



Adult Learner Recruitment Case Study Compendium

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





Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

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 > ACQUIRE > ENGAGE > YIELD

170+ Partner Institutions

No Two Partnerships Alike



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 partners¹

+18%

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

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.

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Institution*	School or Program Type	Highlighted Results	Page
Comprehensive Graduate Partners			
<p>Mahogany University Large, public university in the Northeast</p>	On-the-Ground Graduate Programs	<p>24% Increase in fall enrollments in two years</p> <p>6:1 Return on investment</p>	9
<p>Pecan State University Medium-sized, public university in the Northeast</p>	On-the-Ground Graduate Programs	<p>8% Increase in enrollment</p> <p>5:1 Return on investment</p>	11
<p>Olive State University Large, public university in the South</p>	Online Graduate Programs	<p>15% Increase in total online graduate enrollment</p> <p>37% Increase in new graduate enrollment</p>	12
<p>Dogwood State University Large, public university in the South</p>	On-the-Ground Graduate Programs	<p>\$1.2M Net tuition revenue influenced by EAB</p> <p>6% Increase in enrollment in one year</p>	13
<p>Cyprus University Medium-sized, private university in the Midwest</p>	Online and On-the-Ground Graduate Programs	<p>48% Increase in enrollment over two years of partnership</p> <p>10K Total clicks from EAB's 2019 campaigns</p>	15

*Institution names are pseudonyms.

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Adult Degree Completion Programs			
<p><u>Bamboo University</u> Medium-sized, private university in the West</p>	<p>Bachelor's Degree Completion Program</p>	<p>26% Increase in adult degree completer enrollment in one year</p> <p>\$520K Estimated net tuition revenue gain in one year</p>	<p>17</p>
<p><u>Birch University</u> Medium-sized, private university in the Northeast</p>	<p>Bachelor's Degree Completion Program</p>	<p>65,000 Unique prospects reached by digital ads in one year</p> <p>22 Enrollments influenced by EAB campaigns in one year</p>	<p>18</p>
Business School Partners			
<p><u>Balsa University</u> Small, private university in the South</p>	<p>College of Business</p>	<p>22% Increase in enrollment in one year of partnership</p> <p>48% Increase in applications in one year of partnership</p>	<p>19</p>
<p><u>Beech University</u> Large, private university in the South</p>	<p>College of Business</p>	<p>6:1 Return on investment from EAB campaigns</p> <p>109% Of summer 2020 enrollment goal met</p>	<p>21</p>

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Health Sciences Programs			
<p><u>Juniper College</u> Small, private institution in the East</p>	College of Health Sciences	<p>130% Increase in enrollment in two years</p> <p>25% Enrollment influenced by EAB</p>	23
<p><u>Hazel University</u> Small, private graduate university in the Midwest</p>	College of Pharmacy	<p>23% Increase in deposits in one year</p> <p>53% Of deposits influenced by EAB campaigns in 2020</p>	25
<p><u>Elm University</u> Small, private graduate institution in the Midwest</p>	Biomedical Sciences and Psychology Programs	<p>7:1 Return on investment from EAB campaigns</p> <p>4% Increase in enrollment in one year</p>	27
<p><u>Red Pine University</u> Large, public university in the West</p>	College of Pharmacy	<p>27% Increase in enrollment in one year</p> <p>14% Increase in applications in one year</p>	29
Other Specialized Graduate Partners ¹			
<p><u>Cherry State University</u> Large, public university in the Northeast</p>	Master's of Social Work Program	<p>10% Increase in enrollment in one year</p> <p>64% Increase in out-of-state enrollment in one year</p>	30
<p><u>Hickory University</u> Medium-sized, private university in the West</p>	College of Education	<p>31% Increase in out-of-state enrollment in one year</p> <p>25% Increase in deposits over two years</p>	31

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Law Partners			
<p><u>Basswood University</u> Medium-sized, private university in the Northeast</p>	School of Law	<p>11% Increase in enrollment in one year</p> <p>43% Increase in enrollment from students outside the NE</p>	33
<p><u>Teak University</u> Large, public university in the West</p>	School of Law	<p>11% Increase in enrollment in one year</p> <p>100% Increase in deposits from LSAT top quartile candidates</p>	35
<p><u>Magnolia University</u> Large, public university in the South</p>	School of Law	<p>1 point Increase in average applicant LSAT score in one year</p> <p>11% Increase in applicants from underrepresented groups</p>	37
<p><u>Maple University</u> Medium-sized, private university in the Northeast</p>	School of Law	<p>4 point Increase in median LSAT score over four years</p> <p>34% Increase in enrollment in four years</p>	38
<p><u>Cottonwood University</u> Large, private university in the Northeast</p>	School of Law	<p>33% Increase in applications with 160+ LSAT score in one year</p> <p>1 point Increase in median depositing student LSAT score in one year</p>	40

