

## CASE STUDY

# Long-Time EAB Partner Achieves Record-Breaking Enrollment amid COVID-19

Private Catholic University in the Northeast with 1,800 Undergraduate Students

**Challenge:** Faced with a highly competitive geographic market, this university partnered with EAB Enrollment Services in 2008 to grow enrollment.

**Solution:** Over the course of the long-term partnership, the university signed on for Search, Application Marketing, and Yield IQ. EAB developed a targeting strategy to fully saturate the university's primary and secondary markets while strategically exploring high-potential out-of-state markets. In 2019, new leadership arrived on campus that was very amenable to EAB's recommendations and strategies. EAB executed unique, multichannel Search campaigns that improved communication timing, explored alternative self-reporting strategies, and optimized their application pool. These strategies resulted in a more robust, qualified admit pool that specifically prepared the university for the pandemic in 2020. EAB then helped focus efforts on yield tactics that would ensure right-fit students would deposit.

**Impact:** Throughout the long-term partnership, EAB continues to provide enhanced strategies and tactics to achieve enrollment growth. The university recruited a record-breaking entering class for 2020.

## Impact Highlights

*Entering Classes 2019–2020*

**37%**

Increase in applications

**52%**

Increase in applications from out-of-state markets

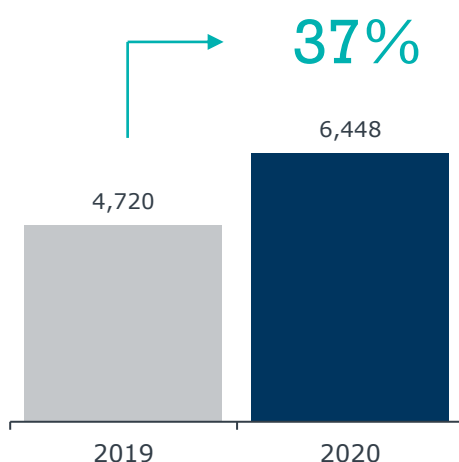
**29%**

Increase in enrollment

## Application Growth Heavily Driven by EAB Search Campaigns

### Fall Freshman Submitted Applications

*Entering Classes 2019–2020*



### University's Application Growth in In-State and Out-of-State Markets

*Entering Classes 2019–2020*



**25%**

increase in **in-state** applications from 2019 to 2020



**52%**

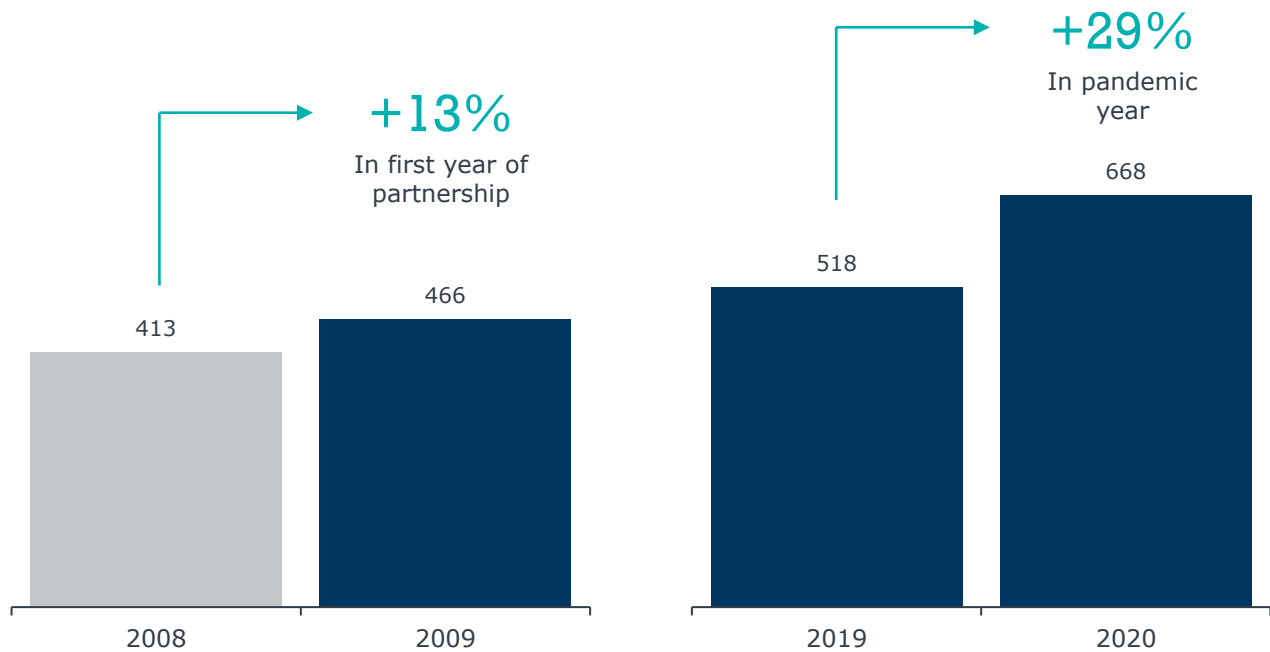
increase in **out-of-state** applications from 2019 to 2020

## EAB Supports Long-Term Partner to Thrive Despite the Pandemic

### Fall Freshman Enrollment

Entering Classes 2008–2020

■ In Partnership with EAB    ■ Non-partnership Years



## Solidified 2020 Gains Through Personal Student Outreach

### + Yield Tactics

Delivered clear, repetitive, and positive communication through COVID-19 outbreak



✓ Redirected team efforts toward outreach and personal interactions with students most likely to yield



✓ Reduced all barriers to application and yield for best-fit and qualified students



✓ Gathered real-time insight into students' whys for deciding not to enroll