



New Partner Intensive

Creating a Strategic Roadmap for Adult Learner Growth

Adult Learner Recruitment

Agenda

New Partner Intensive

Session I: Creating a Strategic Roadmap for Adult Learner Growth

1:00 p.m. ET	Opening Remarks
1:10 – 1:35 p.m. ET	State of the Union: Graduate and Adult Education
1:35 – 1:55 p.m. ET	Peer Breakout Groups
1:55 – 2:25 p.m. ET	Proven Paths to Early Wins
2:25 – 2:30 p.m. ET	Closing Remarks: Getting the Most Out of Your Partnership

Today's Presenters



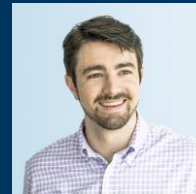
Jennifer Winn

Senior Vice President
JWinn@eab.com



Will Lamb, Ph.D.

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Brian Schueler

Associate Director,
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Update Your Name

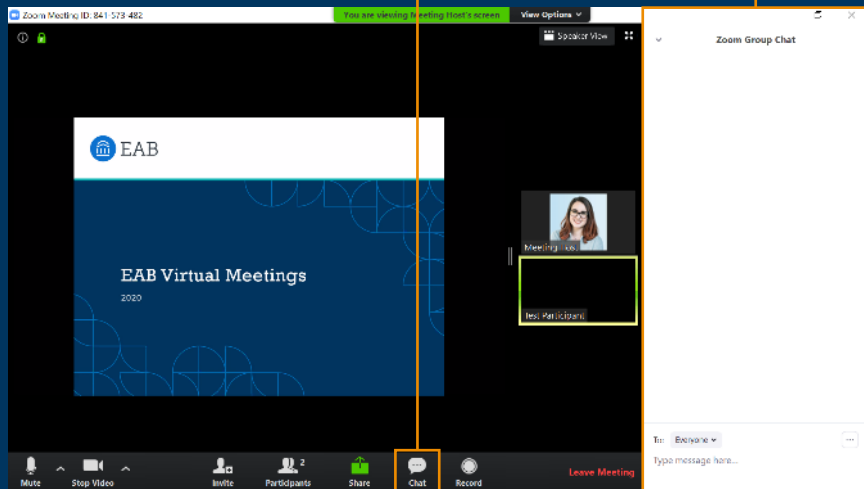
Update your name and add your institution

The screenshot shows a Zoom meeting window. The main display area shows a presentation slide with the EAB logo and the text 'EAB Virtual Meetings 2020'. On the right side, there is a 'Participants' panel titled 'Participants (2)'. It lists 'Test Participant (Me)' and 'Meeting Host (Host)'. The 'Test Participant (Me)' entry has 'Mute' and 'Rename' buttons next to it. A yellow box highlights the 'Participants' button in the bottom toolbar. A callout box points to the 'Rename' button in the participants list. Another callout box points to the 'Rename' dialog box that appears when the 'Rename' button is clicked. The dialog box has a title bar 'Rename', a close button 'X', and a text input field with the text 'Jane Doe - Institution'. There are 'OK' and 'Cancel' buttons at the bottom of the dialog box.

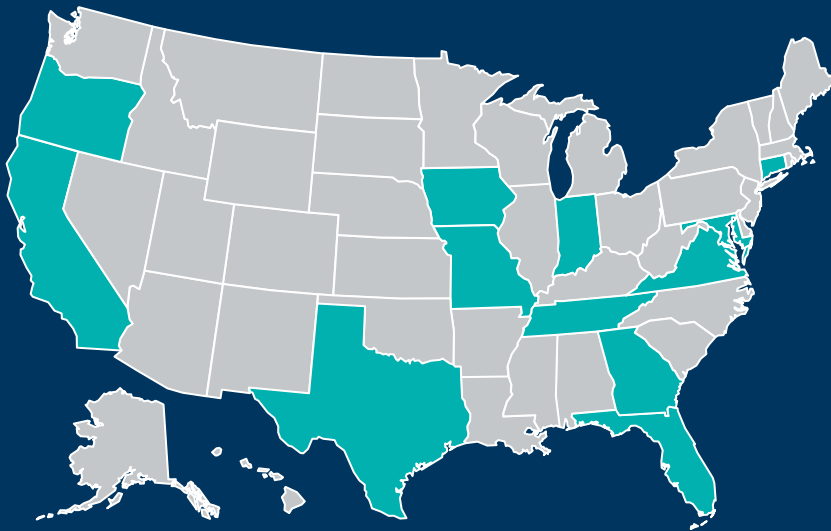
Open Participants menu

Chat

- Please utilize the **Chat** button—located in the Zoom menu bar at the bottom of your window—to ask any questions throughout the session.
- If you have any technical difficulties with Zoom please message us utilizing the **Chat** button.



Who's On the Line Today



- Dallas Baptist University
- Hood College
- LaGrange College
- Liberty University
- Meharry Medical College
- Mount Mercy University
- Oregon Institute of Technology
- Palm Beach Atlantic University
- Saint Mary's College
- San Diego State University
- Southwest Baptist University
- Trinity College

Poll

What's the biggest challenge you face in recruiting adult learners today?



