Your Imperatives Determine Ours

<table>
<thead>
<tr>
<th>INSTITUTIONAL STRATEGY</th>
<th>Prepare Your Institution for the Future</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Executive guidance rooted in research to support your strategic priorities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETING AND ENROLLMENT</th>
<th>Achieve Your Enrollment and Growth Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STUDENT SUCCESS</th>
<th>Build a Student-Centric Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Technology trusted by 850 schools to retain, graduate, and empower more students</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIVERSITY, EQUITY, AND INCLUSION</th>
<th>Advance DEI on Campus and in Your Community</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DATA AND ANALYTICS</th>
<th>Embrace Digital Transformation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Data and analytics solutions built for higher education to guide decisions and accelerate innovation</td>
</tr>
</tbody>
</table>

We partner with 2,500+ institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.
EAB’s Adult Learner Recruitment

Adult Learner Recruitment is a true enrollment partner for graduate, online, professional, and adult degree completion programs. Our next-generation growth strategies help you see around corners in this dynamic market and amplify your results at every stage of the enrollment funnel.

STRATEGIZE
We go beyond OPMs and digital marketing agencies to help you develop a plan to succeed in this dynamic market. Starting with a deep understanding of your institution’s needs and goals, our team of experts provides guidance on critical topics such as program and portfolio design, growth opportunities, organizational design, pricing strategy, corporate partnerships, and more.

ACQUIRE
We generate a large audience from a diverse mix of proprietary sources—including our consumer database and Cappex’s student search platform—and other sources including first-party digital targeting lists, test-taker lists, your institution’s inquiry pool, recent alumni, and current undergraduates. Our lead generation experts partner with your team to develop a strategy that will meet your enrollment and class-shaping goals.

ENGAGE
We drive enrollment results with responsive campaigns choreographed across channels and customized to each student’s intent and behavior. We engage prospective students at every stage of their journey from awareness to application using micro surveys, responsive landing pages, behavioral campaign flows, data informed creative, and a streamlined application experience.

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

WHAT MAKES EAB DIFFERENT
Strategy Transformation + Unrivaled Access + Marketing Orchestration + Intelligent Analytics

To discuss how EAB can help you meet your graduate and adult enrollment goals, email LexRubyHowe@eab.com. Learn more at eab.com/ALR.
Proven Enrollment Results
Helping Institutions Meet Their Graduate, Online, and Adult Enrollment Goals

About EAB’s Adult Learner Recruitment Initiative

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

+76% Average application growth for first-year graduate partners

+18% Average enrollment growth for first-year graduate partners

What Our Partners Are Saying

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

1) Results are from graduate partners using a centralized marketing strategy for multiple program areas.
<table>
<thead>
<tr>
<th>Institution*</th>
<th>School or Program Type</th>
<th>Highlighted Results</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mahogany University</strong></td>
<td>On-the-Ground Graduate Programs</td>
<td><strong>24%</strong> Increase in fall enrollments in two years</td>
<td>9</td>
</tr>
<tr>
<td>Large, public university in the Northeast</td>
<td><strong>6:1</strong> Return on investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pecan State University</strong></td>
<td>On-the-Ground Graduate Programs</td>
<td><strong>8%</strong> Increase in enrollment</td>
<td>11</td>
</tr>
<tr>
<td>Medium-sized, public university in the Northeast</td>
<td><strong>5:1</strong> Return on investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Olive State University</strong></td>
<td>Online Graduate Programs</td>
<td><strong>15%</strong> Increase in total online graduate enrollment</td>
<td>12</td>
</tr>
<tr>
<td>Large, public university in the South</td>
<td><strong>37%</strong> Increase in new graduate enrollment</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dogwood State University</strong></td>
<td>On-the-Ground Graduate Programs</td>
<td><strong>$1.2M</strong> Net tuition revenue influenced by EAB</td>
<td>13</td>
</tr>
<tr>
<td>Large, public university in the South</td>
<td><strong>6%</strong> Increase in enrollment in one year</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cyprus University</strong></td>
<td>Online and On-the-Ground Graduate Programs</td>
<td><strong>48%</strong> Increase in enrollment over two years of partnership</td>
<td>15</td>
</tr>
<tr>
<td>Medium-sized, private university in the Midwest</td>
<td><strong>10K</strong> Total clicks from EAB’s 2019 campaigns</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Institution names are pseudonyms.
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<table>
<thead>
<tr>
<th>Adult Degree Completion Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bamboo University</strong> Medium-sized, private university in the West</td>
</tr>
<tr>
<td><strong>Birch University</strong> Medium-sized, private university in the Northeast</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business School Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balsa University</strong> Small, private university in the South</td>
</tr>
<tr>
<td><strong>Beech University</strong> Large, private university in the South</td>
</tr>
</tbody>
</table>
## Health Sciences Programs

