



Adult Learner Recruitment Case Study Compendium

Delivering Enrollment Results for
Graduate, Online, and Adult Degree
Completion Programs



**We help schools support students
from enrollment to graduation and beyond**

› Find and enroll your
right-fit students

› Support and graduate
more students



› Prepare your institution
for the future

③ **ROOTED IN RESEARCH**

8,000+ Peer-tested
best practices

500+ Enrollment innovations
tested annually

③ **ADVANTAGE OF SCALE**

1,900+ Institutions
served

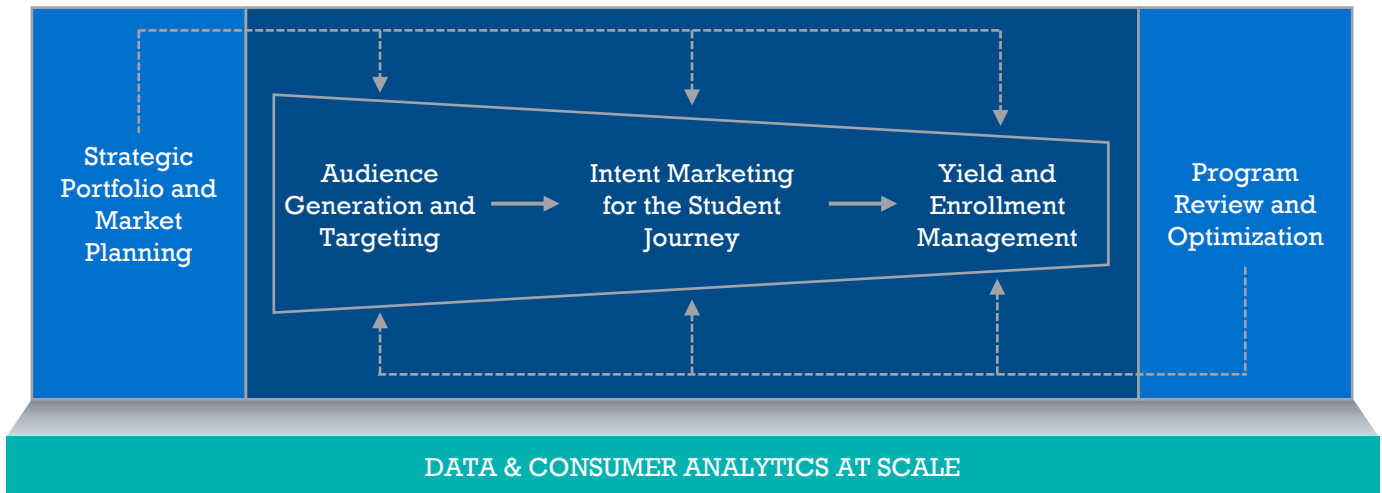
4.1 M+ Students supported
by our SSMS

③ **WE DELIVER RESULTS**

95% Of our partners continue
with us year after year,
reflecting the goals we
achieve together

About EAB's Adult Learner Recruitment

A Strategic Enrollment Solution to Fuel Adult Learner Growth



Strategic Portfolio and Market Planning

We provide rich market intelligence via our Professional and Adult Education Forum that synthesizes real-time labor market data with a variety of sources, including research interviews and enrollment conferral data. Our reports lead with actionable recommendations to help you validate demand, answer critical marketing and curriculum questions, and accelerate program development efforts.



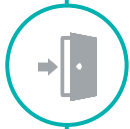
Audience Generation and Targeting

We help you expand your reachable audience to ensure that you can contact as many potential right-fit students as possible, early in their journey. Targeting sources include a national consumer database, test-taker lists, your institution's inquiry pool, young alumni and current undergraduates, and first-party digital platforms. Our targeting analysts help you optimize search parameters and define your markets to ensure that you maximize your reach.



Intent Marketing for the Student Journey

We engage prospective students at every stage of their journey from awareness to application. Using our national consumer database, we develop detailed student personas that inform marketing strategy. We design custom campaigns at scale according to student intent, which incorporate micro-surveys, responsive landing pages, behavioral campaign flows, data-informed creative, and a streamlined application experience.



Yield and Enrollment Management

We deploy a proprietary survey-based approach to help you determine accepted students' intentions, predict which students will enroll, and triage your outreach.



Program Review and Optimization

We conduct rigorous testing and research on an ongoing basis to identify highest-impact industry practices and maximize your results. We provide resources to help your organization plan for growth, and we evaluate marketing campaign performance to adjust strategy and optimize results.



Full Strategy and Campaign Management



Constant Communication



Continuous Refinement

▶ To learn how EAB can help you meet your adult learner enrollment goals, visit [EAB.com/ALR](https://www.eab.com/ALR)

Proven Enrollment Results

Helping Institutions Meet Their Graduate, Online, and Adult Enrollment Goals

About EAB's Adult Learner Recruitment Initiative

140+

Institutional partners; including graduate, professional, online, and adult degree completion programs

+76%

Average **application growth** for first-year graduate partners¹

+18%

Average **enrollment growth** for first-year graduate partners¹

“

I have been very satisfied with EAB for many years. The reasons are twofold: first, they get results; and secondly, I feel that we are true partners and reach decisions about our work together.”

Scott Briell, Vice President for Enrollment Management and Marketing
NOTRE DAME OF MARYLAND UNIVERSITY

“

EAB has some special magic where they cannot just generate enrollments, but they generate high-quality enrollments.”

AJ Lemheney, Ed.D, Vice President and Executive Director, Division of Graduate and Continuing Education
MUHLENBERG COLLEGE

1) Results are from graduate partners using a centralized marketing strategy for multiple program areas.

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Magnolia University Large, public university in the South	School of Law	1 point Increase in average applicant LSAT score in one year 11% Increase in minority applicants in one year	11
Hazel University Small, private graduate institution in the Midwest	College of Pharmacy	23% Increase in deposits in one year 53% Of deposits influenced by EAB campaigns in 2020	12
Hickory University Medium-sized, private university in the West	College of Education	31% Increase in out-of-state enrollment in one year 25% Increase in deposits over two years	14
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*Institution names are pseudonyms.

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Beech University Large, private university in the South	College of Business	6:1 Return on investment from EAB campaigns 109% Of summer 2020 enrollment goal met	20
Cottonwood University Large, private university in the Northeast	School of Law	33% Increase in applications with 160+ LSAT score in one year 1 point Increase in median depositing student LSAT score in one year	22
Birch University Medium-sized, private university in the Northeast	Bachelor's Degree Completion Program	65,000 Unique prospects reached by digital ads in one year 22 Enrollments influenced by EAB campaigns in one year	23
Elm University Small, private graduate institution in the Midwest	Biomedical Sciences and Psychology Programs	7:1 Return on investment from EAB campaigns 4% Increase in enrollment in one year	24

*Institution names are pseudonyms.

CASE STUDY

Optimizing Growth Strategy with Intent Marketing and Strategic Portfolio Planning

College of Business at Balsa University,¹ a Small Private University in the South

- **About:** Balsa University is a private university located in a metropolitan area in the South. Their college of business enrolls approximately 700 students across master's, doctoral, and certificate programs.
- **Challenge:** Balsa's College of Business began to experience enrollment declines after years of strong, steady enrollment due to outdated marketing tactics and a disjointed program development strategy.
- **Solution:** Balsa partnered with EAB's Adult Learner Recruitment in 2019 to support their growth goals for the College of Business. EAB helped Balsa recruit best-fit students and grow applications through personalized, intent-based marketing. EAB also worked with Balsa to identify programs with the highest growth potential and made suggestions on the positioning of these programs.
- **Impact:** EAB's campaigns doubled application and admit volume for the 2020 cycle, while EAB's strategic market and portfolio planning services helped Balsa restructure their business admissions requirements, improve program pages on their website, and develop a strategy for future growth.