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

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

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

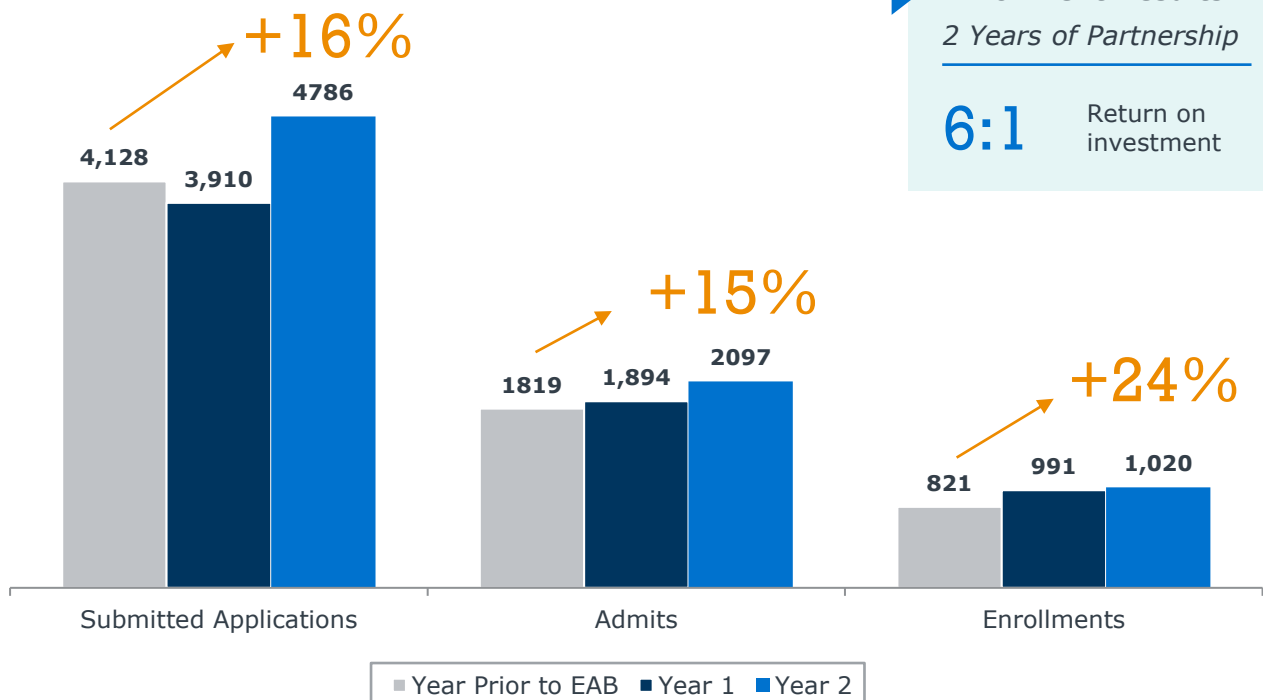
AFTER

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



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.

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

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

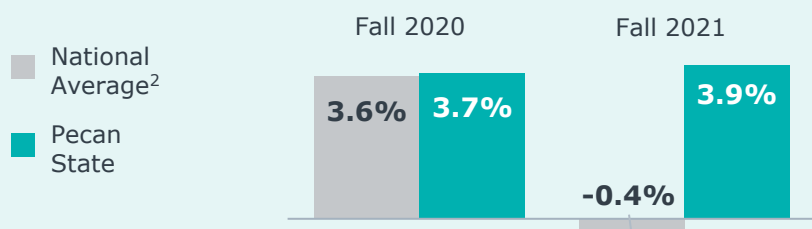


WITH EAB

- 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.

RESULTS

Percent Change in Graduate Enrollment from Previous Year



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 University¹, 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.

Impact Highlights

2020 vs. 2021

+15%

Growth in total online graduate enrollment

+37%

Growth in new 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.

1) A pseudonym.



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.

RESULTS

2020 vs. 2021

+37% → 872



New Graduate Enrollments

47%

Of applications influenced by EAB

41

Growth in enrollment across 41 states

CASE STUDY

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%.