State of the Union

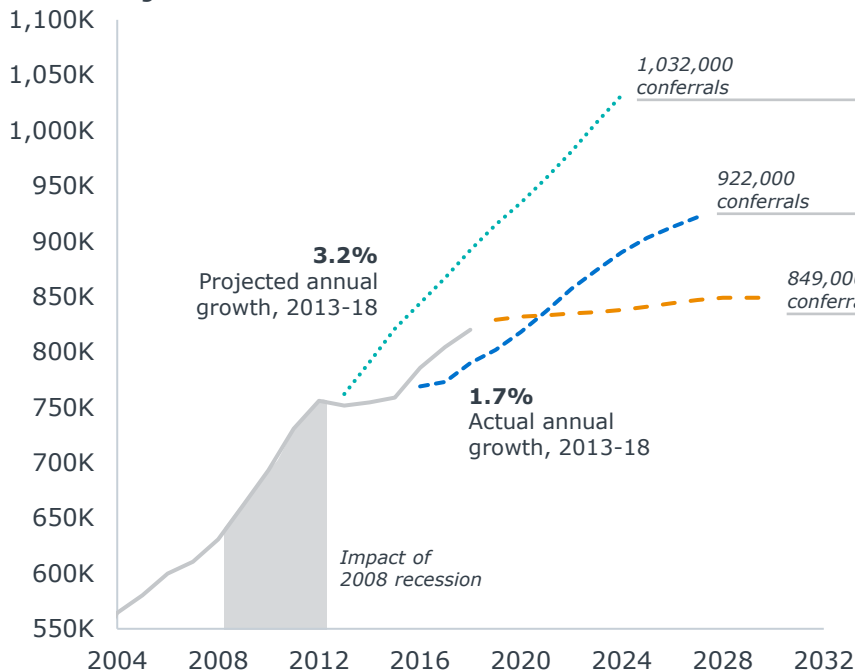
Graduate and Adult Education



The Master's Degree Bubble Has Already Burst

Lower Expectations for Growth Every Year Since 2013

Master's Degree Conferrals



10-Year Projections

2.8%

Projected Annual Growth
2014 - 2024¹

1.7%

Projected Annual Growth
2017 - 2027¹

0.2%

Projected Annual Growth
2020 - 2030¹

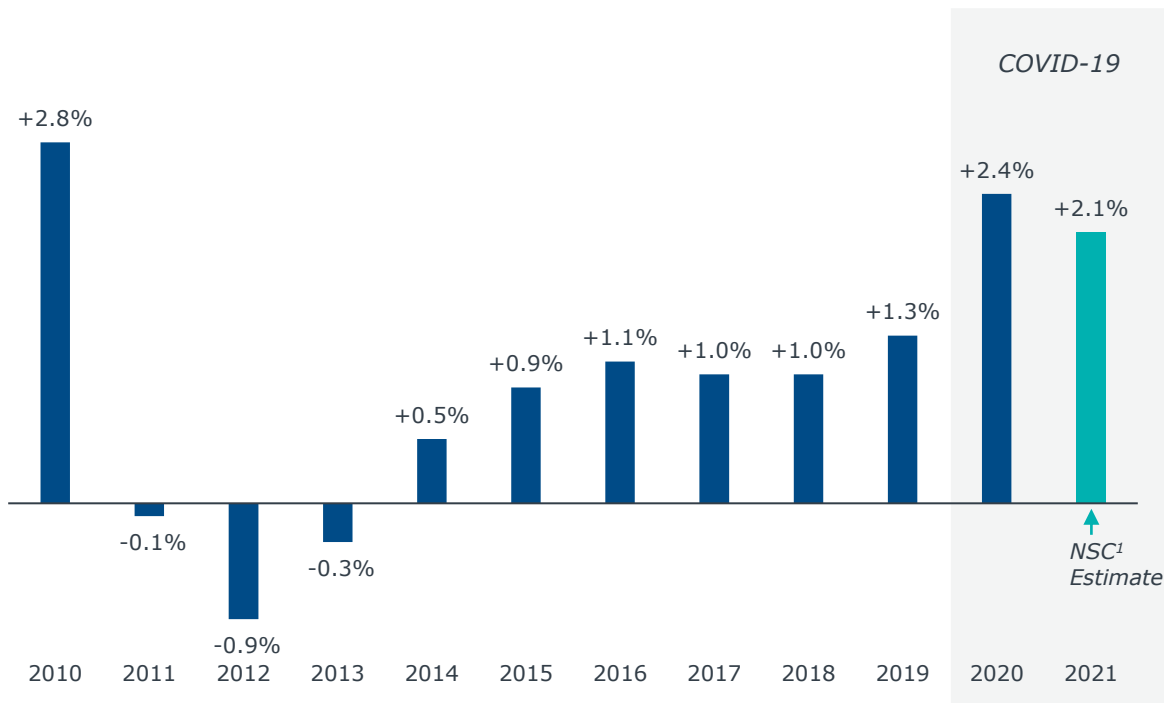
1) The graph includes a 'year 0' for each projection. These 'year 0s' (2013, 2016, and 2019) are actual figures, not projections.