<table>
<thead>
<tr>
<th>College Name</th>
<th>Program</th>
<th>Increase in enrollment in two years</th>
<th>Enrollment influenced by EAB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Juniper College</strong></td>
<td>College of Health Sciences</td>
<td>130%</td>
<td></td>
</tr>
<tr>
<td>Small, private institution in the East</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hazel University</td>
<td>College of Pharmacy</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Small, private graduate university in the Midwest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elm University</td>
<td>Biomedical Sciences and Psychology Programs</td>
<td>7:1</td>
<td>Return on investment from EAB campaigns</td>
</tr>
<tr>
<td>Small, private graduate institution in the Midwest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Pine University</td>
<td>College of Pharmacy</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Large, public university in the West</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Other Specialized Graduate Partners

<table>
<thead>
<tr>
<th>College Name</th>
<th>Program</th>
<th>Increase in enrollment in one year</th>
<th>Increase in out-of-state enrollment in one year</th>
<th>Increase in deposits over two years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cherry State University</strong></td>
<td>Master’s of Social Work Program</td>
<td>10%</td>
<td>64%</td>
<td></td>
</tr>
<tr>
<td>Large, public university in the Northeast</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hickory University</strong></td>
<td>College of Education</td>
<td>31%</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Medium-sized, private university in the West</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Table of Contents

<table>
<thead>
<tr>
<th>Law Partners</th>
<th>School of Law</th>
<th>11% Increase in enrollment in one year</th>
<th>43% Increase in enrollment from students outside the NE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basswood University</strong></td>
<td>School of Law</td>
<td>11% Increase in enrollment in one year</td>
<td>43% Increase in enrollment from students outside the NE</td>
</tr>
<tr>
<td>Medium-sized, private university in the Northeast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Teak University</strong></td>
<td>School of Law</td>
<td>11% Increase in enrollment in one year</td>
<td>100% Increase in deposits from LSAT top quartile candidates</td>
</tr>
<tr>
<td>Large, public university in the West</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Magnolia University</strong></td>
<td>School of Law</td>
<td>1 point Increase in average applicant LSAT score in one year</td>
<td>11% Increase in applicants from underrepresented groups</td>
</tr>
<tr>
<td>Large, public university in the South</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Maple University</strong></td>
<td>School of Law</td>
<td>4 point Increase in median LSAT score over four years</td>
<td>34% Increase in enrollment in four years</td>
</tr>
<tr>
<td>Medium-sized, private university in the Northeast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cottonwood University</strong></td>
<td>School of Law</td>
<td>33% Increase in applications with 160+ LSAT score in one year</td>
<td>1 point Increase in median depositing student LSAT score in one year</td>
</tr>
<tr>
<td>Large, private university in the Northeast</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1) Excluding law, business, and health sciences
CASE STUDY

The Strategies One Graduate School Used to Increase Fall Enrollments by 24% In Two Years

Mahogany University¹, a Large, Public University in the Northeast

• **About:** Mahogany University is a large, public university in the Northeast, with a graduate enrollment of about 5,000.

• **Challenge:** Mahogany had historically focused on undergraduate programs, but recently centralized the structure of their graduate college. With limited experience in graduate marketing, they needed support to reach their goal of doubling graduate enrollment in 10 years. Mahogany also sought to establish their brand in the graduate space, enroll more students from outside their region, and expand its data science programs to meet demand from local elected officials and employers.

• **Solution:** EAB grew Mahogany’s audience of right-fit prospects by adding new lead sources and expanding upon existing sources. EAB also supported the launch of a new data science program and cultivated growth for existing programs by launching highly personalized and responsive full-funnel campaigns to nurture prospects through to enrollment, with especially effective deadline email campaigns.

• **Impact:** After two years of partnership with EAB, Mahogany saw a 24% increase in fall enrollments, contributing to a 6:1 ROI.

---

Impact Highlights

2 Years of Partnership

+24% Increase in Fall enrollments

39% of enrollments influenced by EAB

6:1 Return on investment

---

How EAB’s Diverse Sources Helped Mahogany Grow Their Prospect Pool

<table>
<thead>
<tr>
<th>Audience</th>
<th>Previous Strategy</th>
<th>Strategy with EAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRE and GMAT lists</td>
<td>Decentralized, sporadic approach to list buying</td>
<td>Expanded to 38,700 names, based on EAB’s data-driven recommendations</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>Extremely limited college, departmental, or program-level campaigns</td>
<td>Multi-step digital strategy, including robust LinkedIn campaigns</td>
</tr>
<tr>
<td>Inquiry Pool and Current Undergrads</td>
<td>Decentralized approach to attending fairs, etc.</td>
<td>Augmented follow-up with intent-based nurture campaigns across the student journey</td>
</tr>
<tr>
<td>Additional Audiences</td>
<td>N/A</td>
<td>Generated new high-affinity audience with consumer analytics</td>
</tr>
</tbody>
</table>

---

¹) A pseudonym.
Driving Prospect Engagement Through Consistent, Intent-Based Campaigns

BEFORE
Mahogany’s Previous Approach to Reaching Prospects

- Lacked expertise in marketing to graduate students
- Used traditional drip campaigns that lacked customization

AFTER
EAB Worked with Mahogany to Develop Multi-Channel, Responsive Campaigns to Support Prospects Through Individualized Journeys

EAB’s Campaigns Supported Notable Gains Throughout the Enrollment Funnel

New Fall Enrollments

**Enrollment Results**
2 Years of Partnership

<table>
<thead>
<tr>
<th></th>
<th>Year Prior to EAB</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted Applications</td>
<td>4,128</td>
<td>3,910</td>
<td></td>
</tr>
<tr>
<td>Admits</td>
<td>1,819</td>
<td>1,894</td>
<td>2,097</td>
</tr>
<tr>
<td>Enrollments</td>
<td>821</td>
<td>991</td>
<td>1,020</td>
</tr>
</tbody>
</table>

6:1 Return on investment

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CASE STUDY

How One Graduate School Increased Fall Enrollment by More Than Double the National Average

Pecan State University¹, a Medium-Sized, Public University in the Northeast

• **About:** Pecan State is a public research university in the Northeast, with a graduate enrollment of approximately 2,000 students.