Impact Highlights

\$1.2M

Net tuition revenue influenced by EAB

+6%

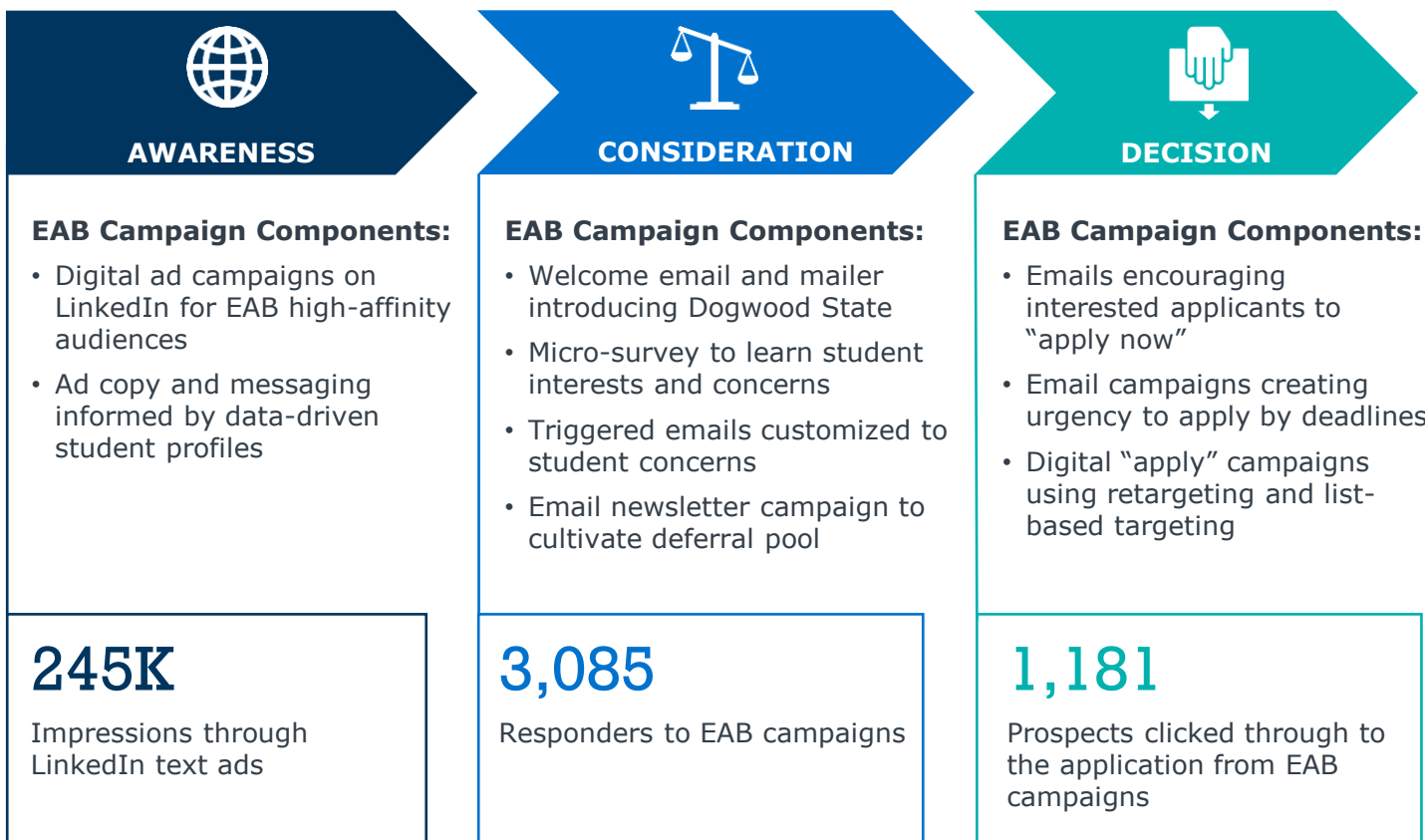
Growth in enrollment in 2020

EAB Helped Dogwood State Expand Their Prospect Pool Across Multiple Sources

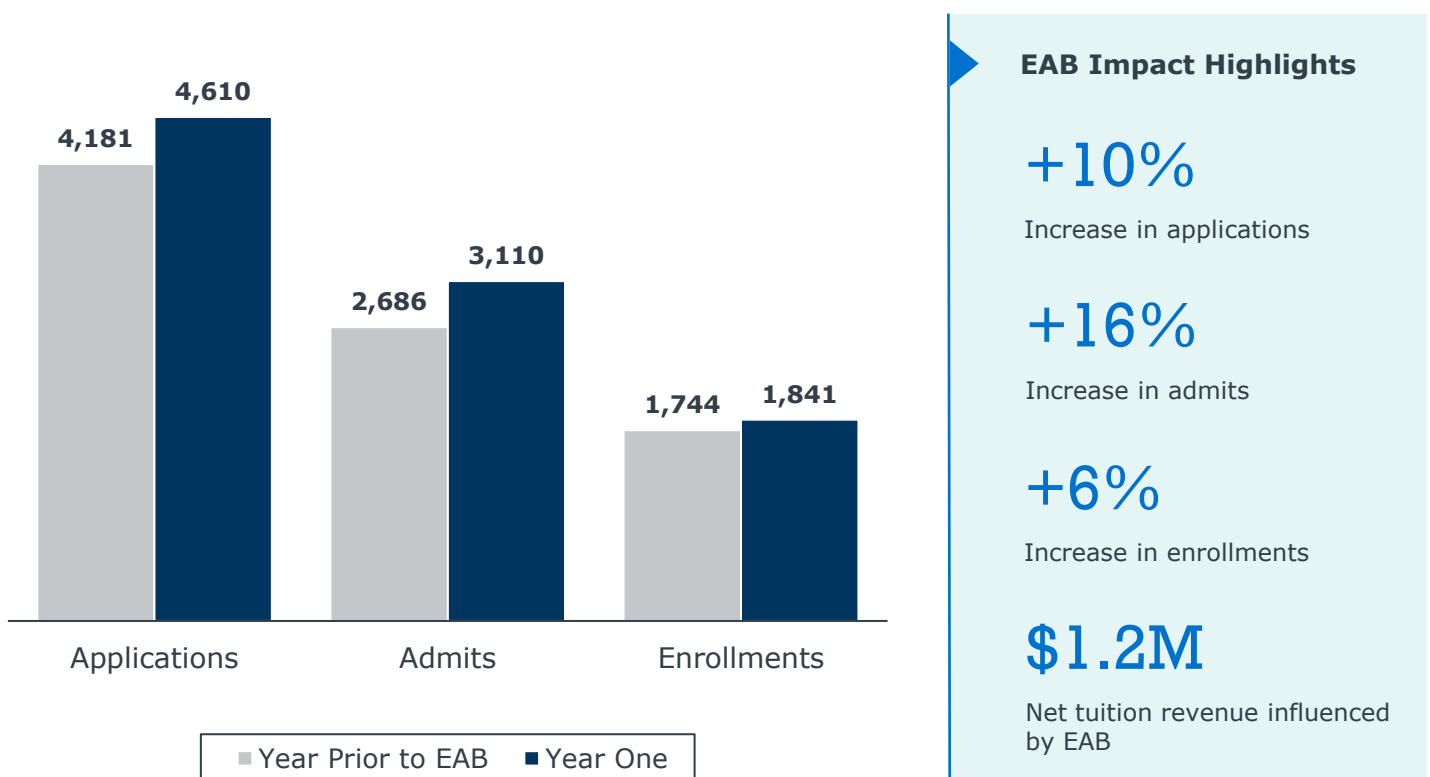
Audience	GRE and GMAT	Digital Marketing	Inquiry Pool and Undergrads	Additional Audiences
Previous Strategy	2,000-5,000 names purchased annually for select programs	Intermittent and limited digital campaigns	CRM follow-up and limited recruitment campaigns	N/A
Strategy with EAB	Accessed almost 17,000 names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