A Surprise Boon for Graduate Enrollments



Graduate Enrollments Grew at Fastest Rates in Nearly a Decade Through Pandemic

Year on Year Growth of Total Graduate Enrollments – All 4-Year Institutions



1) National Student Clearinghouse

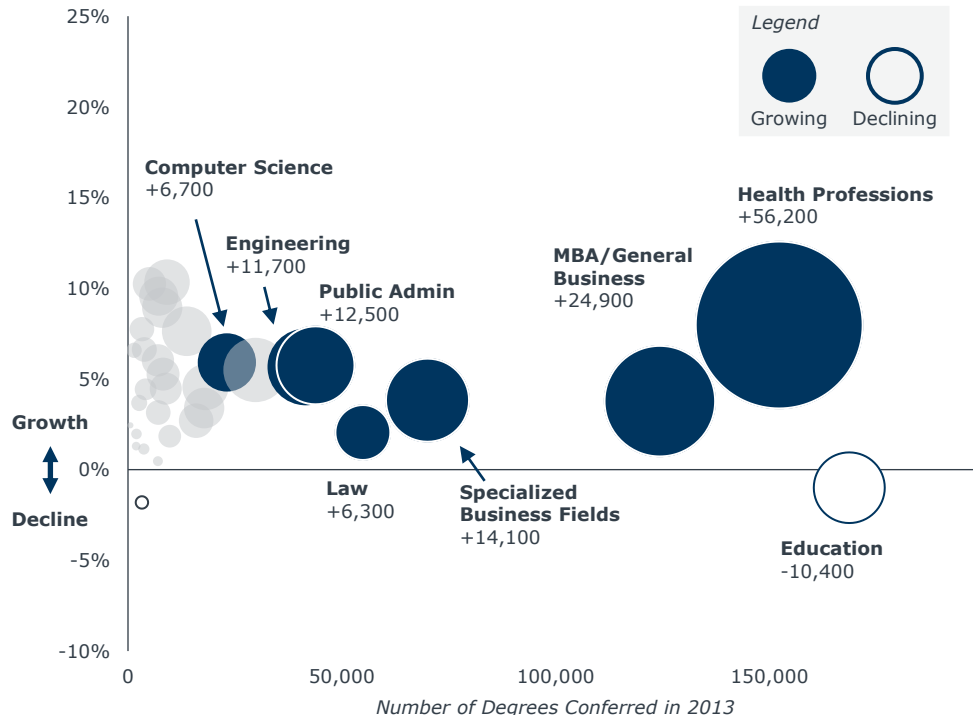
The Glory Days: Growth Across (Nearly) All Fields

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Change in Master's and Prof. Doctorate Conferrals: Eight Largest Fields 2007-2013

Annual Growth
Rate in Degrees

Growth and Decline in Master's and Doctoral Degree Conferrals by Field
(2007-2013)



3.7%

**Overall Annual
Growth Rate**

Total Graduate Degree
Conferrals 2007-2013

+171K

**Net Increase in
Conferrals**

2007-2013

+182K

**Increase from
Growing Fields**
2007-2013

-11K

**Decrease from
Declining Fields**
2007-2013

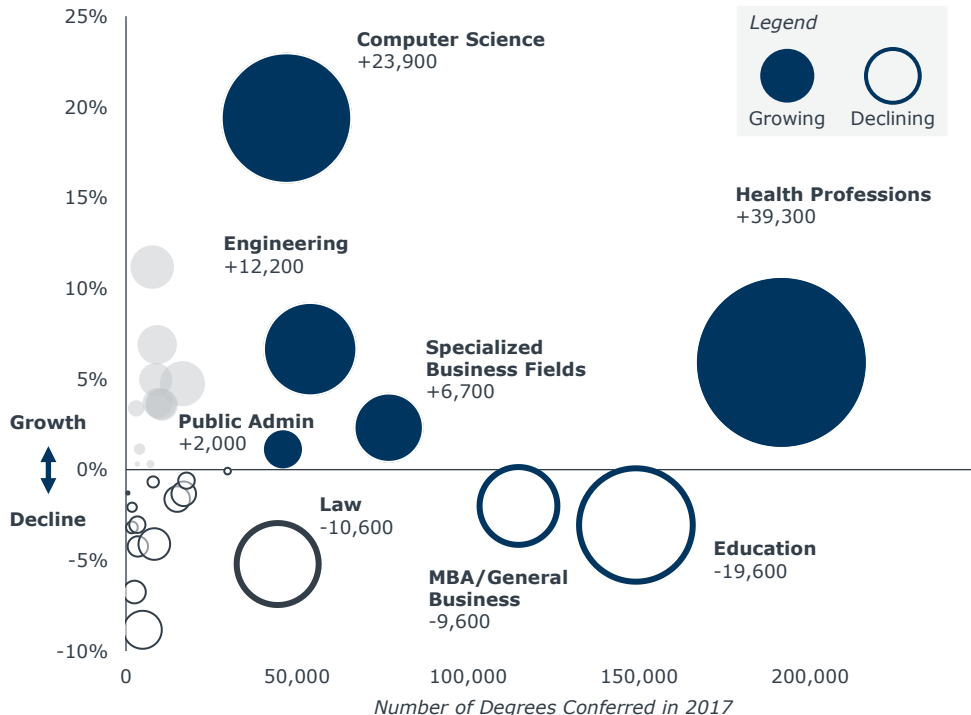
Growth Patterns Diverge Through Mid 2010s

12

Change in Master's and Prof. Doctorate Conferrals: Eight Largest Fields 2013-2017

Annual Growth
Rate in Degrees

Growth and Decline in Master's and Doctoral Degree Conferrals by Field
(2013-2017)



1.4%

Overall Annual
Growth Rate

Total Graduate Degree
Conferrals 2013-2017

+49K

Net Increase in
Conferrals

2013-2017

+98K

Increase from
Growing Fields
2013-2017

-49K

Decrease from
Declining Fields
2013-2017

Source: EAB analysis of NCES Integrated
Postsecondary Education Data System (IPEDS) data.