• **Challenge:** Given resource constraints, Pecan State’s marketing team was spread thin and focused primarily on undergraduate recruitment and marketing, while graduate recruitment efforts were deployed on an ad hoc basis. Pecan State did not have the bandwidth for consistent graduate recruitment efforts across channels, making it difficult for Pecan State to meet their graduate enrollment goals.

• **Solution:** EAB’s team of experts used digital advertising, consumer analytics, and list buys to expand Pecan State’s audience of right-fit students. As an extension of Pecan State’s marketing team, EAB also launched multichannel, highly personalized campaigns to nurture prospects through to enrollment.

• **Impact:** Pecan State’s growth exceeded the national average in their first two years of partnership with EAB. In that time period, EAB influenced 415 graduate enrollments, helping Pecan State increase fall enrollment by 8%, and achieve a 5:1 return on investment.

How EAB Supported Pecan State’s Enrollment Goals

*EAB Experts Serve as Extension of Pecan State’s Team, Expanding Their Audience and Engagement*

BEFORE EAB

- **Lack of resources** in graduate audience generation strategy
- **Limited capacity** to conduct comprehensive marketing

WITH EAB

- EAB’s experts used data-driven selection strategies to identify prospects from a diverse range of sources, with significant impact from high-affinity marketing respondents.
- EAB’s team of ~30 used prospects’ psychographic, demographic, and real-time behavioral data to develop responsive messaging, generating 3.83M digital impressions to influence both current and future pipeline.

<table>
<thead>
<tr>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percent Change in Graduate Enrollment from Previous Year</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>National Average²</td>
</tr>
<tr>
<td>Pecan State</td>
</tr>
<tr>
<td>Enrollment Percent Change</td>
</tr>
</tbody>
</table>

Impact Highlights

**Fall 2019 to Fall 2021**

- **8%**
  Increase in enrollment
- **5:1**
  Return on investment
- **$2.7M**
  Net tuition revenue influenced by EAB campaigns

---

¹ A pseudonym
² National Student Clearinghouse, [Current Term Enrollment Estimates: Fall 2021](#)
CASE STUDY

How One Online Graduate School Grew Enrollment by 15% with Expanded Targeting and Marketing

Olive State University, a Large, Public University in the South

• **About:** Olive State University is a public research university located in the South, with a total enrollment of approximately 30,000 students, including about 1,600 online graduate students.

• **Challenge:** Olive State University launched a portfolio of online graduate programs with high aspirations for enrollment. In part due to a lack of adult learner marketing expertise and limited staff capacity, they did not meet their online enrollment goals and turned to EAB as an extension of their team.

• **Solution:** Olive State University partnered with EAB to expand their audience, target best-fit prospects, and appeal directly to adult learners with customized and responsive marketing for their online graduate programs.

• **Impact:** Despite the uncertainty of the COVID-19 pandemic, working with EAB allowed Olive State University to increase their new online graduate enrollment by 37%, contributing to about 15% overall growth in online graduate enrollment.

How EAB Helped Olive State Reach Their Growth Goals

**BEFORE**

*Olive State’s Previous Approach to Recruitment*

- Lack of expertise in adult learner audience generation strategy
- Limited capacity to conduct comprehensive outreach

**AFTER**

*EAB’s Strategies to Increase and Nurture Olive State’s Prospect Pool*

**Expand Audience Sources and Targeting**

EAB targeting experts used data-driven market selection strategies to identify prospects from sources such as young alumni, current undergraduates, GRE registrants and test-takers, and high affinity marketing respondents.

**Personalize Marketing Throughout the Funnel**

EAB’s analytics and marketing teams used prospects’ psychographic, demographic, and real-time behavioral data to develop responsive and customized marketing throughout the student journey.

Impact Highlights

2020 vs. 2021

+15%

Growth in total online graduate enrollment

+37%

Growth in new graduate enrollment

RESULTS

2020 vs. 2021

+37%  ▶ 872

638

New Graduate Enrollments

47%

Of applications influenced by EAB

41

Growth in enrollment across 41 states

1) A pseudonym.
How One University Expanded Their Prospect Audience and Grew Graduate Enrollment

Dogwood State University¹, a Large, Public University in the South

- **About:** Dogwood State University is a public research university located in the South, with a total enrollment of approximately 27,000 students, including 3,500 graduate students.

- **Challenge:** Dogwood State’s graduate enrollment strategy relied heavily on the re-recruitment of current undergraduate students and alumni. However, due to a plateau in undergraduate enrollment in recent years, as well as limited marketing resources and staff, Dogwood State struggled to expand graduate enrollment.