1) A pseudonym.

EAB's Intent-Based Marketing Campaigns Supported Prospect Journeys



First Year of EAB Partnership Led to Growth Across the Funnel



CASE STUDY

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

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

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

Impact Highlights

+48%
Growth in enrollment in two years

10K
Total clicks from EAB’s 2019 digital campaigns

Building Awareness Among Right-Fit Students in 2017 and 2018

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

STEP 1

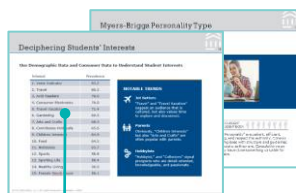
Generate Audience of New Right-Fit Prospects

190K+

Students identified from EAB’s national consumer database

STEP 2

Build Data-Driven Student Profiles

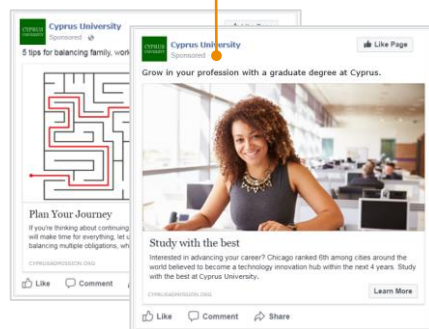


EAB used advanced analytics to pinpoint the attributes and interests of Cyprus’s right-fit students

