

CASE STUDY

How One School Successfully Expanded Markets, Grew in Size, and Shaped Their Class

Public Research University in the West with 12,000 Undergraduate Students

Challenge: In 2011, this university had a strong local footprint and declining enrollment. Determined to establish itself regionally, this university partnered with EAB to grow enrollment throughout their state while strategically identifying, developing, and maturing select out-of-state markets.

Solution: Over a 10-year partnership, this university partnered with EAB across several services, implementing Search, Application Marketing, Yield IQ, and a Virtual Tour to meet their shifting goals. EAB deployed sophisticated data analysis to surgically identify high-potential out-of-state markets and strategically test them for enrollment potential. Leveraging a micro-market testing strategy, EAB established this university in new markets while controlling the costs of exploring new markets.

Impact: This university's out-of-state enrollment has doubled during their partnership with EAB, which has transformed the campus environment. While it had primarily been a commuter school for in-state students, today this university has a vibrant residential student culture where in-state students live and learn with students from across the country. By 2016 this university had achieved its initial goals. Recognizing that they had "right sized" their institution, this university shifted focus from growth to selectivity and retention. EAB pivoted with this university, which has now increased average GPA by 7%.

Impact Highlights

2X+

Increase in out-of-state enrollment from 2011 to 2020

25%

Increase in overall enrollment from 2011 to 2020

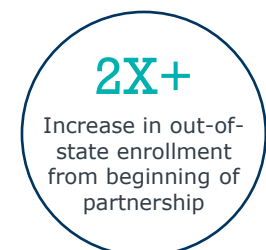
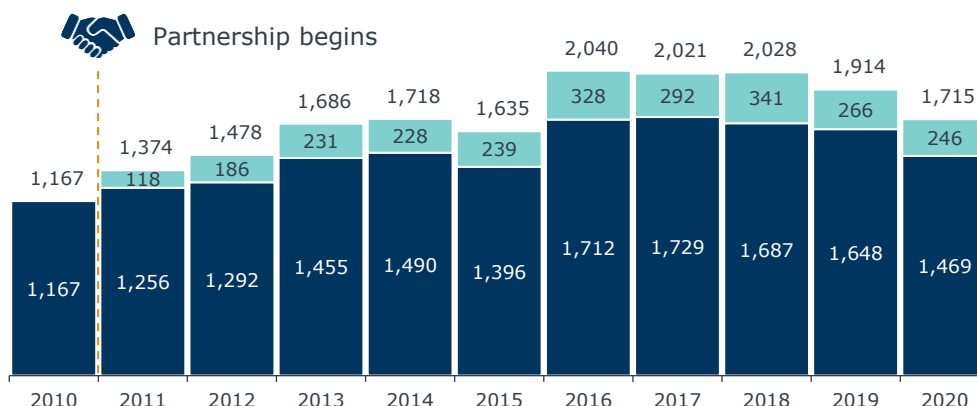
8X