Impact Highlights
Fall 2020

+22%
Growth in enrollment

+48%
Increase in completed applications

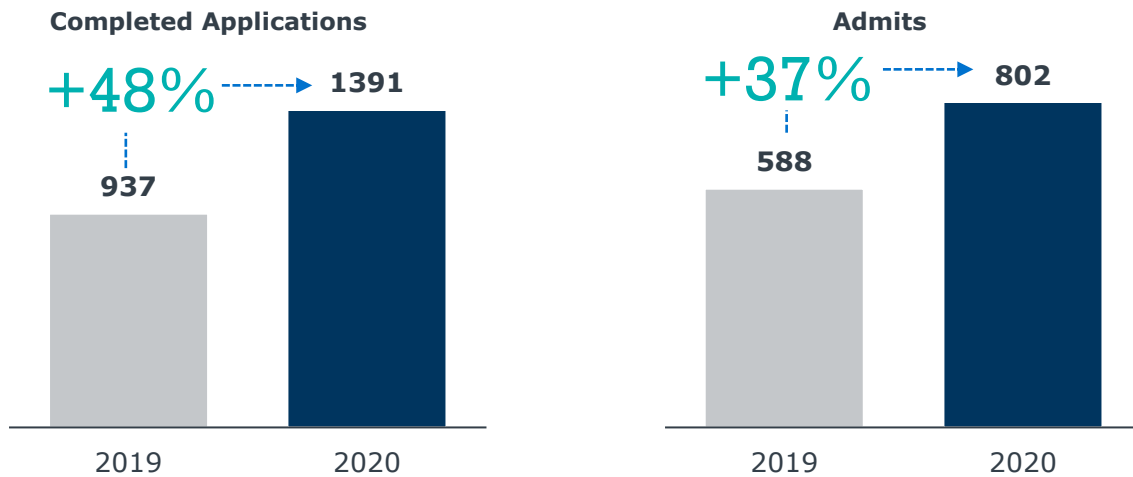
Deploying Data-Driven Targeting and Student Journey Marketing

How EAB Revitalized Balsa's Marketing and Recruitment Strategy for the 2020 Cycle

<p>Before EAB Partnership</p> <ul style="list-style-type: none"> Limited Staff Capacity Balsa's one-person marketing team lacked the resources to execute comprehensive campaigns Lower-Quality Leads Although leads grew over time, lead quality was low as Balsa struggled to identify right-fit prospects Poor Conversion Rate Balsa failed to convert leads into applications due to an outsized focus on top-of-funnel metrics 	<p>With EAB Partnership</p> <ul style="list-style-type: none"> Crafted Student Personas EAB developed in-depth student personas to inform targeted marketing strategy Determined Best-Fit Students EAB used test taker targeting and identified prospective students in key geographic areas to find right-fit prospects Launched Personalized Marketing at Scale Designed highly responsive, multichannel campaigns based on student personas and intent 	<p>Impact of EAB Campaigns</p> <p>100K+ Prospective students reached via digital ads</p> <p>564 Applications influenced by EAB campaigns in 2020</p> <p>325 Admits influenced by EAB campaigns in 2020</p>
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1) A pseudonym

2020 Enrollment Results: Enrollment Grew 22%



+22% Total enrollment growth in 2020

Building a Roadmap for Ongoing Growth

EAB Market Insights and Program IQ Helped Balsa Optimize Programs for Future Growth



BALSA'S PORTFOLIO CHALLENGES

- Determining which programs represented the greatest opportunities for growth
- Identifying curricular changes to make programs more competitive
- Building consensus around changes to their program portfolio

EAB'S APPROACH



Custom Labor Market and Competitor Analysis

EAB analyzed each of the 13 programs in Balsa's portfolio using real-time employer demand and competitor enrollment data



Website and Messaging Assessment

EAB reviewed Balsa's website against 6 top competitors' sites, comparing strength of content, ease of use, and more



Audit of Application Requirements

EAB recommended updates to program prerequisites based on best practice research



In-Depth Workshop with Key Stakeholders

EAB presented actionable next steps to Balsa's Board of Trustees

EARLY IMPACT

- ▶ **Generated list of high-potential programs**, which led to renewed focus on Balsa's general MBA program and guided investment of marketing budget
- ▶ **Updated website** to better position programs using key differentiators surfaced by EAB analyses
- ▶ **Reached swift consensus and identified next steps**, including immediate program improvements and strategies to grow alumni engagement and employer partnerships



We're in a really good position right now. A lot of this can be attributed to EAB."

Executive Vice President, Balsa University

CASE STUDY

How One Institution Grew Graduate Enrollment 48% with Intent-Based Marketing

Cyprus University,¹ a Medium-Sized, Private University in the Midwest

- **About:** Cyprus University is a private, religious university located outside a large city in the Midwest.
- **Challenge:** Located in a highly competitive market, Cyprus Graduate School struggled to expand enrollment to meet their ambitious goals for on-the-ground and online program growth. They turned to EAB, their longtime undergraduate enrollment partner, for an innovative new approach to graduate targeting and recruitment.
- **Solution:** During the first 13 months of the partnership, EAB’s Adult Learner Recruitment division used consumer analytics to identify a large new audience of Cyprus’s right-fit students, then launched multichannel campaigns to grow awareness among that population. For the 2019 cycle, EAB supported new and existing program growth by launching highly personalized, full-funnel multichannel campaigns to guide prospects through the student journey.
- **Impact:** By fall 2019, Cyprus had increased headcount by nearly 400 students, with 30% of all enrollments that year influenced by EAB’s Adult Learner Recruitment campaigns.

Impact Highlights

+48%
Growth in enrollment in two years

10K
Total clicks from EAB’s 2019 digital campaigns

Building Awareness Among Right-Fit Students in 2017 and 2018

EAB Identified Key Audiences with Consumer Data, then Launched Awareness Campaigns

STEP 1

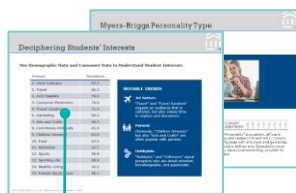
Generate Audience of New Right-Fit Prospects

190K+

Students identified from EAB’s national consumer database

STEP 2

Build Data-Driven Student Profiles

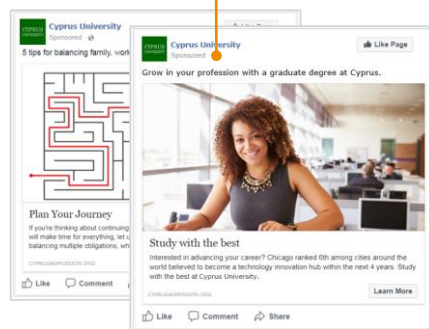


EAB used advanced analytics to pinpoint the attributes and interests of Cyprus’s right-fit students

STEP 3

Launch Digital, Email, and Mail Campaigns Based on Profile Insights

“Grow in your profession with a graduate degree at Cyprus”



Campaigns incorporated messaging and imagery designed to resonate with Cyprus’s audience, largely comprised of urban professionals motivated by career growth.