STEP 3

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

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



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

RESULTS

Campaigns Drove Awareness and Influenced Enrollments

175K+

Total digital ad reach

46K+

Total digital ad clicks

74

Enrollments influenced in 2017

161

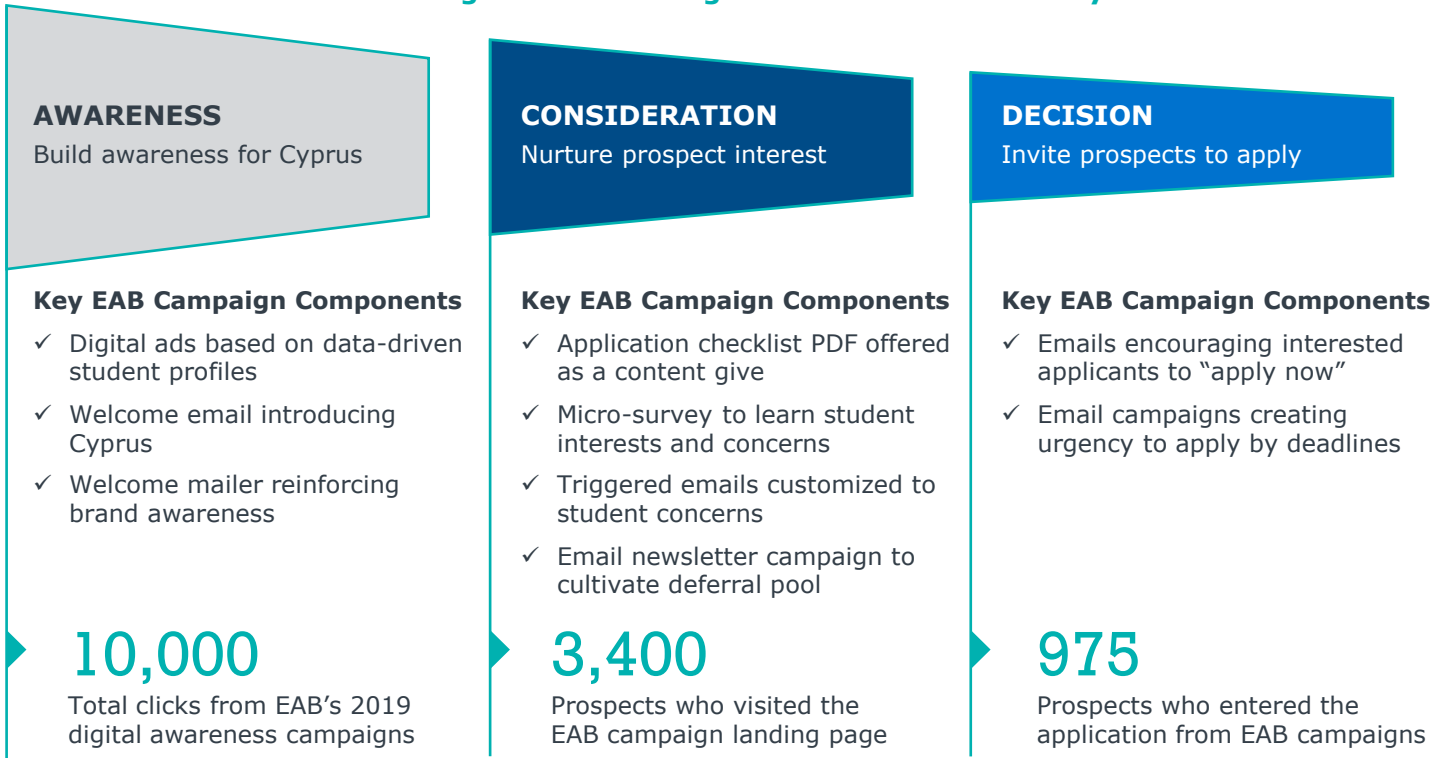
Enrollments influenced in 2018

1) A pseudonym

Student Journey Marketing Catalyzed Rapid Enrollment Growth in 2019

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

Marketing Across the Stages of the Student Journey

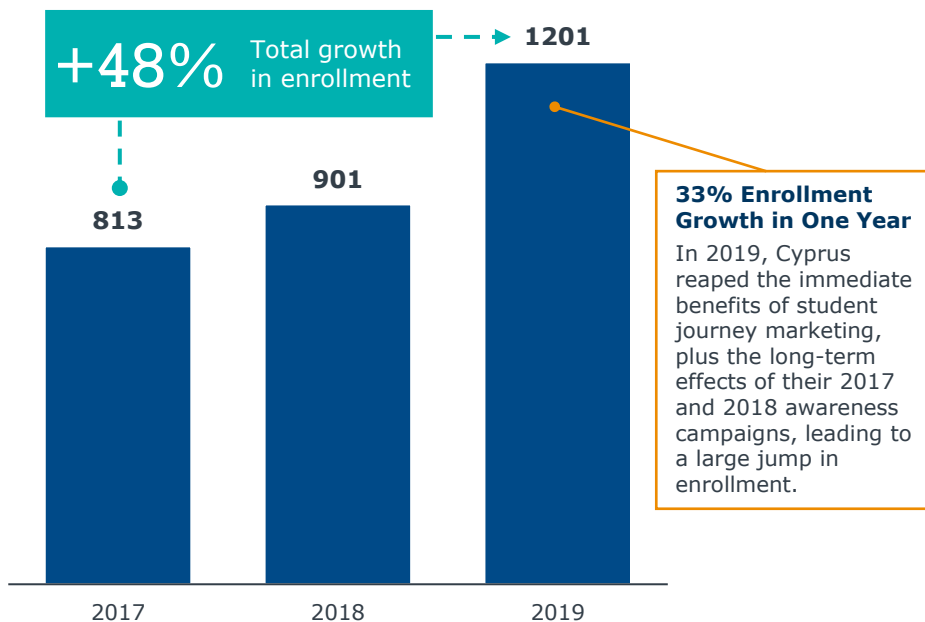


Results: Enrollment Increased 48% in Two Years

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

Enrollment by Year

All On-Campus and Online Graduate Programs



EAB Adult Learner Recruitment Impact

18%

Of enrollments were influenced by EAB in 2018

30%

Of enrollments were influenced by EAB in 2019

CASE STUDY

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

Bamboo University¹, 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, multichannel 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.

Impact Highlights

+26%

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

\$520K

Estimated tuition revenue gain in FY 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

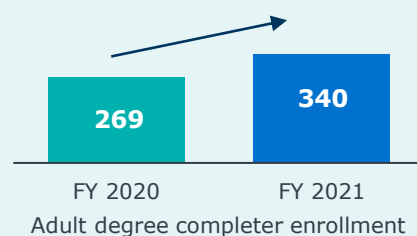
Using data from EAB's survey on adult degree completers' mindset and unique insights about Bamboo's audience, EAB's experts launched multi-channel campaigns with an above-average deliverability rate that nurtured each applicant according to their individual intent signals and preferences.



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.

RESULTS



77%

Yield from admit to enrollment in FY 2021

21%

Enrollments influenced by EAB in FY 2021

CASE STUDY

Multichannel Marketing Drives Results Throughout the Candidate Journey

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

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

Impact Highlights

65,000
Unique prospects reached by digital ads

22
Enrollments influenced by EAB campaigns

Audience Generation, Targeting, and Multichannel Marketing for Impact




STRATEGIC AUDIENCE GENERATION

Apply Consumer Data to Improve Targeting Strategy

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

MULTICHANNEL MARKETING

Engage Prospects with Strategic Campaigns

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

RESULTS

Generate Awareness and Influence Key Metrics

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

1) A pseudonym

CASE STUDY

Optimizing Growth Strategy with Intent Marketing and Strategic Portfolio Planning