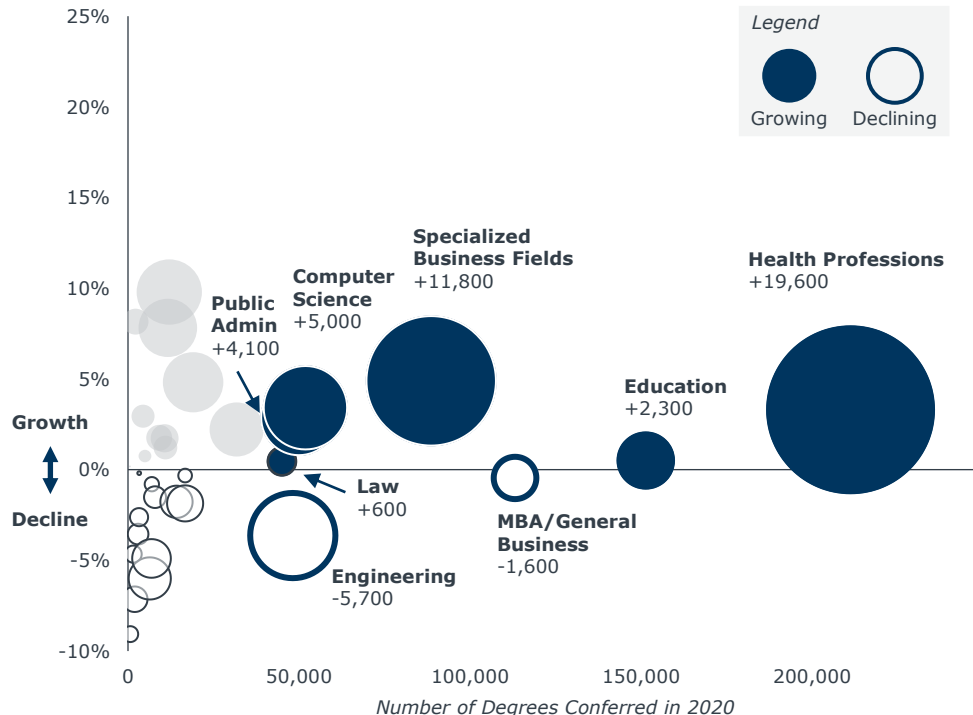
High-Flying Growth Rates Came Back to Earth

13

Change in Master's and Prof. Doctorate Conferrals: Eight Largest Fields 2017-2020

Annual Growth
Rate in Degrees

Growth and Decline in Master's and Doctoral Degree Conferrals by Field
(2017-2020)



1.6%

**Overall Annual
Growth Rate**

Total Graduate Degree
Conferrals 2017-2020

+46K

**Net Increase in
Conferrals**

2017-2020

+60K

**Increase from
Growing Fields**

2017-2020

-14K

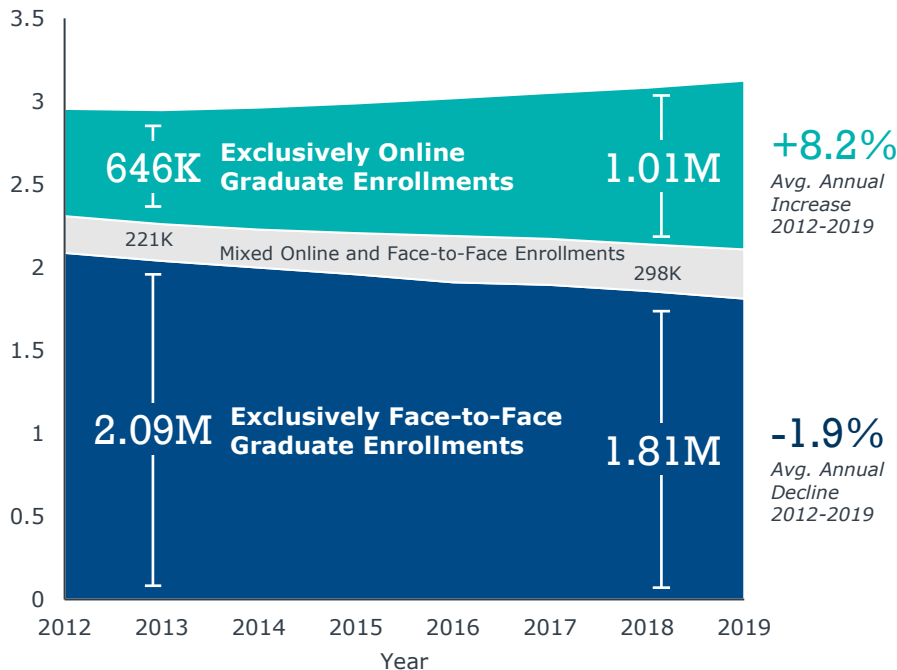
**Decrease from
Declining Fields**

2017-2020

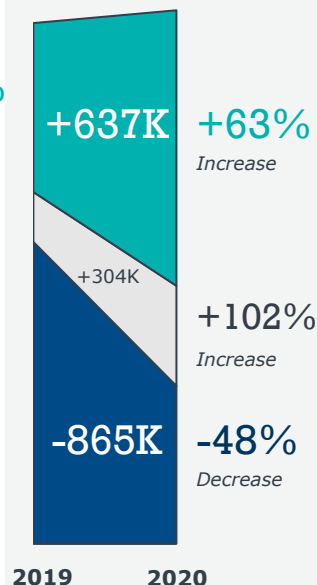
Online Grad Ed Growing Fast Prior to COVID

How Much of The Pandemic's Shift Online Remains Permanent?

Graduate¹ Enrollments 2012-2020: Exclusively, Some, and No Online² Courses



The Pandemic: Half of Face-to-Face Grad Enrollments Shift Online



Source: EAB analysis of distance enrollment data from IPEDS Fall Enrollment Surveys 2012-20, EAB interviews and analysis.

1) Graduate students include both master's and doctoral students.