RESULTS

Campaigns Drove Awareness and Influenced Enrollments

175K+

Total digital ad reach

46K+

Total digital ad clicks

74

Enrollments influenced in 2017

161

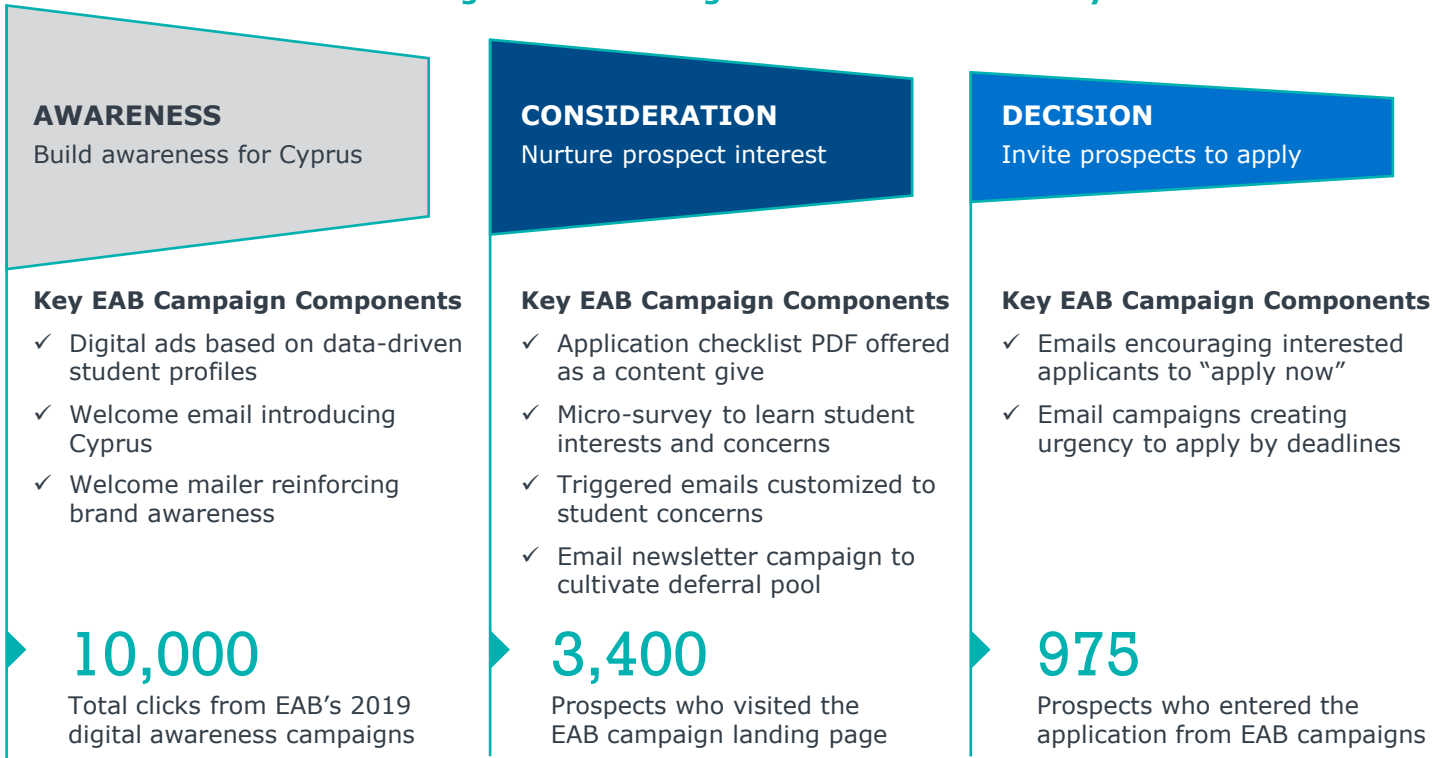
Enrollments influenced in 2018

1) A pseudonym

Student Journey Marketing Catalyzed Rapid Enrollment Growth in 2019

EAB Launched Highly Personalized Campaigns to Guide Prospects from Awareness to Enrollment

Marketing Across the Stages of the Student Journey

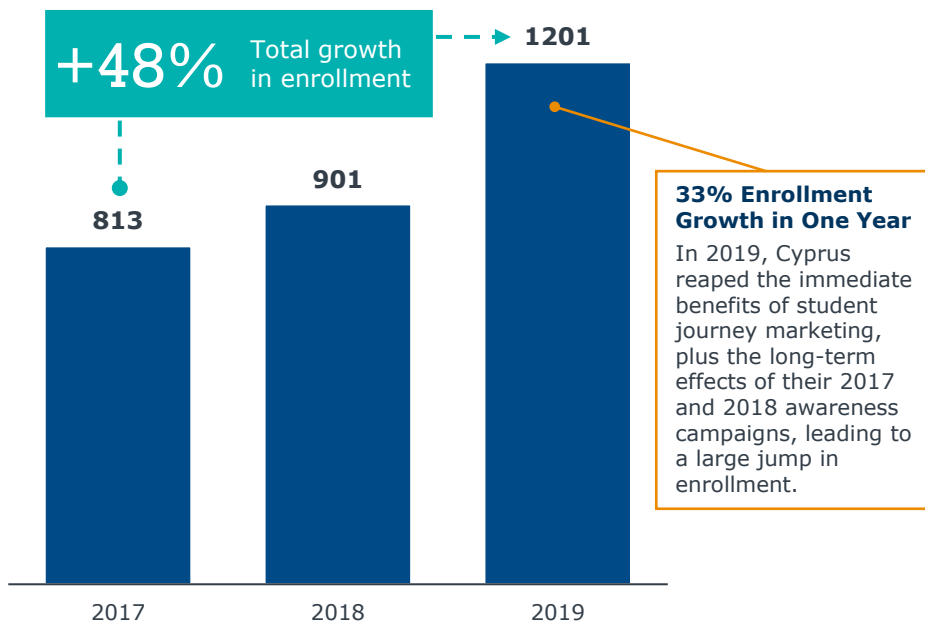


Results: Enrollment Increased 48% in Two Years

EAB's Adult Learner Recruitment Campaigns Supported Gains in New and Existing Programs

Enrollment by Year

All On-Campus and Online Graduate Programs



EAB Adult Learner Recruitment Impact

18%

Of enrollments were influenced by EAB in 2018

30%

Of enrollments were influenced by EAB in 2019

CASE STUDY

How Intent-Based Marketing Increased Law School Applicant Quality and Diversity

School of Law at Magnolia University,¹ a Large, Public University in the South

- **About:** Magnolia University is a public university with a law school enrollment of about 500 students.
- **Challenge:** Magnolia’s School of Law aimed to grow application volume and enrollment among highly qualified students while increasing student diversity. Magnolia’s recruitment strategy historically relied on personal outreach and recruitment fairs; however, to reach their class-shaping goals, Magnolia’s enrollment leaders realized they needed a more strategic, multichannel approach to marketing.
- **Solution:** EAB helped Magnolia optimize their targeting strategy and expand their best-fit prospect audience. EAB then launched segmented, multichannel campaigns to attract Magnolia’s most sought-after students and deployed admit surveys to help Magnolia prioritize outreach.
- **Impact:** EAB’s campaigns helped Magnolia increase average applicant LSAT score and GPA, in addition to increasing the number of minority applicants.

Impact Highlights

+1 point
Increase in average applicant LSAT score

+11%
Increase in minority applicants

How EAB Helped Magnolia Better Identify and Engage Target Prospects



Expanded Magnolia’s Best-Fit Prospect Audience

EAB’s analysts identified Magnolia’s best-fit LSAT, GRE, and future test-takers, and then segmented prospects according to Magnolia’s academic and diversity goals.



Launched Segmented, Intent-Based Campaigns

EAB crafted messaging strategies to engage Magnolia’s high-priority student segments, including selective application fee waivers and scholarship messaging. They then deployed multichannel, intent-based campaigns to nurture prospects throughout the student journey. EAB also introduced a strategic deadline schedule to drive urgency to apply.



Deployed Admitted Student Surveys

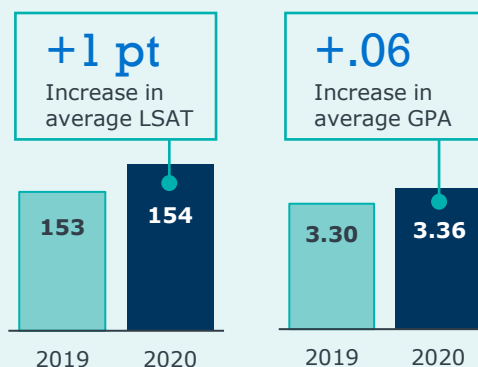
EAB launched survey campaigns to gauge admitted students’ intent and help Magnolia’s admissions staff prioritize outreach efforts. EAB’s survey of non-yielding admits provided Magnolia with valuable competitive intelligence about competitors’ financial aid offers.

RESULTS

2019 vs. 2020

+76% Increase in top-tier applicants¹

Applicant Academic Profile



Applicant Diversity

+11% Increase in minority applicants

¹) A pseudonym
²) Magnolia designated "top-tier" applicants according to academic quality and diversity goals.
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CASE STUDY

How One Institution Increased Graduate Program Deposits by 23% During COVID-19

Hazel University,¹ a Private Graduate University in the Midwest

- **About:** Hazel University is a private graduate institution in the Midwest that specializes in medicine and health sciences.
- **Challenge:** Historically, Hazel had relied on basic email communications and graduate fairs to recruit for their pharmacy program. However, with increased competition and declines in pharmacy enrollment nationally, Hazel aimed to grow pharmacy program enrollment by partnering with EAB to deploy a more sophisticated, comprehensive outreach strategy.
- **Solution:** EAB helped Hazel grow their best-fit prospect audience through data-informed targeting. They then helped Hazel engage all relevant audiences using intent-based, multichannel campaigns. During the pandemic, EAB helped Hazel continue to build relationships with interested prospects with paid search campaigns and consistent updates throughout the crisis.
- **Impact:** EAB’s campaigns helped Hazel increase pharmacy program deposits by 23% compared to 2019.

