

## CASE STUDY

# Exceeding Revenue and Enrollment Goals During the Global Pandemic with EAB's Comprehensive Support

Regional Private Christian University in the West with 1,800 Undergraduate Students

**Challenge:** After years of inconsistent enrollment results, this small university was in search of a partner that could help them meet their ambitious growth goals.

**Solution:** In 2016 the university decided to reach out to EAB for support to ensure they would be well-positioned to meet their enrollment goals. EAB implemented Search, Application Marketing, and Financial Aid Optimization. Being a faith-based university, the Search strategy was designed to identify and target right-fit students to increase their likelihood of yielding. EAB then executed an Application Marketing campaign for the university's complete inquiry pool to ensure each student was being marketed to. When the global pandemic hit in early 2020, the university and EAB worked together during the uncertain times by leveraging their strong inquiry pool, adjusting their financial aid strategy, and utilizing their virtual tour.

**Impact:** The university experienced incremental enrollment growth in each year of partnership. For Entering Class 2020, the university's freshman enrollment grew by 70 students which far surpassed their original goal by 18%. They also exceeded their net tuition revenue goal by 21%.

## Impact Highlights

# 185%

Increase in submitted applications from 2016 to 2020

# 35%

Increase in deposits from 2016 to 2020

# 1.6M

Increase in net tuition revenue from 2019 to 2020

## EAB's Comprehensive Enrollment Support

### Enrollment Services

- ✓ Utilized EAB's targeting strategy to identify geographic pockets of right-fit students
- ✓ Marketed to existing inquiry pool and newly purchased names



### Financial Aid Optimization

- ✓ Constructed custom financial aid model and optimized policy strategy
- ✓ Monitored award activity and yield outcomes to ensure progress to goal

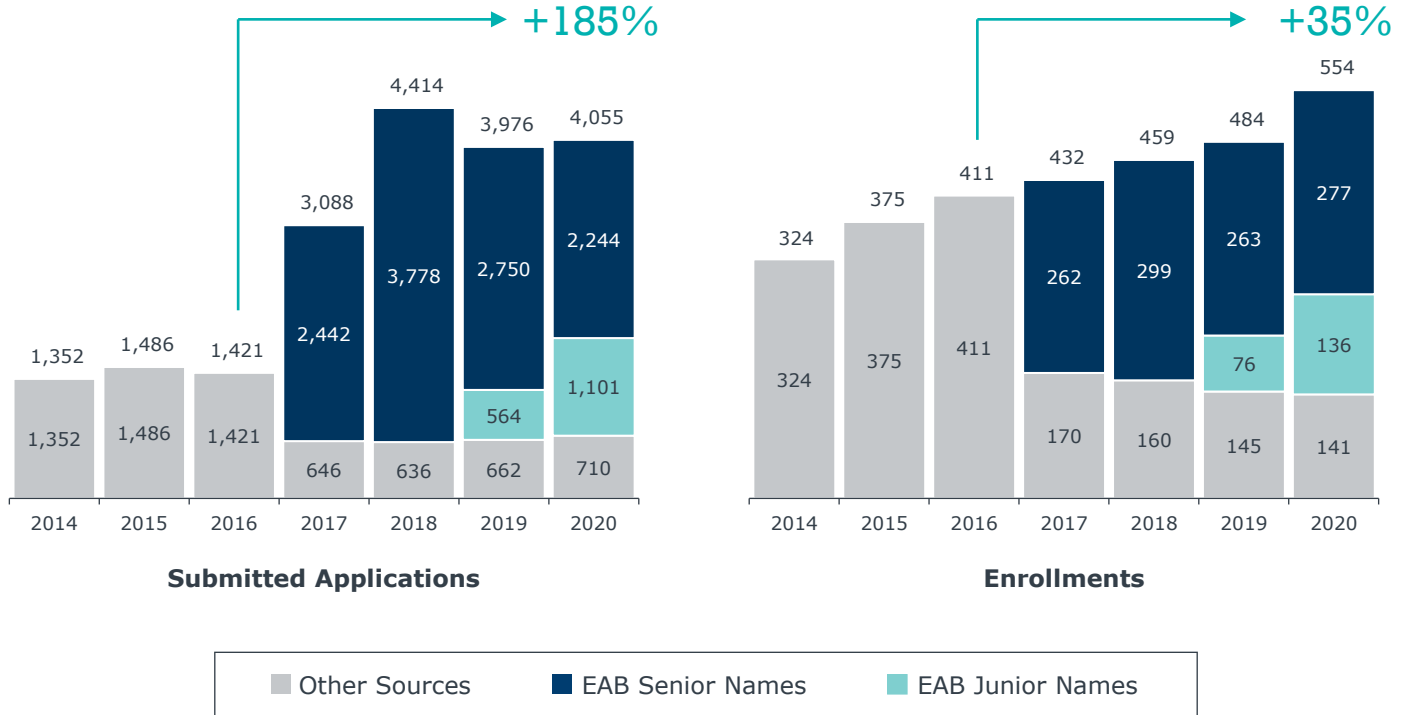
### + Virtual Tour

- ✓ In early 2020, the university had just built a new student center on campus.
- ✓ The EAB team worked strategically and safely to add the new element to the school's tour as they transitioned to entirely virtual recruitment.

## Enrollment Heavily Driven by EAB Marketing Campaigns

### Enrollment Funnel by Marketing Impact

Entering Classes 2014–2020



## University Surpasses Net Tuition Revenue Goal by 21% for Entering Class 2020

### Net Tuition Revenue

Entering Classes 2019 Versus 2020

