

CASE STUDY

University Builds Reliable Student Inquiries and Surpasses Enrollment Goals Despite Uncertain Times

Selective Public University in the South with 24,000 Undergraduate Students

Challenge: This selective public university, located in the Southeast, was looking to grow enrollment and boost net tuition revenue. Because of their selectiveness, meeting enrollment goals was becoming a challenge.

Solution: In 2017, the university partnered with EAB to generate more student inquiries. EAB executed multichannel Search campaigns to students in every year of high school and developed testing strategies for different grade levels. EAB also assisted the university in developing strategic admission criteria to admit additional best-fit students. One year after the university partnered with EAB, a widely publicized campus tragedy occurred. The following year, a global pandemic hit. Throughout each crisis, EAB supported the university with high-touch consultative work and collaboration.

Impact: In partnership with EAB, this institution achieved consistent and reliable inquiry growth, doubling their number of Search responders in the first few years of partnership. In 2020, the university experienced outstanding results, seeing both enrollment and net tuition revenue growth.

Impact Highlights

Entering Classes 2019–2020

8%

Increase in deposits compared to 2019

11.5%

Increase in net tuition revenue compared to 2019

EAB Approach Leads to 2x More Search Responders

1

Communicated **promptly** with students by engaging early

2

Included **parents** in the college-search conversation

3

Engaged students through **paper** communication

4

Communicated **persistently** with students throughout high school

5

Made student connections **personal** and unique

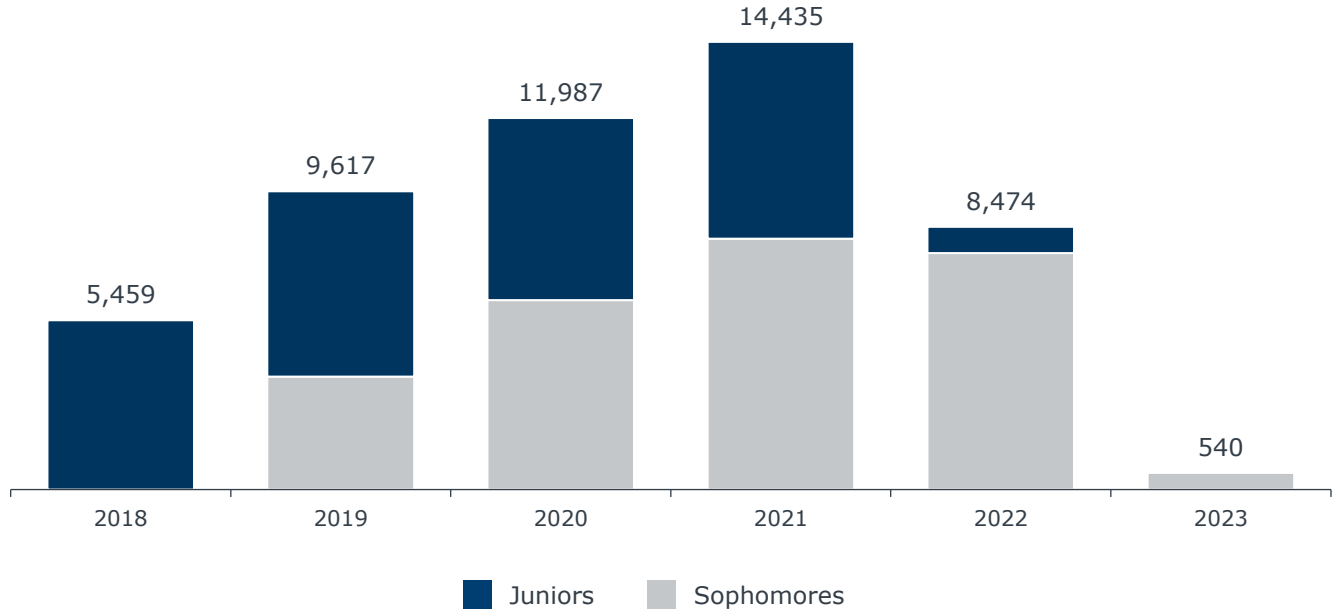
6

Engaged with students on favorable channels with **presence**

Increase in Search Responders Fills Pipeline for Future Entering Classes

Search Responders Aligned by Entering Class

Entering Classes 2018–2023



Net Tuition Revenue Growth Throughout Adversity

Full-Time Freshman Net Tuition Revenue

Entering Classes 2018–2020