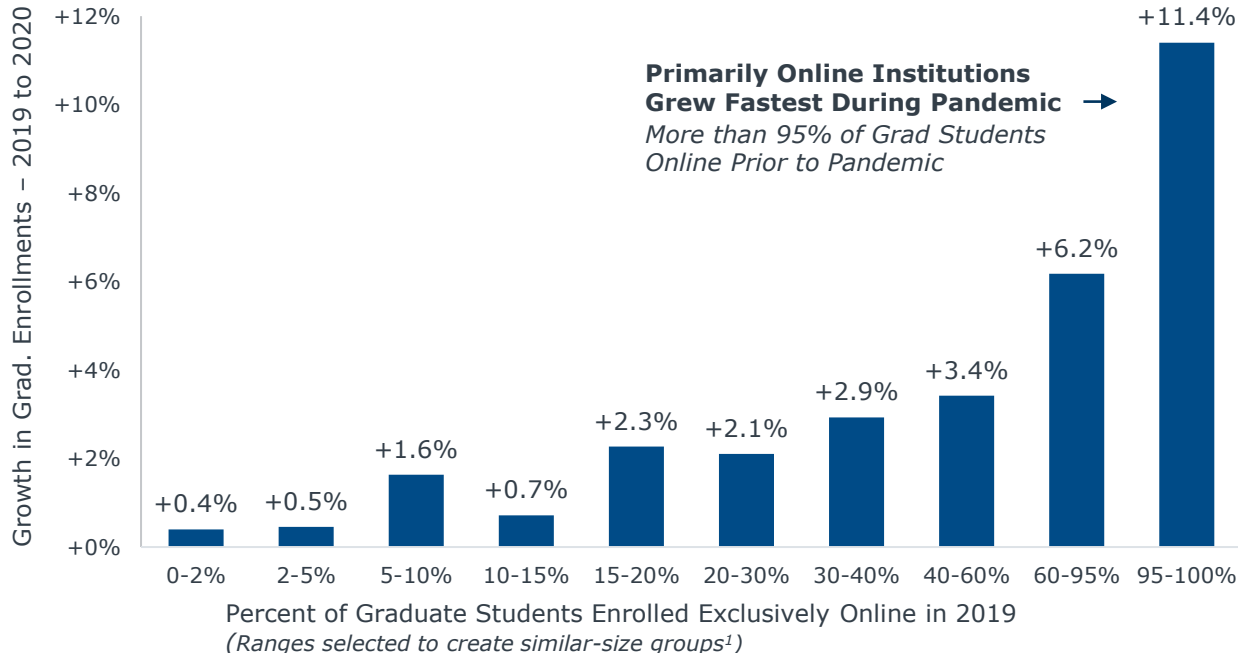
2) Recorded as 'Distance Education' in IPEDS data

More Online Offerings Meant More Growth



Grads Flocked to Established Highly-Online Institutions in 2020

Growth in Graduate Enrollments 2020 vs. 2019 by Online Intensity in 2019



1) Each group is comprised of institutions that enrolled approximately 300,000 graduate students in 2019

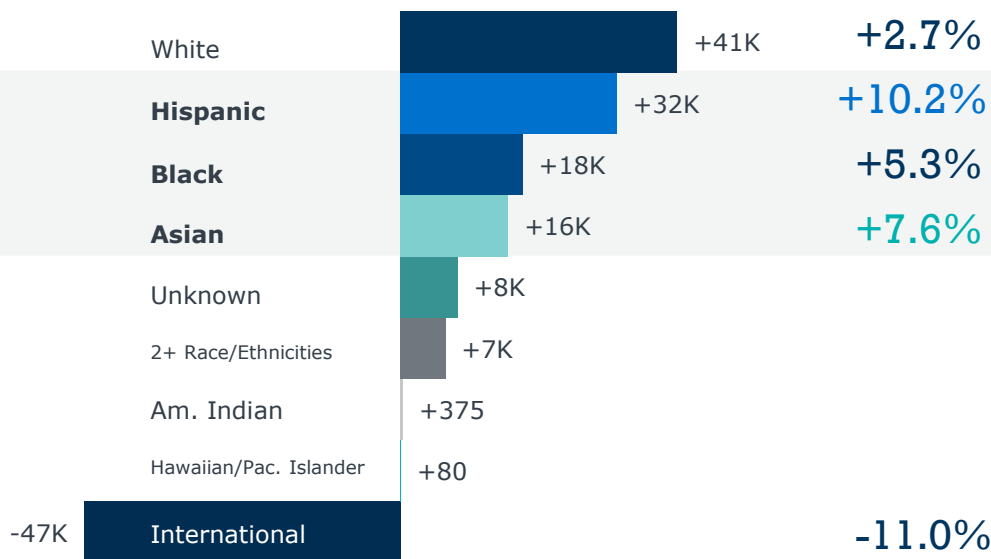
2) We excluded institutions that enrolled zero graduate students in 2020

Domestic Diversity Push Cushions Intl. Slump



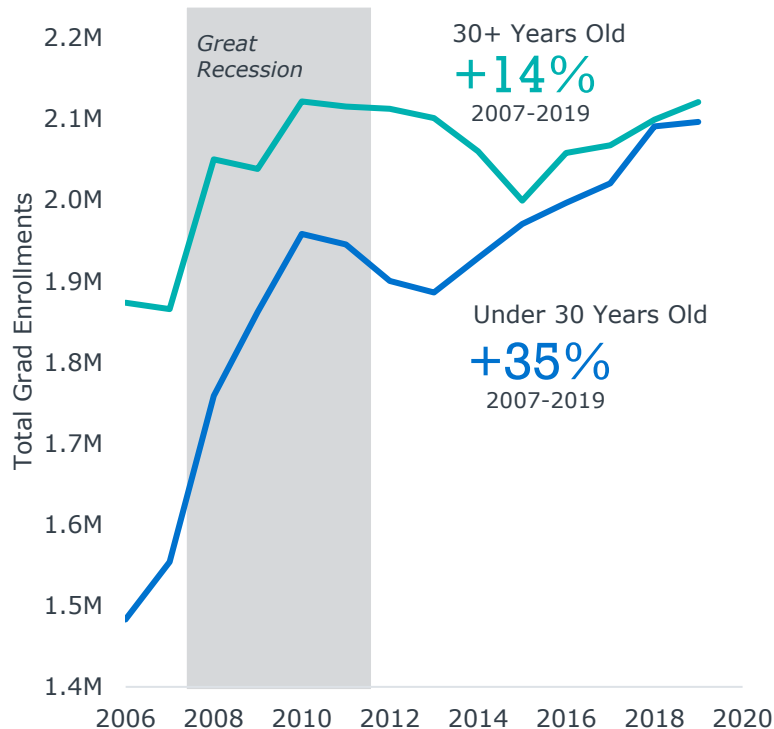
Big Increases Among Hispanic, Black, and Asian Grad. Students Bolster Graduate Enrollments, Despite International Decline