Return on total investment spent for the entering class of 2020

EAB Data-Driven Targeting Results in New Market Developments

Fall Freshman Enrollment

Entering Classes 2010–2020

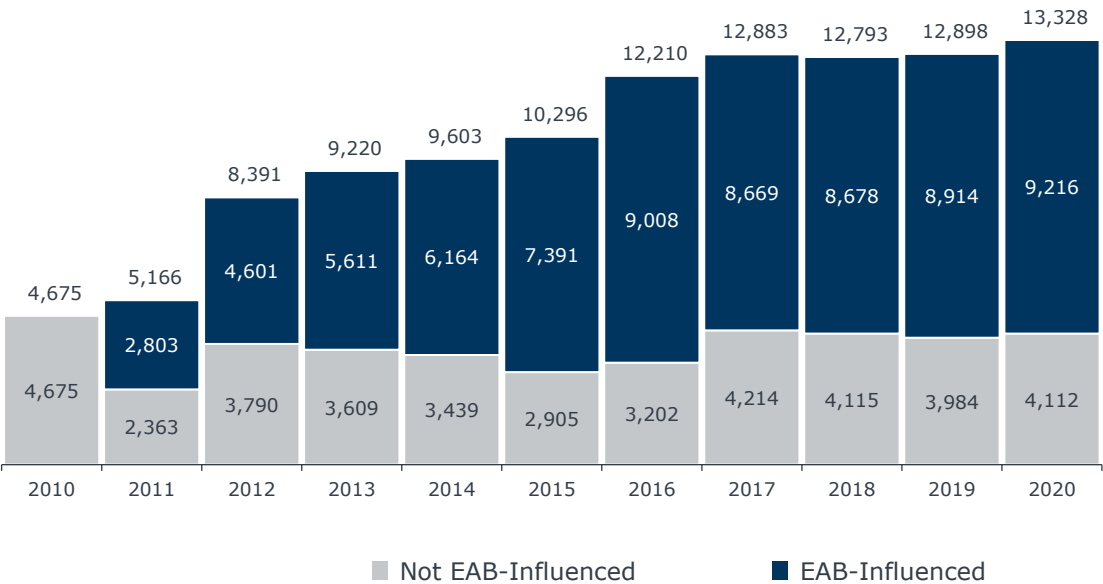


■ In-State ■ Out-of-State

EAB Grows Applications Over 185% Across 10 Years

Fall Freshman Applications to Enrollment

Entering Classes 2010–2020



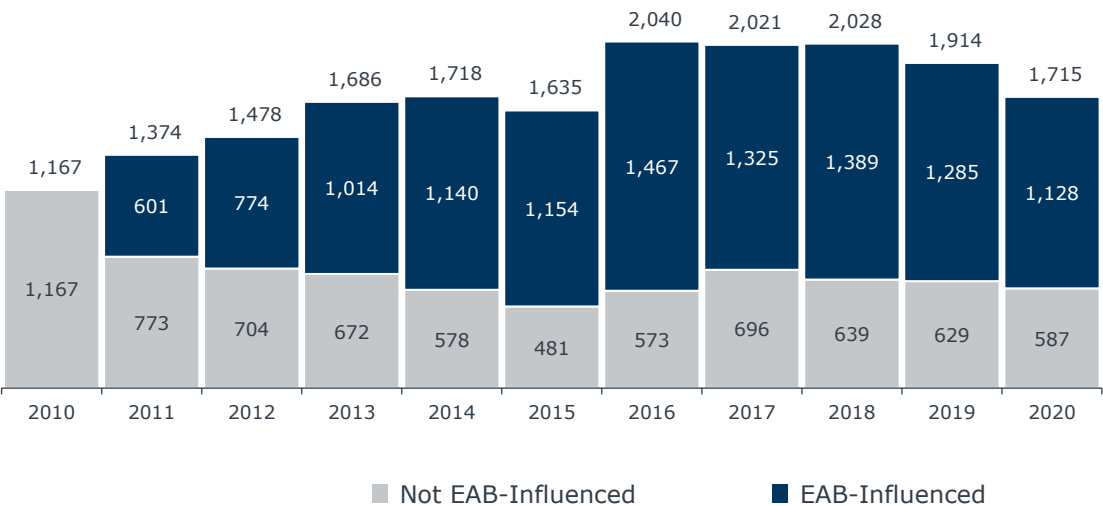
69+%

of applicants were influenced by EAB in 2020

EAB Grows Enrollment 47% Across 10 Years

Fall Freshman Enrollment

Entering Classes 2010–2020



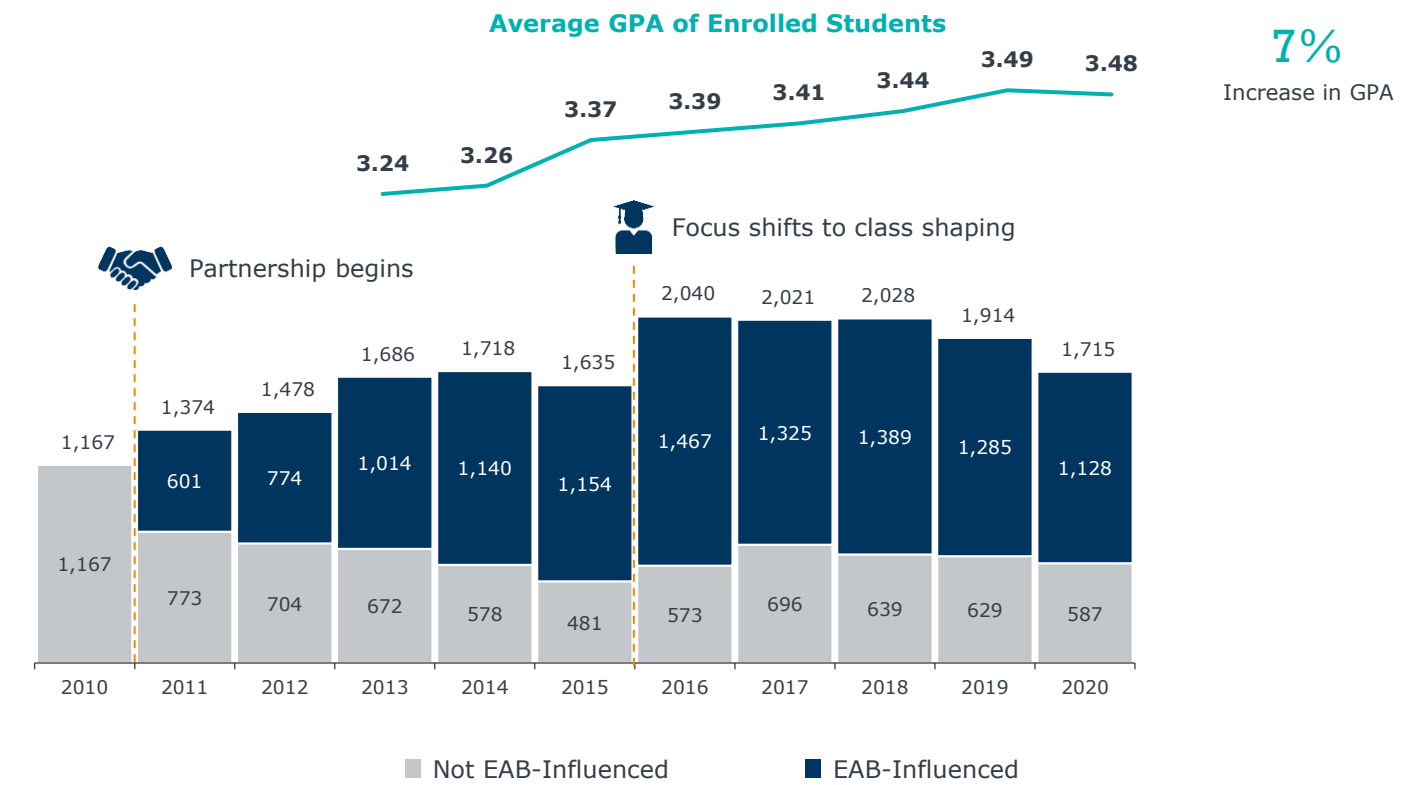
65+%

of enrolled students were influenced by EAB in 2020

Impact of Sophomore and Junior Search to Shape Class

Fall Freshman Enrolls

Entering Classes 2010–2020



Sophomore Search Is a Driver of Higher Academic Quality

Breakdown of GPA by Class

Entering Classes 2020