- **Solution:** Dogwood State partnered with EAB to find and engage new graduate audiences. EAB expanded Dogwood State’s audience of best-fit students across multiple sources and supported Dogwood State in nurturing prospects across the student journey with multichannel, intent-based campaigns.

- **Impact:** After their first year of partnership with EAB, Dogwood State’s application volume increased by 10%. In addition to promoting application and enrollment growth in Dogwood State’s high-priority education and health sciences programs, EAB’s campaigns contributed to growth across 8 other target programs. Overall, graduate enrollments grew by 6%.

### EAB Helped Dogwood State Expand Their Prospect Pool Across Multiple Sources

<table>
<thead>
<tr>
<th>Audience</th>
<th>GRE and GMAT</th>
<th>Digital Marketing</th>
<th>Inquiry Pool and Undergrads</th>
<th>Additional Audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous Strategy</td>
<td>2,000-5,000 names purchased annually for select programs</td>
<td>Intermittent and limited digital campaigns</td>
<td>CRM follow-up and limited recruitment campaigns</td>
<td>N/A</td>
</tr>
<tr>
<td>Strategy with EAB</td>
<td>Accessed almost 17,000 names based on EAB’s data-driven recommendations</td>
<td>Multi-step digital strategy, including LinkedIn and Facebook campaigns</td>
<td>Augmented follow-up with intent-based nurture campaigns across the student journey via email, digital ads, and mailers</td>
<td>Generated new high-affinity audience with consumer analytics</td>
</tr>
</tbody>
</table>

1) A pseudonym.

Impact Highlights

- **$1.2M**
  - Net tuition revenue influenced by EAB

- **+6%**
  - Growth in enrollment in 2020
EAB’s Intent-Based Marketing Campaigns Supported Prospect Journeys

**Awareness**

EAB Campaign Components:
- Digital ad campaigns on LinkedIn for EAB high-affinity audiences
- Ad copy and messaging informed by data-driven student profiles

---

**Consideration**

EAB Campaign Components:
- Welcome email and mailer introducing Dogwood State
- Micro-survey to learn student interests and concerns
- Triggered emails customized to student concerns
- Email newsletter campaign to cultivate deferral pool

---

**Decision**

EAB Campaign Components:
- Emails encouraging interested applicants to “apply now”
- Email campaigns creating urgency to apply by deadlines
- Digital “apply” campaigns using retargeting and list-based targeting

---

**First Year of EAB Partnership Led to Growth Across the Funnel**

<table>
<thead>
<tr>
<th></th>
<th>Year Prior to EAB</th>
<th>Year One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>4,181</td>
<td>4,610</td>
</tr>
<tr>
<td>Admits</td>
<td>2,686</td>
<td>3,110</td>
</tr>
<tr>
<td>Enrollments</td>
<td>1,744</td>
<td>1,841</td>
</tr>
</tbody>
</table>

---

**EAB Impact Highlights**

- **+10%** Increase in applications
- **+16%** Increase in admits
- **+6%** Increase in enrollments
- **$1.2M** Net tuition revenue influenced by EAB
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

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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**

**AWARENESS**
Build awareness for Cyprus

**Key EAB Campaign Components**
- Digital ads based on data-driven student profiles
- Welcome email introducing Cyprus
- Welcome mailer reinforcing brand awareness

10,000
Total clicks from EAB’s 2019 digital awareness campaigns

**CONSIDERATION**
Nurture prospect interest

**Key EAB Campaign Components**
- Application checklist PDF offered as a content give
- Micro-survey to learn student interests and concerns
- Triggered emails customized to student concerns
- Email newsletter campaign to cultivate deferral pool

3,400
Prospects who visited the EAB campaign landing page

**DECISION**
Invite prospects to apply

**Key EAB Campaign Components**
- Emails encouraging interested applicants to “apply now”
- Email campaigns creating urgency to apply by deadlines

975
Prospects who entered the application from EAB campaigns

**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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Growth in Enrollment</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+48%</td>
<td>813</td>
<td>901</td>
<td>1201</td>
</tr>
</tbody>
</table>

**EAB Adult Learner Recruitment Impact**

18% of enrollments were influenced by EAB in 2018

30% of enrollments were influenced by EAB in 2019

33% Enrollment Growth in One Year

In 2019, Cyprus reaped the immediate benefits of student journey marketing, plus the long-term effects of their 2017 and 2018 awareness campaigns, leading to a large jump in enrollment.
CASE STUDY

Growing Degree Completer Enrollment Through a Data-Backed Intent Marketing Strategy

Bamboo University\(^1\), a Medium-Sized, Private University in the West

- **About:** Bamboo University is a private, religiously affiliated institution in the West with a total enrollment of about 7,000 students.

- **Challenge:** Bamboo aimed to grow enrollment in their adult degree completer program. However, they struggled to consistently reach and recruit students due to issues with email deliverability, leading to a lack in engagement.

- **Solution:** EAB helped Bamboo increase application volume, enrollment, and yield by launching strategic, multi-channel campaigns that implemented intent marketing at scale. EAB’s experts ensured 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, website optimization, program design, and more.