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

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







Impact Highlights
Fall 2020

+22%
Growth in enrollment

+48%
Increase in completed applications

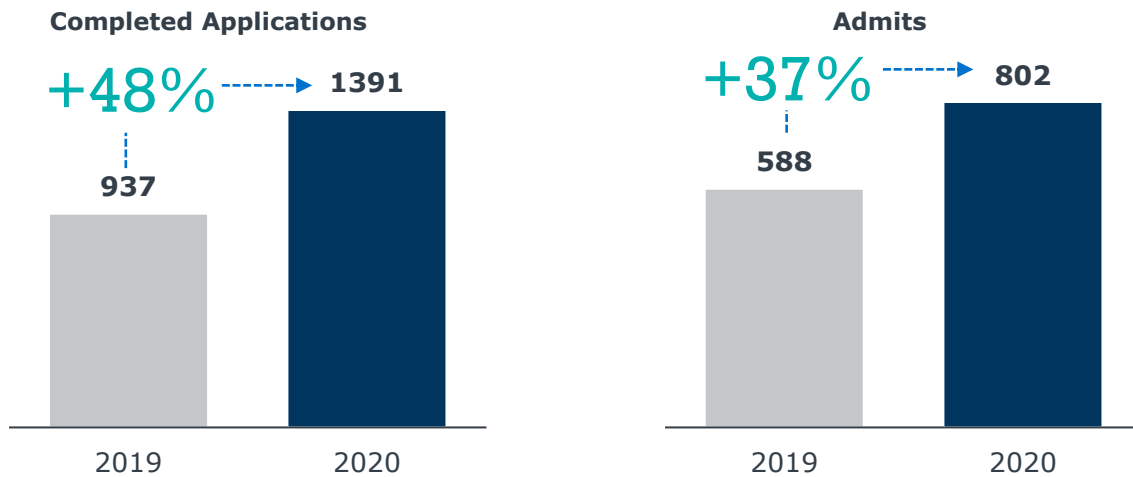
Deploying Data-Driven Targeting and Student Journey Marketing

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

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

2020 Enrollment Results: Enrollment Grew 22%



+22% Total enrollment growth in 2020

Building a Roadmap for Ongoing Growth

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



BALSA'S PORTFOLIO CHALLENGES

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

EAB'S APPROACH



Custom Labor Market and Competitor Analysis

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



Website and Messaging Assessment

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



Audit of Application Requirements

EAB recommended updates to program prerequisites based on best practice research



In-Depth Workshop with Key Stakeholders

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

EARLY IMPACT

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



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

Executive Vice President, Balsa University

CASE STUDY

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

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

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

Impact Highlights

6:1
ROI from 2019 EAB Campaigns

+9%
Above enrollment goal for Summer 2020

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



Expanded Lists with Data-Informed Targeting

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

Key Audiences Targeted



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



Launched Integrated Marketing Campaigns

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

Elements of Integrated Campaigns



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

1) A pseudonym

Impact on 2019 Enrollment

EAB Enrollment Funnel Influence

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

Return on Investment

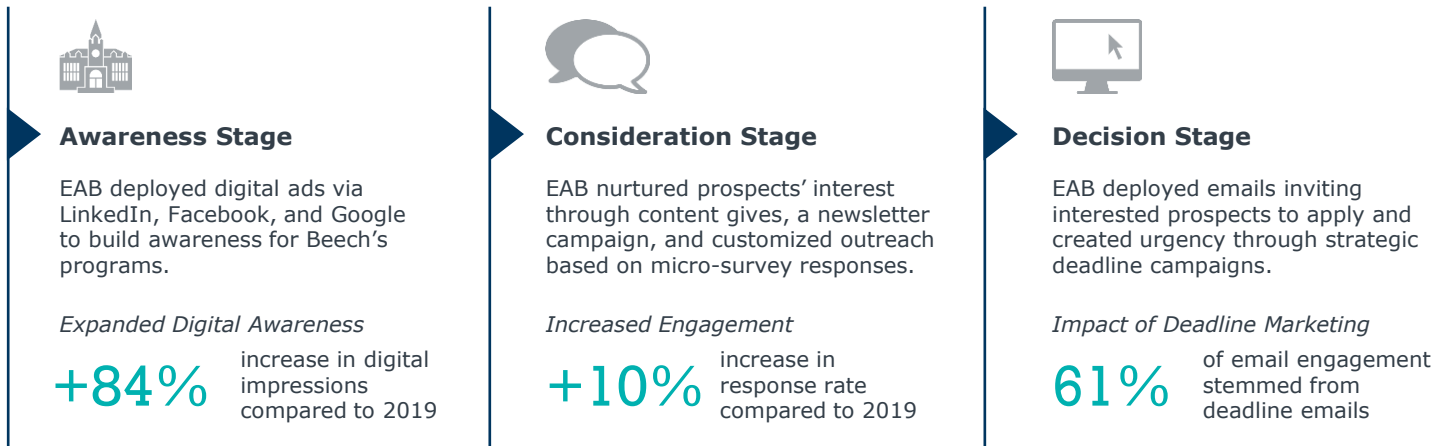
6:1 ROI from EAB 2019 campaigns

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

How Beech Outperformed Enrollment Goals Despite Disruption from COVID-19

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

Highly Personalized, Responsive Campaigns Supported Prospects Through Individualized Journeys



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

2020 Mid-Year Results*
EAB Enrollment Funnel Influence

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

*As of May 2020

CASE STUDY

How One Healthcare-Focused College More Than Doubled Graduate Enrollment in Two Years

Juniper College¹, 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%.