Change in Graduate Enrollment by Race/Ethnicity: Fall 2019 to Fall 2020



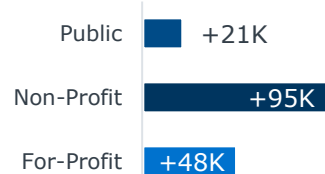
A Permanent Shift to Younger Grad Students

Change in Graduate Enrollments Since 2007 by Age Group



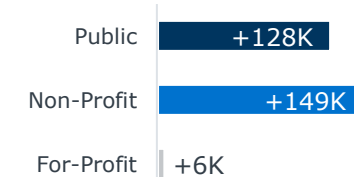
Private Institutions Account for Increase in Older Grads

Increase in graduate enrollments 30+ years old 2007-19 by sector



Younger Graduate Students Shun For-Profit Institutions

Increase in graduate enrollments under 30 years old 2007-19 by sector



Key Takeaways

- 1 The graduate market boomed in 2020 and 2021**—far exceeding expected growth prior to the pandemic.
- 2 Institutions that enrolled a greater share of online graduates in the past grew faster during the pandemic**—but most of the online boom is likely temporary.
- 3 Growth in enrollment among younger students and students of color outpaced growth in enrollment among white students**—offset a decline in international enrollment.

Peer Breakout Discussions



For the next 20 minutes, we will be meeting in peer groups to share:

- Your name, institution, and role
- *What is one goal you and your team are working towards this year?*

To join a breakout room, please click “join” when the box appears on your screen.

Proven Paths to Early Wins

4 Best Practices for a Successful Partnership

Jennie Bailey, *Senior Strategic Leader*
Sam Moll, *Senior Strategic Leader*

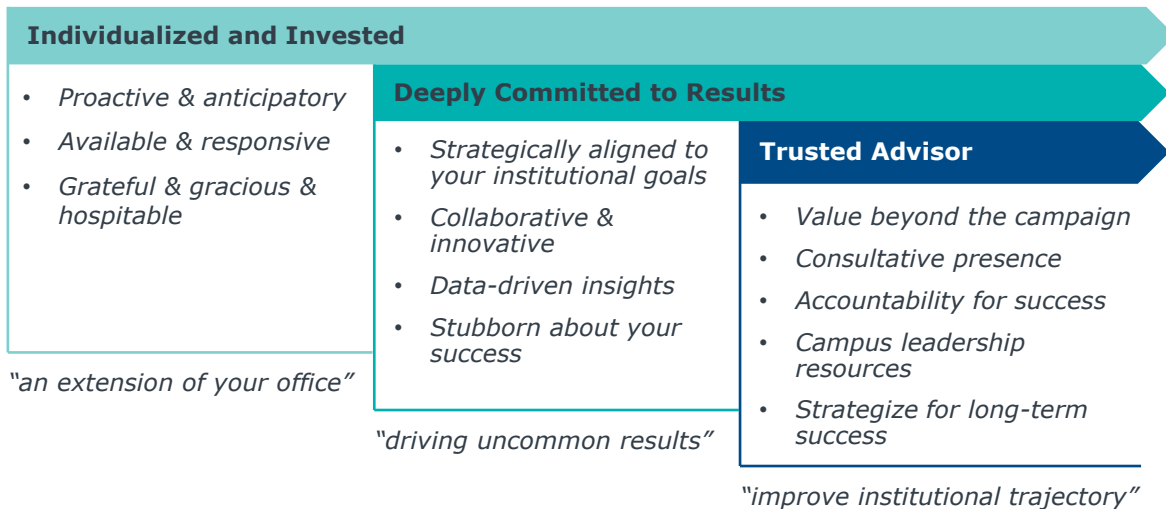
Guiding Principles



Service Basics Are Important, but Not Enough

Polite | Warm | Helpful | Partner-First | Detail-Oriented | Focused

EAB's Distinctive Service Commitment



Your Key Points of Contact



Strategic Leader

Our expert on your institution, advises you on strategy



Account Manager

Your day-to-day point of contact, oversees execution



A Team of Experts Backing Your Success



Campaign Data Manager

Dedicated liaison for your data staff



Copywriter

A communications best-practice expert



Digital Marketer

Develops and tests digital marketing campaigns



Data Scientist

Develops your custom audience models



Art Director

Leverages your branding and ensures consistency



Project Manager

Oversees campaign creation and launch



Strategic Analyst

Tracks your campaign performance



Web Designer

Expert in responsive, user-friendly web design



Subject Matter Experts

"Sage counsel" at your service



Targeting Analyst

Industry-leading list expertise



Marketing Strategy Expert

Expertise in adult learner marketing, drives innovation



Market Insights Analyst

Performs competitive analyses

- 1 Establish a Strong Data Partnership
- 2 Manage the Creative Process Effectively
- 3 Be Prepared for Success
- 4 Leverage Your EAB Team

Poll

What types of data or analyses will be most important for you to access in your partnership with EAB?
(choose 2)

The Role of Data

A Strong Data Partnership Is Key to Optimal Campaign Performance

Marketing Execution & Refinement

- Audience inclusion and segmentation
- Ongoing refresh of exclusion population

Strategic Planning

- Assess opportunities and campaign options for future year(s)
- Audience targeting review and finalization

Integration with Admissions Outreach

- Send communications to EAB-generated inquiries
- Utilize campaign data for personal outreach