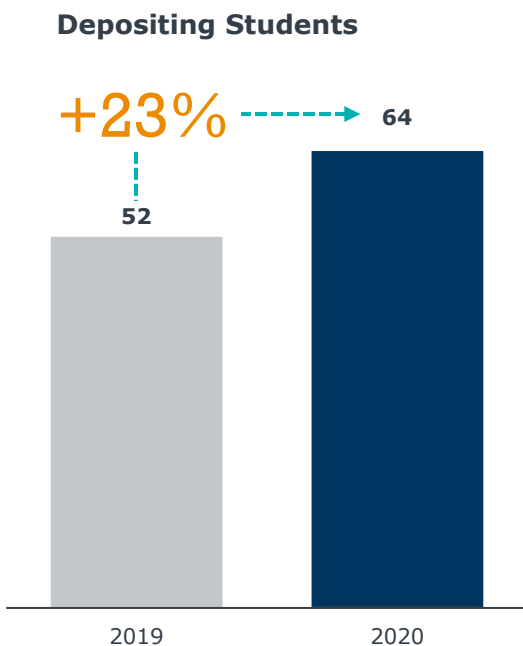
Impact Highlights

+23%
Increase in pharmacy program deposits

53%
Of depositing students were influenced by EAB campaigns

Enrollment Results

Despite Disruption from COVID-19, Program Deposits Grew Substantially



EAB Marketing Impact

46%
Of applications were influenced by EAB campaigns

+5%
Higher deposit rate for EAB-marketed admits than for admits from other inquiry sources

EAB Helped Hazel Expand Targeting Among Right-Fit Prospects



Expanded Audience Lists with Data-Informed Targeting

EAB's targeting experts helped Hazel historically widen their pharmacy program pool by analyzing historical enrollment data and recommending new test-taker names.



Optimized Outreach Strategy for Hazel's Existing High-Potential Audiences

EAB worked with Hazel to identify and include all high-potential audiences, such as Hazel's existing inquiries and previously started applications. EAB then ensured that they received intent-based marketing outreach.

EAB Built a Large Best-Fit Audience

Prospect Audience Volume by Source

PCAT	6,321
GRE	1,025
Virtual Fair	755
Hazel's Existing Inquiries and Sources ¹	393
Digital/Mail	244
Total	8,738

EAB Introduced Intent-Based Marketing to Engage Prospects

How EAB's Outreach Nurtured Prospects Throughout the Journey to Enrollment



Multichannel Marketing for the Student Journey

EAB launched highly personalized, responsive campaigns for Hazel's prospects that nurtured interest and invited prospects to apply. EAB's campaigns included digital ads, micro-surveys to discover prospect intent, customized emails, and content gives.

Marketing Engagement

59% EAB campaign engagement rate²



Paid Search Campaigns

To further support Hazel's program recruitment in a fully virtual setting during the pandemic, EAB launched data-driven paid search campaigns. Despite only being in market for about 4 months, EAB's paid search resulted in 7 applicants and 3 deposits.

4-Month Campaign Impact

7 Applicants, resulting in 3 depositing students



COVID-19 Outreach and Messaging

EAB supported Hazel in quickly deploying crisis-related communications, including emails with updates on Hazel's response to the pandemic and changes to Hazel's application process.

Sample Email Deployed



"Our decision to waive the PCAT for the remainder of the 2020 cycle reflects our institution's history of being student-centered."

1) Sources included existing inquiries and previously started applications.

2) Engagement rate represents the percentage of prospects who submitted a form out of those who visited the EAB landing page via an email, direct mail, or digital ad campaign.

CASE STUDY

Reversing Graduate Enrollment Declines with Out-of-State Growth

Hickory University,¹ a Medium-Sized, Private University in the West


- **About:** Hickory University is a private university located in a metropolitan area in the West. Their college of education offers a variety of graduate and doctoral degrees and enrolls approximately 800 students.
- **Challenge:** Hickory’s college of education faced declining enrollment due to increased local and national competition. In-state enrollment was experiencing particularly severe declines due to decreases in application volume.
- **Solution:** As EAB had been a longstanding undergraduate enrollment partner, Hickory opted to work with EAB Adult Learner Recruitment to grow enrollment for their college of education. EAB helped Hickory strategically widen their prospect pool via analytically informed targeting expansions. EAB then launched integrated, multichannel campaigns to ensure robust application and enrollment results.
- **Impact:** During the first year of the partnership, out-of-state enrollment increased by 31%, boosting overall enrollment by 9%. Over the second year, Hickory has experienced growth throughout the funnel, with a 25% overall increase in current deposits.


Impact Highlights


- +9%**
Enrollment growth during first year of partnership
- +31%**
Increase in out-of-state enrollment during first year of partnership
- +25%**
Increase in deposits over two years of partnership

EAB Helped Hickory Identify and Recruit Students Outside of Core Markets

Strategies for Expanding List Targeting

- 

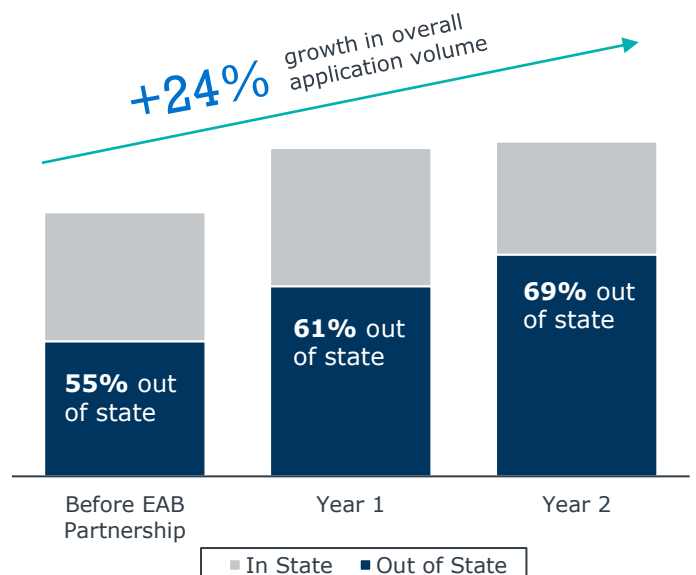
Saturate Local Market
Include all names in primary market to leverage existing brand recognition.
- 

Identify Latent Potential in Secondary Markets
Analyze historical enrollment data to determine strongest reach markets.
- 

Augment Lists via Focused National Search
Selectively search students nationally based on education-specific parameters.

Submitted Applications

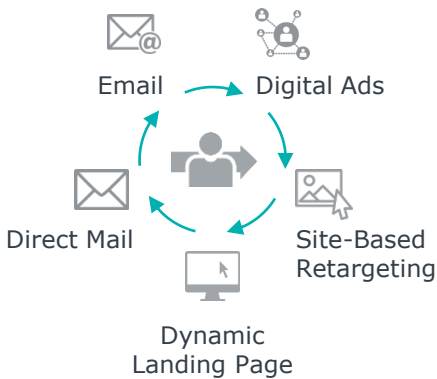
Year Prior to EAB Partnership through Year 2



1) A pseudonym

Launch Multichannel Campaigns to Maximize Applications and Enrollments

Elements of Integrated Campaigns



Data-Driven Strategies for Engagement

- 1 Favor Comprehensive Messaging**
 Apply EAB testing insight that multi-program messaging performs better than copy promoting a single program.
- 2 Create Urgency with Deadlines**
 Use strategically timed deadline campaigns to boost application activity.
- 3 Monitor and Optimize**
 Analyze campaigns, test new approaches, and apply insights to enhance performance.

