be Ready for a Coordinated Effort

To maximize the impact of our combined efforts, ensure your responder data is up-to-date and attend a communications workshop

4

Be Prepared to Evolve

As the enrollment landscape continues to change, you will need to adjust your goals and reassess your strategy regularly

5

Leverage Your EAB Team

Don't hesitate to ask for our support on any aspect of enrollment management or other areas of the student lifecycle



Washington DC | Richmond | Birmingham | Minneapolis | New York

202-747-1000 | eab.com



Breakout Discussions

Meet with Your EAB Team

Breakout Discussions



For the next 20 minutes, we're holding **breakout discussions** with your peers and EAB experts to reflect on best practices for partnership.

To join a breakout discussion room, please click "join" when the box appears on your screen.

Discussion Facilitators



Brittany Murchison
*Vice President,
Partner Success and
Marketing*



Jennifer Winn
*Senior Vice
President*



Will Lamb
*Dean of Graduate and
Adult Learner
Recruitment*



Beth Donaldson
*Senior Consultant and
Principal*



Kelly Miller
*Senior Director,
Partner Success*



Jesse Holzbach
*Director, Partner
Success*



Jennie Bailey
*Senior Strategic
Leader*



Savon Sampson
*Senior Strategic
Leader*



Sam Moll
*Senior Strategic
Leader*



Abby Zeiler
*Senior Strategic
Leader*



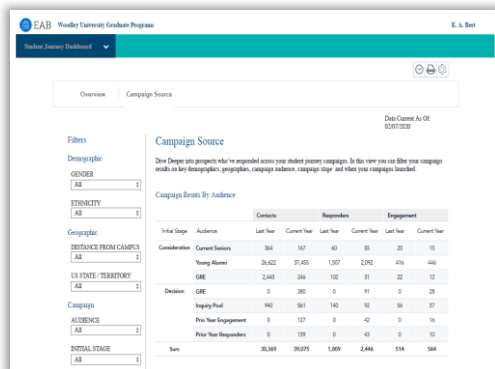
Closing Remarks

Getting the Most Out of Our Partnership

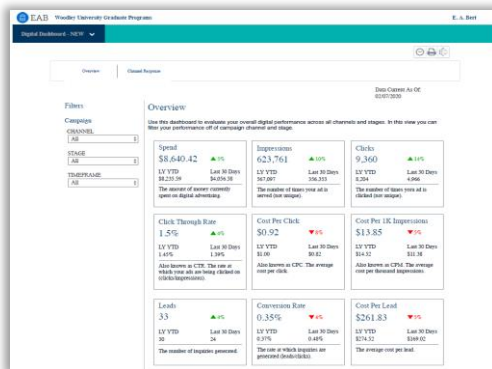
Use the Partner Portal to Monitor Performance

Consistent Visibility Into Your Campaign Performance From Your Desktop

Student Journey Dashboard



Digital Dashboard



Use the Partner Portal To...

- Access the latest campaign performance data on demand
- Filter data by key demographic information for detailed insights into campaign performance
- Easily share campaign performance data and facilitate strategic conversations with your team
- Maintain consistent visibility into the return on your marketing investments

Additional Resources Available To You, 24/7



Find Research, Insights, and Recommendations on EAB.com



My EAB Dashboard

- Create an account on EAB.com
- Customize your My EAB Dashboard to access curated content



EAB Daily Briefing

- Receive daily updates with our newest insights across all facets of higher education
- Easy to share with colleagues and spark discussion on campus



Professional & Adult Education Blog

- Read our latest research and insights on recruiting and serving adult learners
- Subscribe to be the first to receive our newest posts



White Papers, Diagnostics, and More

- Explore our in-depth research on topics ranging from student mindset to program design

Final Thoughts

Please Complete the Brief Exit Poll

We appreciate your feedback on your overall experience today.

Please don't hesitate to share additional feedback with your Strategic Leader.

Tomorrow's Agenda

New Partner Intensive

Marketing and Recruitment Best Practices to Fuel Enrollment Growth

1:00 p.m. ET	Opening Remarks and Zoom Set-Up
1:05 – 1:35 p.m. ET	Finding Your Best-Fit Students: EAB's Approach to Targeting
1:35 – 2:05 p.m. ET	Leveraging Data Science to Drive Applications
2:05 – 2:25 p.m. ET	Meet with Your EAB Team
2:25 – 2:30 p.m. ET	Closing Remarks: Getting the Most Out of Your Partnership

Thank You!

Please reach out to your Strategic Leader with questions about the information shared today



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