- **Impact:** Bamboo’s adult degree completer enrollment increased by 26% from 2020 to 2021.

How EAB Helped Bamboo Engage Prospects Through the Student Journey

**Awareness**

Because adult degree completers typically spend 1 to 3 years passively researching programs, EAB’s enrollment strategy focused on persistent and data-driven ads to high-affinity prospects to ensure each prospective student received the most relevant message.

**Consideration**

Using data from EAB’s survey on adult degree completers’ mindset and unique insights about Bamboo’s audience, EAB’s experts launched multi-channel campaigns with an above-average deliverability rate that nurtured each applicant according to their individual intent signals and preferences.

**Decision**

EAB worked with Bamboo to develop strategically timed deadline campaigns to boost deposit activity. EAB then deployed a micro-survey to help Bamboo’s limited staff determine accepted students’ enrollment intentions and prioritize follow-up outreach to increase yield.

Impact Highlights

+26%

Increase in adult degree completer enrollment from FY 2020 to FY 2021

$520K

Estimated tuition revenue gain in FY 2021

RESULTS

<table>
<thead>
<tr>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>269</td>
<td>340</td>
</tr>
</tbody>
</table>

Adult degree completer enrollment

77%

Yield from admit to enrollment in FY 2021

21%

Enrollments influenced by EAB in FY 2021

---

\(^1\) A pseudonym

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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**

<table>
<thead>
<tr>
<th>Result</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique prospects reached by digital ads</td>
<td>65,000</td>
</tr>
<tr>
<td>Enrollments influenced by EAB campaigns</td>
<td>22</td>
</tr>
</tbody>
</table>

**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.

**MULTICHLANNEL 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.

**RESULTS**

Generate Awareness and Influence Key Metrics

<table>
<thead>
<tr>
<th>Result</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique prospects reached by digital ads</td>
<td>65,000</td>
</tr>
<tr>
<td>Campaign conversions</td>
<td>412</td>
</tr>
<tr>
<td>Applications influenced by EAB marketing</td>
<td>37</td>
</tr>
<tr>
<td>Enrollments influenced by EAB marketing</td>
<td>1 in 4</td>
</tr>
</tbody>
</table>
Optimizing Growth Strategy with Intent Marketing and Strategic Portfolio Planning

College of Business at Balsa University, 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.

---

### Deploying Data-Driven Targeting and Student Journey Marketing

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

**Before EAB Partnership**

- **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

**With EAB Partnership**

- **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

**Impact of EAB Campaigns**

- **100K+** Prospective students reached via digital ads
- **564** Applications influenced by EAB campaigns in 2020
- **325** Admits influenced by EAB campaigns 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*
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

#### 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

#### Key Audiences Targeted

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

#### Elements of Integrated Campaigns

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

---

¹ A pseudonym

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Impact on 2019 Enrollment

EAB Enrollment Funnel Influence

<table>
<thead>
<tr>
<th>Applications</th>
<th>Admits</th>
<th>Enrolling students</th>
</tr>
</thead>
<tbody>
<tr>
<td>456</td>
<td>277</td>
<td>228</td>
</tr>
</tbody>
</table>

Return on Investment

ROI from EAB 2019 campaigns: 6:1

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

Awareness Stage
EAB deployed digital ads via LinkedIn, Facebook, and Google to build awareness for Beech’s programs.

Expanded Digital Awareness
+84% increase in digital impressions compared to 2019

Consideration Stage
EAB nurtured prospects’ interest through content gives, a newsletter campaign, and customized outreach based on micro-survey responses.

Increased Engagement
+10% increase in response rate compared to 2019

Decision Stage
EAB deployed emails inviting interested prospects to apply and created urgency through strategic deadline campaigns.

Impact of Deadline Marketing
61% increase in digital impressions compared to 2019

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

<table>
<thead>
<tr>
<th>Applications</th>
<th>Admits</th>
<th>Enrolling students</th>
</tr>
</thead>
<tbody>
<tr>
<td>372</td>
<td>128</td>
<td>80</td>
</tr>
</tbody>
</table>

+9% Above enrollment goal for Summer 2020

*As of May 2020
How One Healthcare-Focused College More Than Doubled Graduate Enrollment in Two Years

Juniper College⁴, Small, Private College in the East Focused on Health Sciences

- **About:** Juniper College is a small, private healthcare-centric institution in the East with a total enrollment of approximately 2,000 students, including about 200 graduate students.

- **Challenge:** Juniper is a tuition-revenue-dependent institution, so when their enrollment and revenue started to decline, they needed to adjust their strategy or risk having to lay off staff. Juniper aimed to grow enrollment in their nursing and healthcare administration graduate programs by diversifying their audience generation strategy and better nurturing students to enrollment.

- **Solution:** To grow enrollment and revenue, EAB helped Juniper expand their best-fit prospect audience and increase application volume by launching strategic, multichannel campaigns that implemented intent marketing. EAB experts also held workshops to educate staff on communication and engagement best practices and recommended high-impact improvements to Juniper’s communication strategy.

- **Impact:** After two years of partnership with EAB, Juniper’s enrollment increased by 130%.

