

CASE STUDY

How One University Improved Student Experience and Boosted Enrollment Through EAB's Web Application

Private Catholic University in the South with 1,600 Undergraduate Students

Challenge: This small university had been facing years of unreliable enrollment growth. The school's former senior-only strategy was built around new senior names, college fairs, and high school graduates, which left them vulnerable to industry headwinds.

Solution: The university signed on with EAB in late 2015 for Senior Search and Application Marketing. In the first full year of partnership, the university saw a 45% increase in enrollment. As the partnership continued, the university's president had ambitious growth goals. To ensure they would achieve these goals, EAB added Sophomore and Junior Search to their portfolio in 2019 to generate consistent, high-quality inquiries. Unfortunately, in the same year, the school decided to source their application elsewhere due to budget constraints.

Although the new investments predicted long-term impact, the school began to worry about their 2020 enrollment targets once COVID-19 started to spread. The university's non-marketed 2020 applications were down, and they attributed that partly to their unsatisfactory application user experience. EAB recommended the university pivot back to EAB's Web Application mid-cycle to guarantee a frictionless experience for prospective students.

Impact: This nimble mid-cycle strategy adjustment helped the university achieve a 22% increase in enrollment amid COVID-19.

Impact Highlights

Entering Class 2019–2020

10%

Increase in submitted applications

15%

Increase in admits

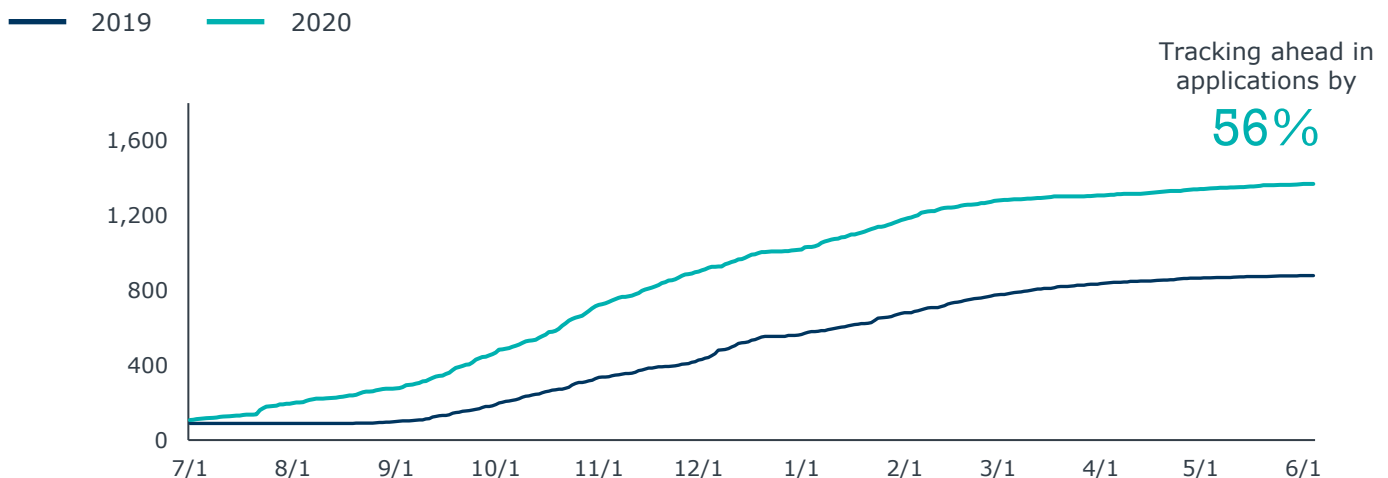
21%

Increase in enrollment

Immense Impact of a Mid-Cycle Web Application Implementation

Non-marketed Submitted Applications by Date

Entering Classes 2019–2020 (as of June 1)

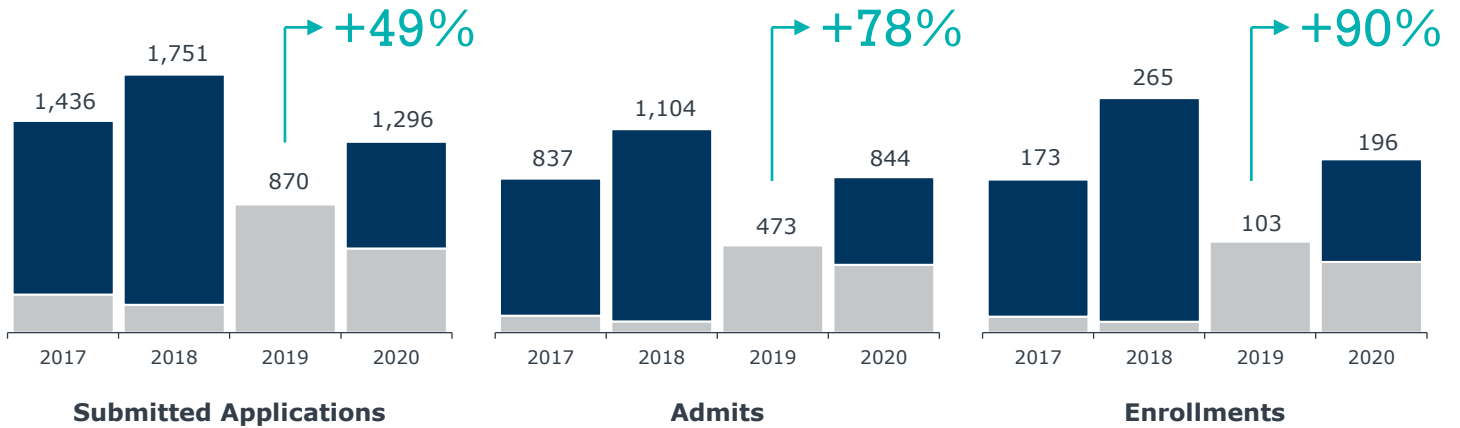


Late Web Application Launch Helps Recover 2019 Losses

Non-marketed Freshman Enrollment Funnel by Application Source

Entering Classes 2017–2020

■ EAB Web Application Influence ■ Other Sources



Ever-Evolving Enrollment Services Partnership

Fall Freshman Enrollment

Entering Classes 2015–2020

■ In Partnership with EAB ■ Non-partnership Years