Analysis of Campaign Impact

- Measure of impact on entering class and enrollment goals
- ROI

Monitoring of Campaign Performance

- Trends and YOY analysis
- Ongoing evaluation against campaign goals



Establishing a Great Data Partnership

Best Practices

Establish Regular Calls

Check-in calls should include all pertinent stakeholders (Admissions, IT, and Marketing)

Ensure Commitment from Leadership

Consistent support from leaders helps maximize partnership and overcome data concerns

Appoint Skilled IT Staff

IT staff should understand the importance and purpose of the data and be responsive when data issues arise

Break Down Internal Silos

Be sure to include stakeholders from various departments and keep the lines of communication open throughout the setup process

Leverage Data Integration Services

If possible, lean on the DIS team to automate your entering class data and minimize the burden on your staff

1

Establish a Strong Data Partnership

2

Manage the Creative Process Effectively

3

Be Prepared for Success

4

Leverage Your EAB Team

Creation of Customized Student Journey Strategy

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Multichannel Strategy to Engage Prospects at Every Stage Based on Intent

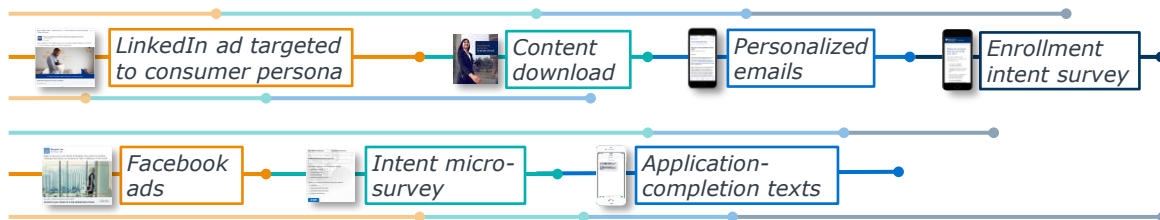
Campaign Recommendations Included in Your Strategy Overview:

- ✓ Audiences
- ✓ Campaign flows
- ✓ Timing and schedule
- ✓ Channels
- ✓ Campaign objectives
- ✓ Messaging strategy
- ✓ Imagery strategy
- ✓ Calls to action
- ✓ Suggested A/B tests



Intent-Driven Campaign Flows Enable Unique and Highly Personalized Journeys

How Sample Campaign Elements Map to Individual Student Journeys



Marketing Objectives at Each Stage of the Student Journey

Awareness

Make a connection,
introduce your offering

Consideration

Engage by addressing
motivations and concerns

Decision

Create urgency and
drive application

Yield

Identify enrollment
intent

Be Ready for a Coordinated Effort

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Student Journey Frees Your Team Up for High-Touch Outreach

How Student Journey Complements Your Institution's Recruitment Outreach

Student Journey Campaign

Consistent, personalized outreach at scale

Awareness

Consideration

Decision

Enrollment

Institutional Outreach

High-touch, incremental contact that enables deeper relationship-building



Email Follow-Ups



Phone Calls



Ongoing Personal Outreach



High-Touch Interactions

Best Practices



Understand Your Contact Audiences

Know the source, enrollment value, and recruitment opportunity for each audience



Ensure Up-to-Date Responder Data

Load EAB campaign responders to so you can engage students based on actions they've taken



Attend a Communications Planning Workshop

Create an integrated communications plan during a virtual workshop with your EAB team

Manage the Creative Process Effectively



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Our Goal: To ensure that communications are student-centric, make the right impression, and get the desired response

Examples of Creative:

- ✓ Campaign emails
- ✓ Paper-based mailings
- ✓ Personalized landing pages
- ✓ Online surveys
- ✓ Digital ads
- ✓ Email newsletters

Milestones in the Creative Process:

- 
- ▶ Discuss copy style, tone, voice
 - ▶ Design core creative materials
 - ▶ Review feedback on initial direction
 - ▶ Full campaign assets created
 - ▶ Review and revise creative
 - ▶ Deployment

Best Practices

Include Key Stakeholders

If your marketing department or other key stakeholders need to weigh in on creative assets, be sure to include them early in the process to avoid delays.

Understand Objectives

Each piece of creative content is meant to serve a unique purpose. When reviewing, be sure you understand the intent of each piece.

Focus on Your Creative Assets

Good imagery as well as other brand elements will make the biggest difference when it comes to student engagement. If you don't have the right assets, start addressing that now.

Rely on Your EAB Team's Expertise

All our creative decisions are rooted in testing. While reviewing, keep in mind that making certain revisions may mean departing from best practice.