EAB Helped Juniper Diversify and Enhance Their Recruitment Strategy

### BEFORE

**Juniper’s Previous Approach to Recruitment**

- Lack of expertise in graduate audience generation strategy
- Limited knowledge of marketing and enrollment best practices
- Disorganized system for keeping track of pipeline metrics

### AFTER

**EAB’s Strategies to Increase and Nurture Juniper’s Prospect Pool**

#### Expand Audience Generation Sources

EAB’s audience generation experts used data-driven strategies to identify prospects from a range of sources including Juniper’s current undergraduates, GRE registrants, and audiences sourced from EAB’s proprietary consumer database.

#### Enhance Communication and Organization

EAB’s experts hosted several workshops to ensure Juniper’s team was well-equipped to engage with their prospect pool and helped them seamlessly integrate into their CRM, allowing them to provide high-touch engagement and outreach to prospects.

---

⁴ A pseudonym

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Two Years of EAB Partnership Led to Growth Across the Funnel

<table>
<thead>
<tr>
<th></th>
<th>Applications</th>
<th>Admits</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Prior to EAB (2019)</td>
<td>59</td>
<td>51</td>
<td>47</td>
</tr>
<tr>
<td>Year 1 (2020)</td>
<td>161</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>Year 2 (2021)</td>
<td>260</td>
<td>111</td>
<td>108</td>
</tr>
</tbody>
</table>

+341%  
+118%  
+130%

EAB’s Intent-Based Marketing Campaigns Supported Prospect Journeys

**EAB Campaign Components:**
- Digital ad campaigns on LinkedIn and Facebook for EAB high-affinity audiences
- Ad copy and messaging informed by data-driven student profiles

**EAB Campaign Components:**
- Welcome email and mailer introducing Juniper
- Micro-survey to learn students’ interests and stressors
- Emails customized to students’ apprehensions

**EAB Campaign Components:**
- Emails encouraging interested applicants to “apply now”
- Digital “apply” campaigns using retargeting and list-based targeting
- Email campaigns creating urgency to apply by deadlines

**Digital ad impressions in 2021**
989K

**Clicks from digital campaigns in 2021**
25K

**Of engagement stems from deadline emails in 2021**
45%

**Net tuition revenue influenced by EAB**
$566,193

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24 eab.com
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*

<table>
<thead>
<tr>
<th>Depositing Students</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>+23%</strong></td>
<td>52</td>
<td>64</td>
</tr>
</tbody>
</table>

**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
How EAB’s Outreach Nurtured Prospects Throughout the Journey to Enrollment

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.

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.

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.

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

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.

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.
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**

- **7:1**
  - ROI from EAB partnership
- **+4%**
  - Growth in enrollment in year one

---

**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**

<table>
<thead>
<tr>
<th>Audience</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRE Bioscience</td>
<td>3,609</td>
</tr>
<tr>
<td>GRE PsyD</td>
<td>9,030</td>
</tr>
<tr>
<td>MCAT</td>
<td>15,700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28,339</strong></td>
</tr>
</tbody>
</table>

**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**

- Email
- Digital Ads
- Direct Mail
- Site-Based Retargeting
- Dynamic Landing Page

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

**EAB Campaign Engagement**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total EAB campaign responders</td>
<td>6,089</td>
</tr>
<tr>
<td>Responders who entered the application</td>
<td>2,630</td>
</tr>
<tr>
<td>Inquiries cultivated for future terms</td>
<td>332</td>
</tr>
</tbody>
</table>

**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*

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Enrollment</th>
<th>Actual Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 (Before EAB)</td>
<td>125</td>
<td>140</td>
</tr>
<tr>
<td>2019 (With EAB)</td>
<td>146</td>
<td>146</td>
</tr>
</tbody>
</table>

+21 More students enrolled than Elm had initially projected for 2019

+4% Growth in enrollment since 2018

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in submitted applications in 2019</td>
<td>+143%</td>
</tr>
<tr>
<td>Share of applications influenced by EAB</td>
<td>74%</td>
</tr>
<tr>
<td>Increase in share of out-of-region students</td>
<td>+21%</td>
</tr>
<tr>
<td>ROI from Elm’s partnership with EAB</td>
<td>7:1</td>
</tr>
</tbody>
</table>

1) Percentage-point increase

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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.

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.

<table>
<thead>
<tr>
<th>Impact Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td>+27% Increase in enrollment</td>
</tr>
<tr>
<td>+14% Increase in applications</td>
</tr>
</tbody>
</table>

1) A pseudonym

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

Cherry State University, 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.

### RESULTS

**Enrollment 2019 versus 2020**

- **2019:** 259
- **2020:** 284

**+10%**

+21

Additional out-of-state enrollments in 2020, a 64% increase from 2019

1) A pseudonym

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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

<table>
<thead>
<tr>
<th>Enrollment Growth</th>
<th>+9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Out-of-State Enrollment</td>
<td>+31%</td>
</tr>
<tr>
<td>Increase in Deposits</td>
<td>+25%</td>
</tr>
</tbody>
</table>

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*

<table>
<thead>
<tr>
<th>Year</th>
<th>In State</th>
<th>Out of State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before EAB Partnership</td>
<td>55%</td>
<td>61%</td>
</tr>
<tr>
<td>Year 1</td>
<td>61%</td>
<td>69%</td>
</tr>
<tr>
<td>Year 2</td>
<td>69%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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%
- Year Prior to EAB: 1140
- Year One: 1393
- Year Two: 1418

Admits

- +24%
- Year Prior to EAB: 693
- Year One: 796
- Year Two: 856

Deposits

- +25%
- Year Prior to EAB: 412
- Year One: 448
- Year Two: 517

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How One Law School Exceeded Their Geographic and Racial Diversity Goals

Basswood University, a medium-sized, private institution in the Northeast

• **About:** Basswood University is a medium-sized, private institution in the Northeast, with a law school enrollment of about 2,000 students.