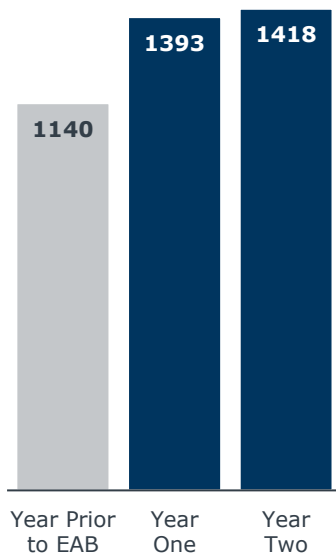
Impact of Campaigns *Year 2 of Partnership*

- 17,300+**
 Unique prospects reached via digital ad campaigns
- 7000+**
 Landing page visits
- 6600+**
 Clicks to "Apply Now"
- 1400+**
 Applications submitted

Multiyear Growth throughout the Enrollment Funnel

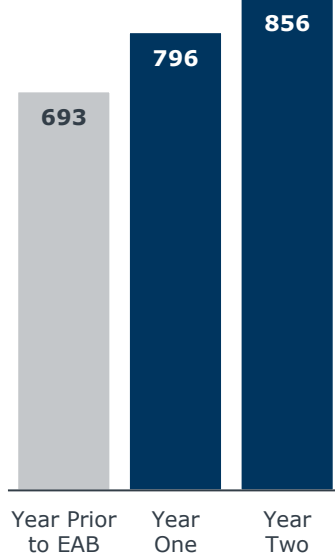
Submitted Applications

+24%



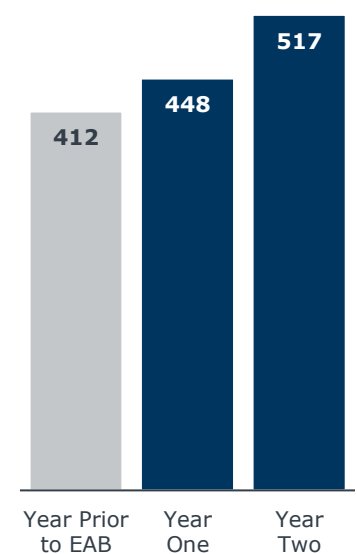
Admits

+24%



Deposits

+25%



CASE STUDY

How One Law School Grew Enrollment and Class Quality in a Highly Competitive Market

Maple University,¹ a Medium-Sized, Private University in the Northeast

- **About:** Maple University is a private university located near a large city in the northeast, with a law school enrollment of about 800 students.
- **Challenge:** Due to intensifying competition in the region, Maple’s law school experienced multiple years of enrollment declines and struggled to maintain its standing in national rankings.
- **Solution:** Maple partnered with EAB to grow law school enrollment and raise the academic profile of their incoming class. EAB helped Maple better engage prospects and increase application volume by launching strategic, multichannel campaigns that implemented intent marketing and other proven best practices in recruitment marketing.
- **Impact:** Over four years of partnership, Maple’s application volume increased by 41% and median LSAT score improved by four points.

Impact Highlights

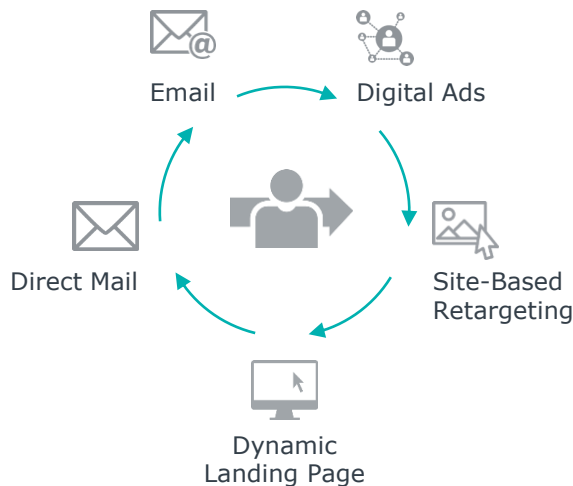
+34%
Total increase in entering class enrollment

+4 points
Increase in median LSAT score

Multichannel Campaigns Spurred 72% Lift in Application Volume in Year 1

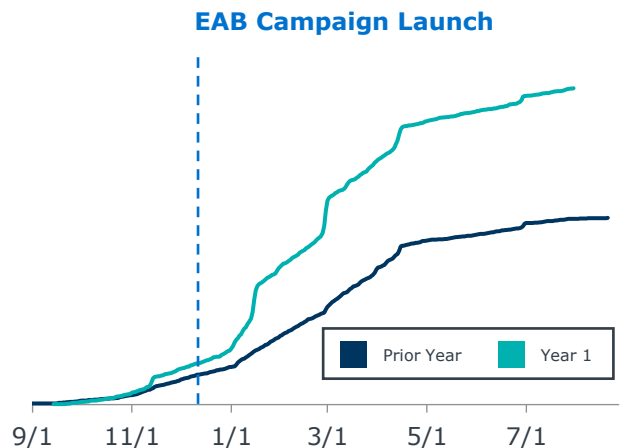
EAB Developed and Deployed Integrated Campaigns to Encourage Test-Takers to Apply

Elements of Integrated Campaigns



LSAC Applications by Date

1 Year Prior to Partnership vs. Year 1



1) A pseudonym

Implement Marketing Best Practices to Raise the Academic Profile of the Class

Maximize Engagement with High-Performing Prospects

How EAB Helped Maple Enroll Highly Sought-After Prospects



Deployed Intent Marketing Campaigns

EAB launched multichannel campaigns that nurtured each applicant according to their unique intent signals.



Precisely Timed Launches

EAB crafted a strategic campaign schedule with multiple launches so that new candidates were contacted as soon as LSAT names became available.

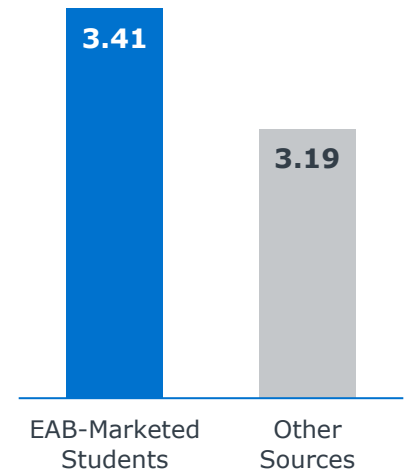


Persistent Communication

Consistent, engaging outreach helped Maple University capture the attention of highly competitive prospects and drive them to apply.