1

Establish a Strong Data Partnership

2

Manage the Creative Process Effectively

3

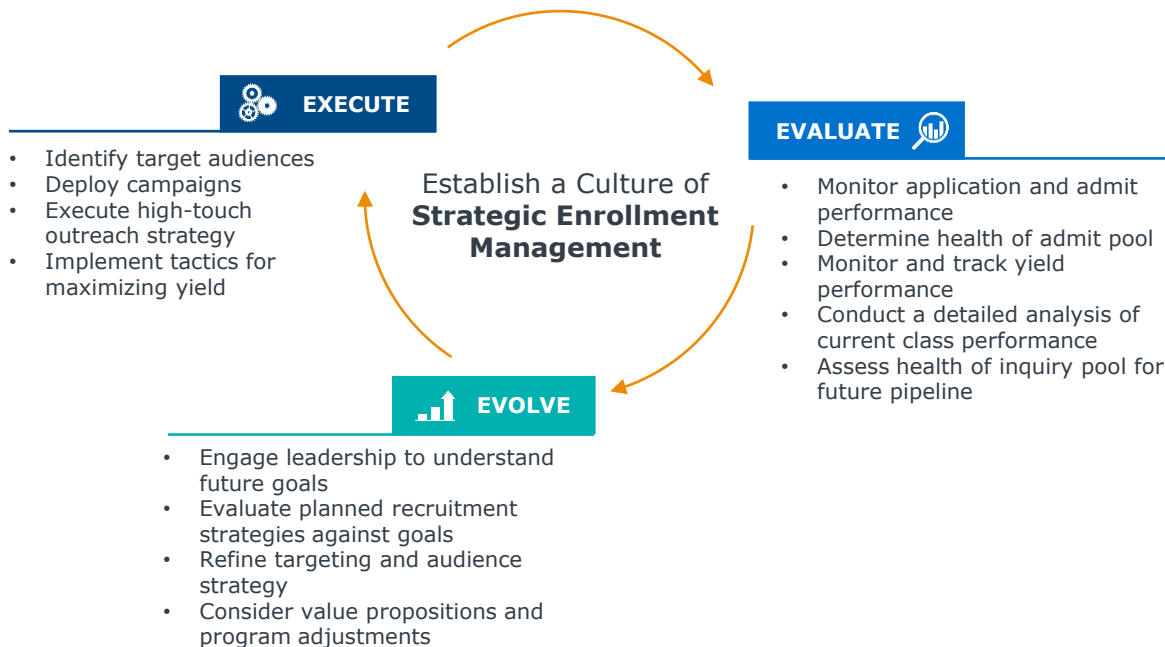
Be Prepared for Success

4

Leverage Your EAB Team

Be Prepared for Success

The Same Inputs Won't Create the Same Outputs Year After Year



Growing Adult Degree Completer Enrollment

Impact of a Data-Backed Intent Marketing Strategy



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BAMBOO UNIVERSITY¹

A medium-sized, private university in the West

Challenge

- Bamboo aimed to grow enrollment in their adult degree completer program but struggled to consistently reach students due to issues with email deliverability.

Solution

EAB helped Bamboo University:

- Increase application volume, enrollment, and yield by launching strategic, multichannel campaigns that implemented intent marketing at scale.
- Ensure that outreach was consistent and timely, while providing access to years of best practice and custom market research and hosting workshops focused on communication strategy, program design, and more.

Impact Highlights

After 1st year with EAB

+26%

Increase in adult degree completer enrollment

+\$520K

Estimated net tuition gain

1) A pseudonym

- 1 Establish a Strong Data Partnership
- 2 Manage the Creative Process Effectively
- 3 Be Prepared for Success
- 4 **Leverage Your EAB Team**

A Few of the Ways that EAB Can Support You



Sample Partner Questions

*"I'm struggling with getting Program Directors on board with **assessing program prerequisites**."*



*"My admissions team wants to understand how to **better engage with leads** generated by EAB."*



*"We are struggling with **graduate student retention**; could EAB help?"*



How Your Strategic Leader Can Help

Conduct a consultative workshop



Facilitate a training session



Connect you with EAB's Student Success team

Do you have questions about how EAB can support you? **Let us know in the chat.**

Leverage Your EAB Team

Don't Hesitate to Ask for Support Outside of Our Current Work Together

Full Student-Lifecycle Support

The High School Student

— Inquiry Search and Fulfillment

— Undergraduate Student Recruitment

— Transfer Student Recruitment

— Admissions

The Undergraduate Student

— Financial Aid Optimization

— Student Success Management

— Job Placement

The Adult Student

— Adult Learner Recruitment

— Application Submission & Completion

— Yield Intelligence

The Alumnus

— Advancement Marketing

Examples of Consultative Services

- Strategic Enrollment Program Assessments
- Best Practice Research
- Operational and Policy Assessments
- Communication Flow Planning
- Board and Leadership Briefings
- Admission Team Training
- Data Analyses



Recap

Four Takeaways...

1

Establish a Strong Data Partnership

Put in the effort up front and it will pay dividends as you progress through the enrollment cycle

2

Manage the Creative Process Effectively

Bring the right stakeholders to the table early in the process, and help them understand the intent of each creative asset

3

Be Prepared for Success

As the enrollment landscape continues to change, reassess your strategy will lay the groundwork for long-term success

4

Leverage Your EAB Team

Don't hesitate to ask for our support on any aspect of enrollment management or other areas of the student lifecycle

Closing Remarks

Getting the Most Out of Our Partnership

Additional Resources Available To You 24/7



Find Research, Insights, and Recommendations on EAB.com



My EAB Dashboard

- Create an account on EAB.com
- Customize your My EAB Dashboard to access curated content



EAB Daily Briefing

- Receive daily updates with our newest insights across all facets of higher education
- Easy to share with colleagues and spark discussion on campus



Professional & Adult Education Blog

- Read our latest research and insights on recruiting and serving adult learners
- Subscribe to be the first to receive our newest posts



White Papers, Diagnostics, and More

- Explore our in-depth research on topics ranging from student mindset to program design

Please Complete the Brief Exit Survey



Share Your Feedback

We appreciate your feedback on your experience today. Please don't hesitate to share additional thoughts with your Strategic Leader.

Let Us Share Our Appreciation

We'd like to send a small gift as a token of our appreciation for your time. *Please provide the best address for us to send your gift to in the exit survey.*



Tomorrow's Agenda

New Partner Intensive

Session II: Marketing and Recruitment Best Practices to Fuel Enrollment Growth

1:00 p.m. ET

Opening Remarks

1:05 p.m. – 1:35 p.m. ET

Maximizing the Value of Partnership
Featuring the University of Delaware

1:35 p.m. – 1:55 p.m. ET

Breakouts

1:55 p.m. – 2:25 p.m. ET

Leveraging Data Science to Drive Applications

2:25 p.m. – 2:30 p.m. ET

Closing Remarks: Getting the Most Out of Your Partnership

Thank you!



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