• **Challenge:** Basswood sought to increase enrollment from underrepresented groups, expand geographic diversity, and maintain their median LSAT score. They also wanted to enhance and customize prospects’ enrollment experience.

• **Solution:** EAB helped Basswood University expand the diversity of their prospect pool, increase campaign channels and frequency of marketing, and implement a deadline strategy to meet their class shaping goals. EAB also held several communications and yield workshops and provided real-time consultative services to improve the prospect experience.

• **Impact:** In their first year of partnership, EAB helped Basswood increase enrollment from underrepresented groups by 6.5%, grow out-of-region enrollment by 43%, and maintain their median LSAT score of 154.

**Impact Highlights**

- **2020 vs. 2021**
  - +11% Overall increase in enrollment
  - +43% Increase in enrollment from students outside the NE
  - +32% Increase in Fall 2021 applications, compared to 24% for law schools nationally, according to LSAT reporting

Robust Lead Generation Allowed Basswood to Grow Prospect Pool Diversity

How EAB Helped Basswood Recruit More Students from Underrepresented Groups

**Expanded Basswood’s Best-Fit Prospect Audience**

- Identified ideal students from Basswood’s inquiry pool, application starters, LSAT takers, LSAC and Basswood event attendees, and more
- Integrated paid search and retargeting to engage more out-of-state students, especially students of color

**Inquiry Cultivation at Scale**

- Crafted personalized messaging to engage students from underrepresented groups
- Deployed timely campaigns with interactive content to nurture prospects from underrepresented groups
- Promoted a scholarship to support and attract students from HBCUs

**Increasing Class Diversity**

Share of underrepresented students, 2020 vs. 2021

- **+6.5%** Increase in enrollment from underrepresented groups

<table>
<thead>
<tr>
<th></th>
<th>Pre-EAB</th>
<th>With EAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share (%)</td>
<td>17.5%</td>
<td>24.0%</td>
</tr>
</tbody>
</table>

1) A pseudonym
Intent Marketing Helped Basswood Attract High-Performing Prospects

How EAB Campaigns Increased Engagement and Enrollment

<table>
<thead>
<tr>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Strategic campaign schedule with multiple launches</td>
</tr>
<tr>
<td>• New candidates contacted right as LSAT names become available</td>
</tr>
<tr>
<td>• Consistent outreach to highly competitive prospects</td>
</tr>
</tbody>
</table>

EAB’s Intent Surveys Allowed Basswood University To...

1. Identify a prospect’s program of interest
2. Understand where a prospect is in their decision-making process
3. Re-engage non-responders

<table>
<thead>
<tr>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use surveys to create campaigns based on student intent and preferences</td>
</tr>
<tr>
<td>• Multichannel campaigns to nurture applicants</td>
</tr>
<tr>
<td>• Regularly delivered campaign and enrollment reports</td>
</tr>
</tbody>
</table>

EAB’s Deadline Campaign Helped Basswood...

1. Create urgency to apply through persistent reminders
2. Drive deadlines across key cohorts (e.g., early binding decisions, accelerated JD applicants)

<table>
<thead>
<tr>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promoted benefits specific to high-ability prospects</td>
</tr>
<tr>
<td>• New-in-kind outreach to admit pool, including upfront diversity information</td>
</tr>
<tr>
<td>• Strategically timed deadline campaigns</td>
</tr>
</tbody>
</table>

Scorecard: Basswood’s 2021 Campaign Performance

With EAB Support, Basswood Met and Exceeded Enrollment Targets

<table>
<thead>
<tr>
<th>Metric</th>
<th>2021 Target</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled Headcount</td>
<td>450</td>
<td>EXCEEDED TARGET</td>
</tr>
<tr>
<td>Discount Rate</td>
<td>&lt;45%</td>
<td>EXCEEDED TARGET</td>
</tr>
<tr>
<td>Median LSAT Score</td>
<td>154</td>
<td>MET TARGET</td>
</tr>
<tr>
<td>Diversity (ABA defined)</td>
<td>23%</td>
<td>EXCEEDED TARGET</td>
</tr>
</tbody>
</table>
Targeted Marketing Leads to Increased Class Quality and Diversity at Partner Law School

Teak University\(^1\), a Large, Public University in the West

- **About:** Teak University is a large public university in the West, with a law school enrollment of about 1,000 students.

- **Challenge:** Teak University aimed to increase the academic profile and diversity of their entering class but did not have sufficient resources or a strategic marketing plan in place. Teak partnered with EAB to amplify their reach and attract top applicants.