Average GPA

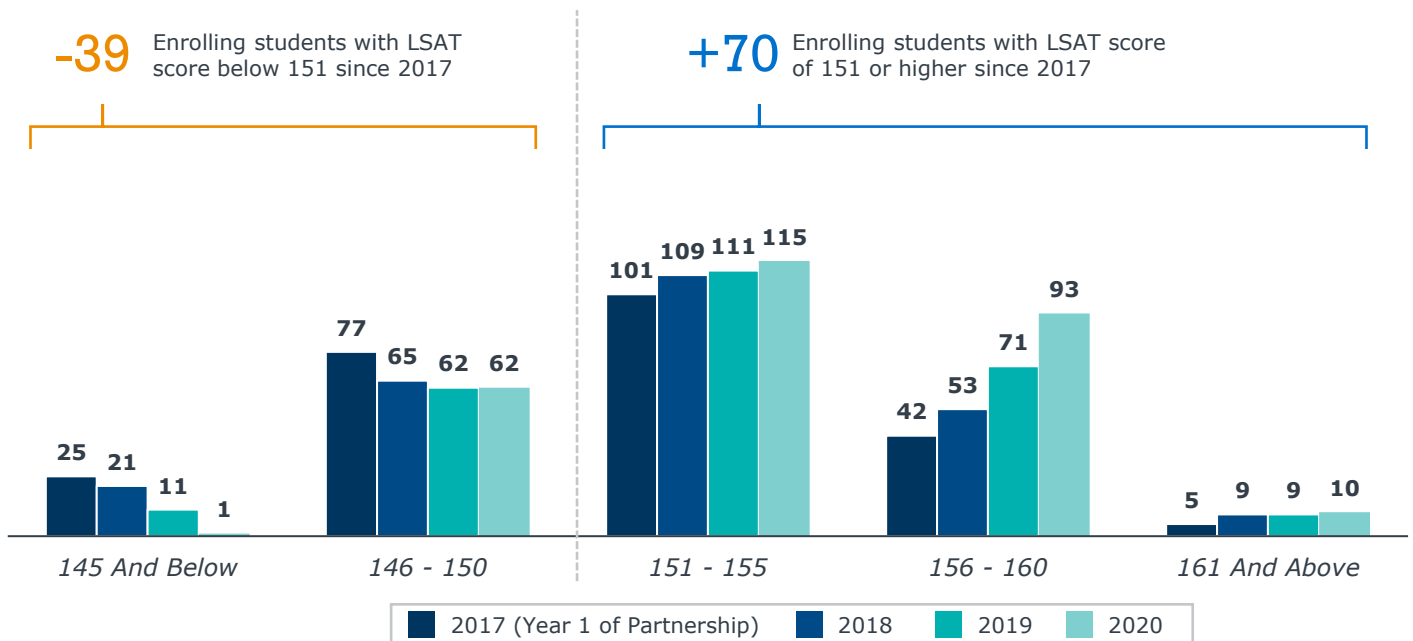
Second-Seat Deposits, Year 2



Multiyear Results: Growth in Enrollment and Academic Quality

Enrollment Increased Among Higher LSAT Bands

Enrollments by LSAT Score Band, Entering Classes 2017-2020



Impact Highlights

+4 pts Increase in median LSAT over 4 years

+34% Increase in enrollment over 4 years

64% Share of EAB-influenced enrollments since 2018

CASE STUDY

Growing Enrollment Through an Integrated, Personalized Marketing Strategy

College of Pharmacy at Red Pine University,¹ a Large, Public University in the West

- **About:** Red Pine University is a public university located in a metropolitan area in the West. Their College of Pharmacy enrolls about 260 students.
- **Challenge:** With the dramatic decline of students enrolling in pharmacy schools nationwide, coupled with increased competition in nearby areas, Red Pine University experienced severe drops in pharmacy program enrollment.
- **Solution:** Red Pine knew that the shifting market required a more strategic approach to marketing, but they lacked the staff capacity and expertise to effectively revamp their strategy. They partnered with EAB to introduce a more personalized and integrated approach that would increase engagement, application activity, and ultimately enrollment.
- **Impact:** Red Pine saw substantial growth in application volume and yield rate, leading to a 27% increase in enrolled students in one year.

Impact Highlights

+27%
Increase in enrollment

+14%
Increase in applications

How EAB Helped Red Pine Reverse Declining Enrollment

BEFORE

Red Pine's Historical Approach to Recruitment



- Small staff with limited capacity and lack of deep marketing expertise
- Limited proactive marketing activity other than attending grad fairs
- Relatively short recruitment calendar

AFTER

Strategies Implemented to Increase Prospect Engagement



Launch Multichannel Campaigns

EAB's team of marketing experts designed and deployed a comprehensive strategy including email, digital ads, site-based retargeting, dynamic landing pages, and mail.



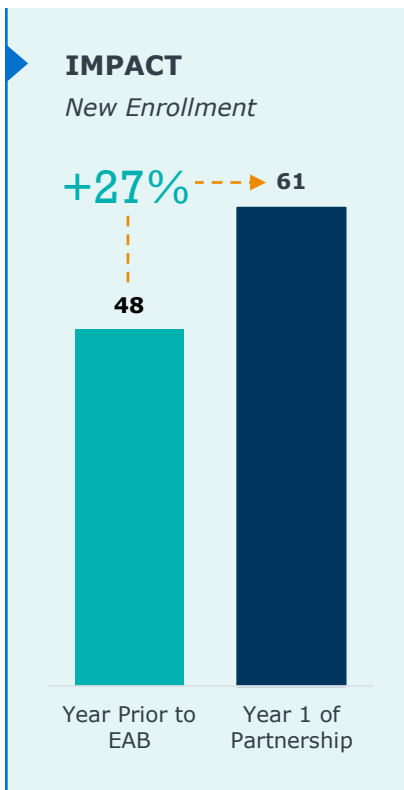
Personalize Outreach at Scale

EAB incorporated customized messaging into emails and ads and advised Red Pine on ways for their staff to increase personal touchpoints with students.



Optimize Deadline Strategy

After advising Red Pine to move to a rolling admissions calendar, EAB helped them take advantage of the extended recruitment timeframe through proactive, persistent marketing.



1) A pseudonym

CASE STUDY

Growing Graduate Enrollment by 10% with Strategic Targeting and Intent Marketing

Cherry State University,¹ a Large Public University in the Northeast


- **About:** Cherry State University is a large public institution located in a metropolitan area in the Northeast.
- **Challenge:** Cherry State University’s Master of Social Work program aimed to grow enrollment, especially among out-of-state students.
- **Solution:** Since Cherry State had a small recruitment team with limited marketing experience, they partnered with EAB to find a larger, more national best-fit prospect audience and to engage prospects at scale. EAB identified new audiences to contact, including recommending a data-driven approach to test-taker targeting. They also helped Cherry State engage their prospects through personalized, multichannel intent marketing campaigns. In addition, EAB offered strategic guidance on recruitment best practices and helped Cherry State quickly pivot their marketing messaging during COVID-19.
- **Impact:** EAB’s efforts helped Cherry State grow social work program enrollment by 10% overall, with a 64% increase in out-of-state students.

Impact Highlights

10%
Increase in enrollment

64%
Increase in out-of-state enrollment


EAB Supported Recruitment with Marketing and Strategic Guidance

Expanded, Data-Driven Targeting 

EAB analyzed Cherry State’s historical program enrollments and recommended new national audience sources, including launching strategic GRE test-taker targeting.

Intent Marketing at Scale 

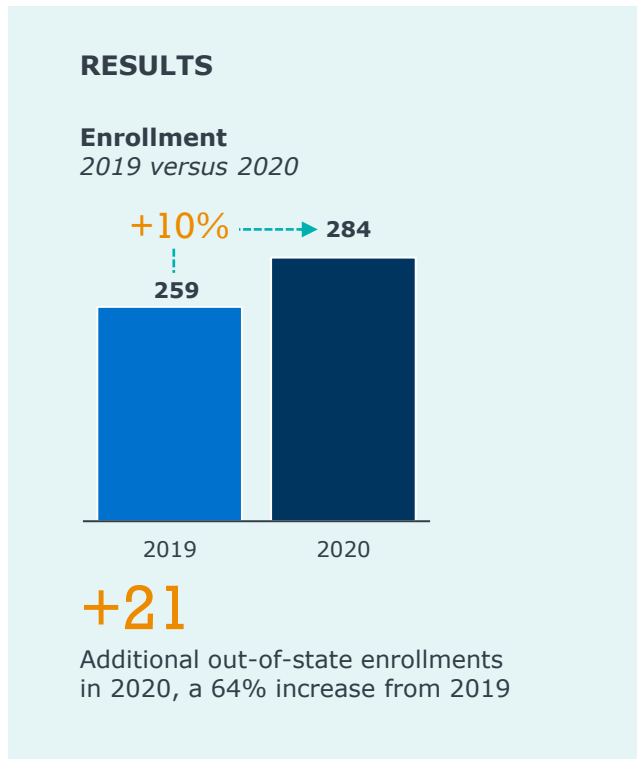
EAB deployed personalized, intent-based campaigns to engage prospects across the student journey using digital ads, micro-surveys, emails, and content gives.

Recruitment Best Practices 

EAB helped Cherry State’s staff build out a more robust communications plan to complement EAB-managed campaigns. They also advised on ways to optimize admissions processes and shorten decision turnaround times.

Crisis Response Messaging 

During COVID-19, EAB rapidly updated communications to reflect Cherry State’s crisis response. EAB also helped Cherry State update messaging to reflect their program’s social justice mission in summer 2020.



CASE STUDY

How One Business School Surpassed Their 2020 Enrollment Goal During COVID-19

College of Business at Beech University,¹ a Large, Private University in the South

- **About:** Beech University is a private, primarily graduate-serving institution in the South.
- **Challenge:** Due to increased competition, Beech’s College of Business experienced a 32% decline in graduate enrollment over four years. They partnered with EAB Adult Learner Recruitment in 2018 to increase leads and enrollment within their online MBA and several other graduate business programs.
- **Solution:** EAB helped Beech identify a large volume of new right-fit prospects, then launched integrated multichannel campaigns to maximize applications and enrollments among those audiences. For the 2020 enrollment cycle, EAB enhanced multichannel outreach further with highly personalized, intent-based campaigns for the student journey, helping Beech continue to engage prospects during the pandemic.
- **Impact:** EAB’s campaigns influenced 228 new enrollments in 2019, representing a 6:1 return on investment. Despite disruption from COVID-19 in the 2020 cycle, EAB’s student journey marketing helped Beech outperform their summer enrollment goal by 9%.

Impact Highlights

6:1
ROI from 2019 EAB Campaigns

+9%
Above enrollment goal for Summer 2020

How EAB Helped Beech Identify and Engage More Right-Fit Prospects



Expanded Lists with Data-Informed Targeting

- EAB’s targeting experts helped Beech strategically widen their prospect pool by analyzing historical enrollment data and applying consumer analytics
- 30,000 total candidates invited to apply in 2018

Key Audiences Targeted



- ✓ GMAT and GRE Test-Takers
- ✓ EAB-Generated Inquiries
- ✓ Undergraduate Students
- ✓ Beech’s Inquiry Pool
- ✓ Inquiries from EAB’s High-Affinity Audience



Launched Integrated Marketing Campaigns

- EAB deployed campaigns inviting candidates to learn more and apply through a personalized experience
- EAB crafted campaign messaging and imagery based on a custom-built profile of Beech’s prospects

Elements of Integrated Campaigns



- ✓ Emails
- ✓ Digital ads
- ✓ Site-based retargeting
- ✓ Dynamic landing page
- ✓ Direct mail

1) A pseudonym

Impact on 2019 Enrollment

EAB Enrollment Funnel Influence

456 Applications **277** Admits **228** Enrolling students

Return on Investment

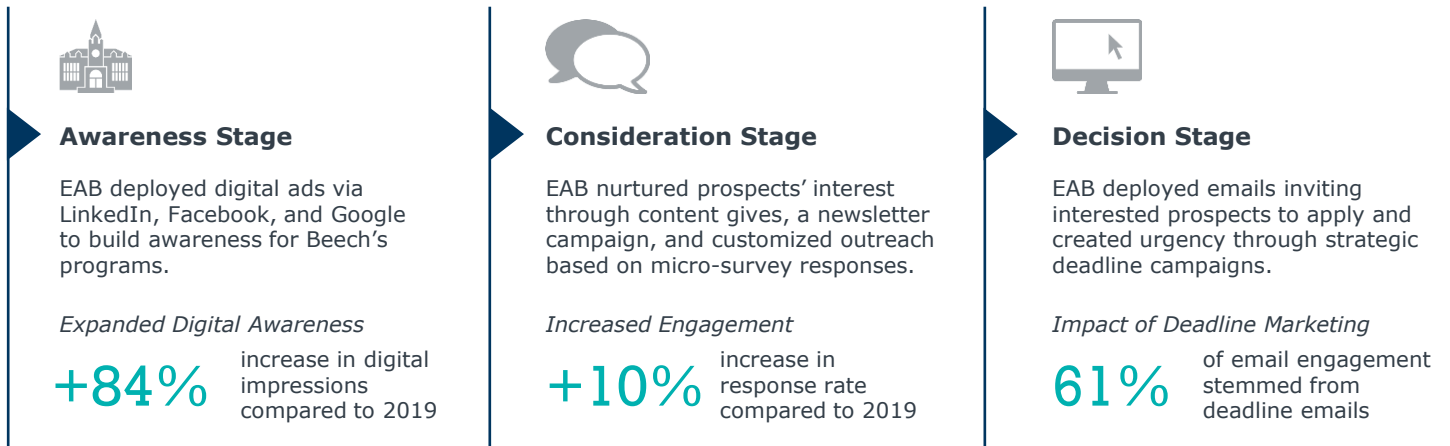
6:1 ROI from EAB 2019 campaigns

“ We’ve been really pleased with the level of support we’ve received with EAB Adult Learner Recruitment.”
 - Assistant Dean for Enrollment Management, College of Business, Beech University

How Beech Outperformed Enrollment Goals Despite Disruption from COVID-19

EAB Introduced Enhanced, Intent-Based Marketing for the 2020 Enrollment Cycle

Highly Personalized, Responsive Campaigns Supported Prospects Through Individualized Journeys



Communication Through Disruption
 With personalized student journey outreach, along with immediate, proactive communications about Beech's response to the pandemic, EAB helped Beech build and maintain relationships with prospects throughout the Spring.

2020 Mid-Year Results*
EAB Enrollment Funnel Influence

372 Applications **128** Admits **80** Enrolling students **+9%** Above enrollment goal for Summer 2020

*As of May 2020

CASE STUDY

Increasing Law School Applicant Quality and Admissions Selectivity

Cottonwood University,¹ a Large, Private University in the Northeast

- **About:** Cottonwood University is a private university with a law school enrollment of about 450 students.
- **Challenge:** Cottonwood sought to raise the academic profile of their entering class and increase selectivity while maintaining current class size.
- **Solution:** After assessing Cottonwood’s current recruitment practices, EAB recommended strategic changes to find and attract more top applicants. Key changes included a data-driven expansion of targeting, strategic deadline marketing, and personalized, multichannel campaigns that incorporated proven marketing techniques.
- **Impact:** EAB helped Cottonwood grow application volume by 13% overall, with a 33% increase in applicants with LSAT scores of 160 or above. These changes in application volume and quality ultimately enabled an 18% decrease in admit rate and a one-point increase in median LSAT score among depositing students.

Impact Highlights

+33%
Increase in applications with 160+ LSAT score

+1 point
Increase in median deposit LSAT score

How EAB Helped Cottonwood Law Recruit More Top Applicants

A More Comprehensive Approach to Targeting and Engaging Highly Qualified Prospects

New Strategies Implemented

 **Optimized Test-Taker Targeting**

EAB expanded test-taker targeting, especially in higher LSAT score ranges, then helped Cottonwood contact candidates promptly as names became available.

 **Strategic Deadline Marketing**

EAB helped Cottonwood craft a new deadline cadence and corresponding marketing plan to boost application activity.

 **Personalized, Multichannel Messaging**

EAB launched integrated marketing campaigns with content tailored to attract top candidates.

Year One Results

Application Growth

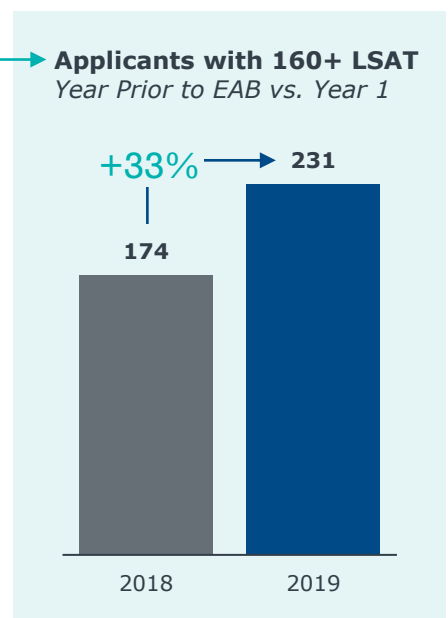
13%
Overall increase in application volume

Academic Quality

16%
Increase in deposits with 160+ LSAT score

Admissions Selectivity

18%
Decrease in admit rate from 2018 to 2019



1) A pseudonym

CASE STUDY

Multichannel Marketing Drives Results Throughout the Candidate Journey

Birch University,¹ a Medium-Sized, Private University in the Northeast

- **About:** Birch University is a private university in a large city in the Northeast.
- **Challenge:** Faced with increased local and national competition, Birch’s adult degree completer program struggled to maintain enrollment volume for several years due to insufficient awareness and engagement among key prospect audiences.
- **Solution:** Birch partnered with EAB to identify audiences who would be most likely to enroll, and to raise awareness among these populations as a part of overall marketing and recruitment strategy. EAB used consumer data to create detailed personas of Birch’s target students and generate high-affinity prospects to target. EAB then launched multichannel campaigns to engage candidates and encourage applications.
- **Impact:** EAB’s digital ad campaigns generated awareness by reaching over 65,000 unique prospects within Birch’s target audience. Down-funnel, multi-channel campaigns spurred substantial engagement and application activity, influencing 22 enrollments for Birch’s adult degree completer program.