- **Solution:** EAB helped Teak University expand their pool of best-fit prospects, increase campaign channels and cadence of messaging, and identify benefits to attract high-priority candidates.

- **Impact:** EAB helped Teak increase diversity in their applicant pool 6%, average applicant GPA by 0.31 points, and average LSAT score by 2.5 points. Overall, they saw an 11% increase in enrollment.

**Impact Highlights**

<table>
<thead>
<tr>
<th>2019 vs. 2020</th>
<th>Increase in enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>+11%</td>
<td>+100%</td>
</tr>
</tbody>
</table>

Increase in deposits from LSAT top quartile candidates

+6% Increase in applications from students of color

**Multi-Channel Campaigns Drove Results Across the Funnel**

*How EAB Campaigns Increased Engagement Overall*

**Awareness**

- Strategic campaign schedule with multiple launches
- New candidates contacted as LSAT names become available
- Consistent outreach to highly competitive prospects

**Consideration**

- Multichannel campaigns to nurture applicants
- Campaigns based on student intent
- Ongoing data analysis via EAB’s Partner Portal

**Decision**

- Promoted benefits specific to high-ability prospects
- Strategically timed deadline campaigns
- Admitted student surveys

**EAB’s Admitted Student Surveys Allowed Teak University To...**

1. Gauge students’ intent to enroll
2. Triage admissions resources
3. Uncover competitive intel

---

1) A pseudonym
Diversity Increased Through Customized and Highly Targeted Marketing

How EAB Helped Teak Recruit More Diverse Students

**Expanded Teak’s Best-Fit Prospect Audience**
- Identified Teak’s best-fit students from LSAT and future test-taker lists
- Segmented prospects according to Teak’s academic and diversity goals
- Engaged out-of-state students, especially students of color

**Inquiry Cultivation at Scale**
- Crafted personalized messaging to engage diverse candidates throughout the student journey
- Deployed timely campaigns with interactive content to nurture diverse prospects, including a strategic deadline schedule

**Results: Applicant Academic Profile and Enrollment Increased**

**Increasing Applicant Quality**

<table>
<thead>
<tr>
<th>Average LSAT, 2019 vs. 2020</th>
<th>Average GPA, 2019 vs. 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2.5 pts</td>
<td>+.31</td>
</tr>
<tr>
<td>Increase in median LSAT</td>
<td>Increase in average GPA</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>156.2</td>
<td>158.7</td>
</tr>
<tr>
<td>3.04</td>
<td>3.35</td>
</tr>
</tbody>
</table>

**Increasing Class Diversity 2019 vs. 2020**

<table>
<thead>
<tr>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Increase in applications from students of color

**Enrollment Results 2019 vs. 2020**

<table>
<thead>
<tr>
<th>Increase in enrollment</th>
<th>Increase in deposits from LSAT top quartile candidates</th>
</tr>
</thead>
<tbody>
<tr>
<td>+11%</td>
<td>+100%</td>
</tr>
</tbody>
</table>
How Intent-Based Marketing Increased Law School Applicant Quality and Diversity

School of Law at Magnolia University, 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.

### Results

#### Applicant Academic Profile

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>LSAT</td>
<td>153</td>
<td>154</td>
</tr>
<tr>
<td>GPA</td>
<td>3.30</td>
<td>3.36</td>
</tr>
</tbody>
</table>

- **+1 pt** Increase in average LSAT
- **+.06** Increase in average GPA

#### Applicant Diversity

- **+11%** Increase in applicants from underrepresented groups

### 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.

---

1) A pseudonym
2) Magnolia designated “top-tier” applicants according to academic quality and diversity goals.

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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**

- Email
- Digital Ads
- Direct Mail
- Site-Based Retargeting
- Dynamic Landing Page

---

**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.

Multiyear Results: Growth in Enrollment and Academic Quality

Enrollment Increased Among Higher LSAT Bands
*Enrollments by LSAT Score Band, Entering Classes 2017-2020*

<table>
<thead>
<tr>
<th>Score Band</th>
<th>2017 (Year 1 of Partnership)</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>145 And Below</td>
<td>25</td>
<td>21</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>146 - 150</td>
<td>65</td>
<td>62</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>151 - 155</td>
<td>101</td>
<td>109</td>
<td>111</td>
<td>115</td>
</tr>
<tr>
<td>156 - 160</td>
<td>42</td>
<td>53</td>
<td>71</td>
<td>93</td>
</tr>
<tr>
<td>161 And Above</td>
<td>5</td>
<td>9</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

-39 Enrolling students with LSAT score below 151 since 2017
+70 Enrolling students with LSAT score of 151 or higher since 2017

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
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.

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**
  - Overall increase in application volume
  - **13%**

- **Academic Quality**
  - Increase in deposits with 160+ LSAT score
  - **16%**

- **Admissions Selectivity**
  - Decrease in admit rate from 2018 to 2019
  - **18%**

**Impact Highlights**

- **+33%**
  Increase in applications with 160+ LSAT score

- **+1 point**
  Increase in median deposit LSAT score

1) A pseudonym
Learn More

To find out how EAB can help you meet your graduate, online, and adult enrollment goals, visit EAB.com/ALR.
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