Impact Highlights

65,000
Unique prospects reached by digital ads

22
Enrollments influenced by EAB campaigns

Audience Generation, Targeting, and Multichannel Marketing for Impact




STRATEGIC AUDIENCE GENERATION

Apply Consumer Data to Improve Targeting Strategy

- 1 Build Custom Persona**
Produce a detailed profile of target audience’s demographic and psychographic traits to create highly resonant marketing messages.
- 2 Identify Best-Fit Prospects**
Generate new audience of high-affinity prospects from within the national consumer database.
- 3 Apply Persona Insights**
Craft messaging and imagery based on prospects’ known interests and preferences to make a personal connection and build awareness of programs.

MULTICHANNEL MARKETING

Engage Prospects with Strategic Campaigns

-  **Reach prospects** with multichannel campaigns including email, direct mail, digital ads, dynamic landing pages, and retargeted ads.
-  **Promote engagement** with student-centric messaging and strategic deadline campaigns.
-  **Optimize performance** through continuous monitoring and adjustments to campaign parameters.

RESULTS

Generate Awareness and Influence Key Metrics

- 65,000**
Unique prospects reached by digital ads
- 412**
Campaign conversions
- 37**
Applications influenced by EAB marketing
- 1 in 4**
Enrollments influenced by EAB marketing

1) A pseudonym

CASE STUDY

Multichannel Marketing Drives Graduate Growth in a Highly Competitive Market

Elm University,¹ a Private Medical School in the Midwest

- **About:** Elm University is a private, graduate university in the Midwest that specializes in medicine and biomedical sciences.
- **Challenge:** After several years of steady growth, Elm’s MS in Biomedical Sciences program suddenly faced stiff competition for the 2019 enrollment cycle due to the launch of 12 similar programs from competitors in one year. At the same time, enrollment in their PsyD program had experienced a 33% drop in 2018 due to increased local competition. To meet ambitious growth goals, Elm decided they needed to expand recruitment efforts nationally.
- **Solution:** Elm partnered with EAB to add expertise and capacity to their relatively small staff in support of their growth goals. Using data-driven targeting strategies, EAB helped Elm identify new right-fit students for their PsyD and MS in Biomedical Sciences programs, then launched integrated, multichannel campaigns to drive applications and enrollment.
- **Impact:** EAB’s campaigns quickly generated large application volumes from existing and new markets, helping Elm enroll their largest cohort ever.

Impact Highlights

+4%
Growth in enrollment in year one

7:1
ROI from EAB partnership

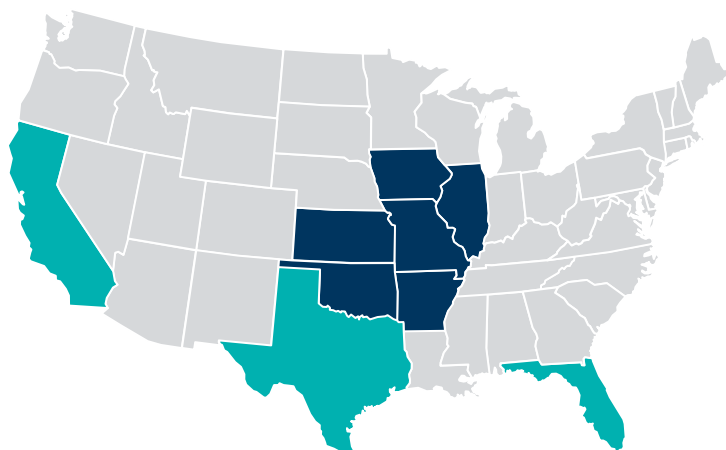
EAB Used Data-Driven Strategies to Help Elm Target New Right-Fit Students

Moving Beyond Core Markets to a National Recruitment Model

Targeting New Geographic Areas

MS in Biomedical Sciences and PsyD Programs

- Neighboring areas historically targeted by Elm
- Additional areas identified as high-potential by EAB



Building a Robust Prospect Audience

MS in Biomedical Sciences and PsyD Programs

Audience	Volume
GRE Bioscience	3,609
GRE PsyD	9,030
MCAT	15,700
Total	28,339

A Much Larger Prospect Pool

+89% Increase in prospects targeted from 2018 to 2019

1) A pseudonym

Engaging Prospects and Building Application Volume

EAB Introduced Sophisticated, Multichannel Campaigns to Propel Application Activity

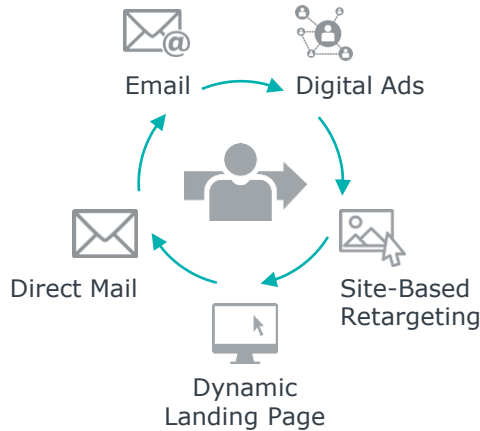
Before EAB: Basic Campaigns Enrollment Marketing, Fall 2018



Emails to application

Marketing activity was limited by staff capacity and expertise, as all campaigns were managed by two staff members with multiple other responsibilities.

With EAB: Multichannel Campaigns Enrollment Marketing, Fall 2019



Campaigns were fully developed, managed, and analyzed by EAB's large staff of marketing and data specialists.

EAB Campaign Engagement

6,089

Total EAB campaign responders

2,630

Responders who entered the application

332

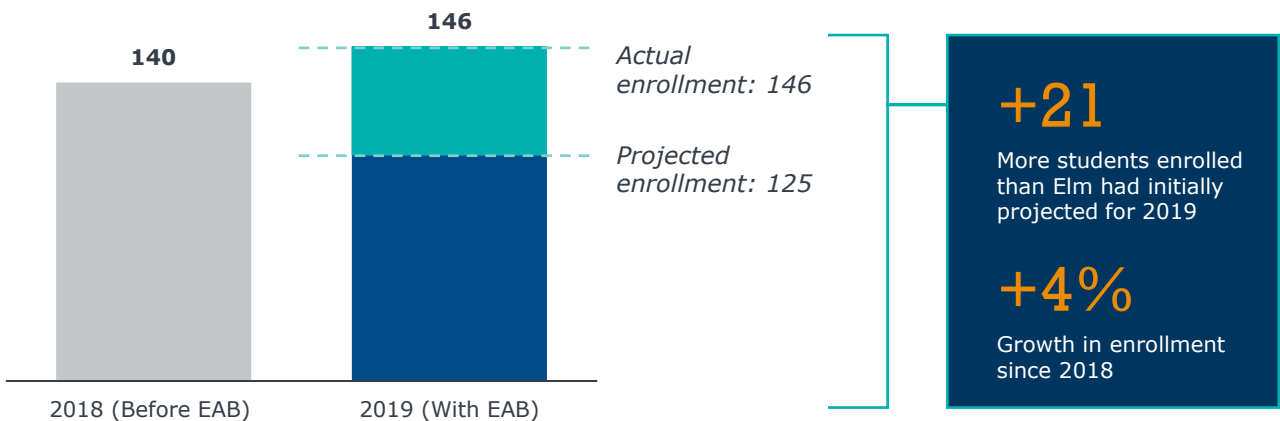
Inquiries cultivated for future terms

Results: Enrollment Grew by 4%, Far Surpassing Elm's Expectations

Due to Increased Competition, Elm Had Anticipated an 11% Decrease in Enrollment for 2019

Enrolled Students

Entering Classes 2018 and 2019, MS in Biomedical Sciences and PsyD Programs



EAB Helped Elm Grow Application Volume and Enrollment, Delivering Outsized ROI

+143%

Increase in submitted applications in 2019

74%

Share of applications influenced by EAB

+21%

Increase in share of out-of-region students¹

7:1

ROI from Elm's partnership with EAB

1) Percentage-point increase

Learn More



To find out how EAB can help you meet your graduate, online, and adult enrollment goals, visit **[EAB.com/ALR](https://eab.com/ALR)**.



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