Impact Highlights
2019 to 2021

+130%
Increase in enrollment

25%
Total enrollment influenced by EAB

3:1
Return on investment

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.

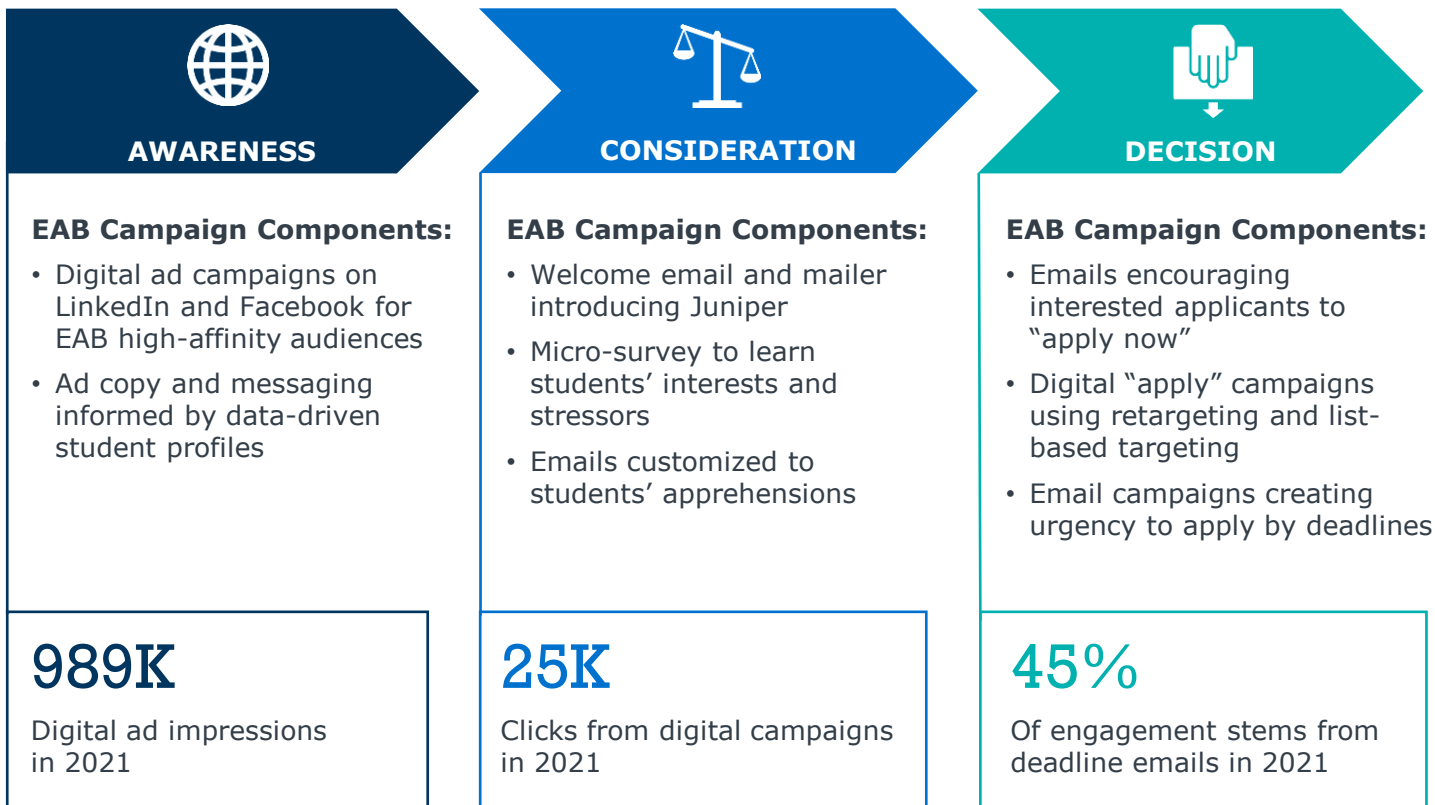


Enhance Communication and Organization

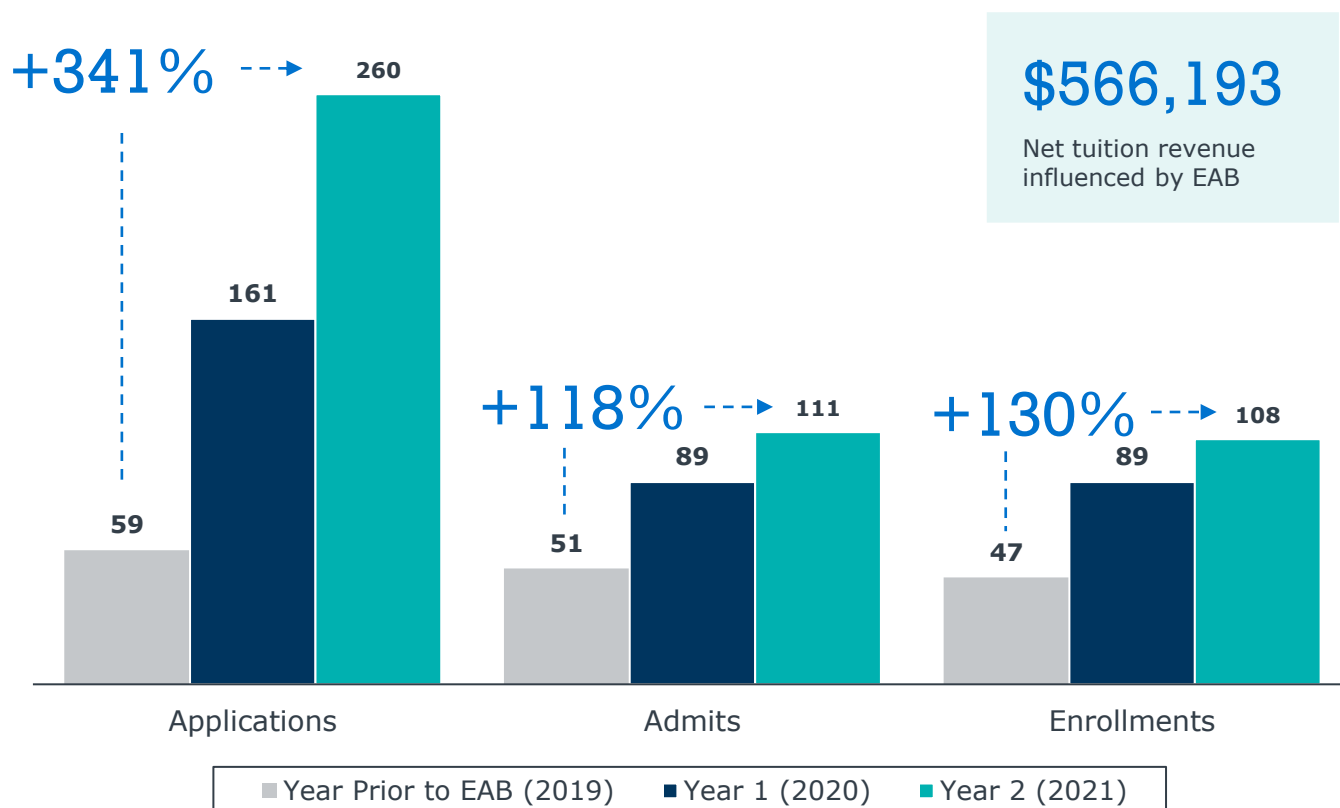
EAB’s experts hosted several workshops to ensure Juniper’s team was well-equipped to engage with their prospect pool and helped them seamlessly integrate into their CRM, allowing them to provide high-touch engagement and outreach to prospects.

1) A pseudonym

EAB's Intent-Based Marketing Campaigns Supported Prospect Journeys



Two Years of EAB Partnership Led to Growth Across the Funnel



CASE STUDY

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

Hazel University,¹ a Private Graduate University in the Midwest

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

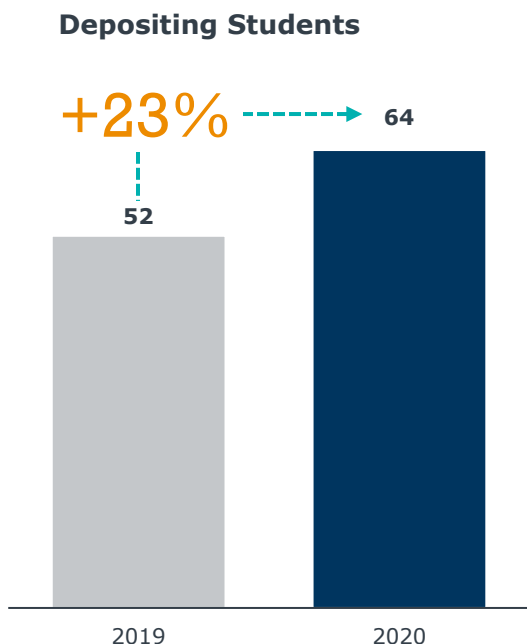
Impact Highlights

+23%
Increase in pharmacy program deposits

53%
Of depositing students were influenced by EAB campaigns

Enrollment Results

Despite Disruption from COVID-19, Program Deposits Grew Substantially



EAB Marketing Impact

46%
Of applications were influenced by EAB campaigns

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

EAB Helped Hazel Expand Targeting Among Right-Fit Prospects



Expanded Audience Lists with Data-Informed Targeting

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



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

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

EAB Built a Large Best-Fit Audience

Prospect Audience Volume by Source

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

EAB Introduced Intent-Based Marketing to Engage Prospects

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



Multichannel Marketing for the Student Journey

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

Marketing Engagement

59% EAB campaign engagement rate²

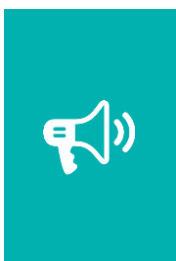


Paid Search Campaigns

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

4-Month Campaign Impact

7 Applicants, resulting in 3 depositing students



COVID-19 Outreach and Messaging

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

Sample Email Deployed



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

1) Sources included existing inquiries and previously started applications.

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

Multichannel Marketing Drives Graduate Growth in a Highly Competitive Market

Elm University,¹ a Private Medical School in the Midwest

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

Impact Highlights

+4%

Growth in enrollment in year one

7:1

ROI from EAB partnership

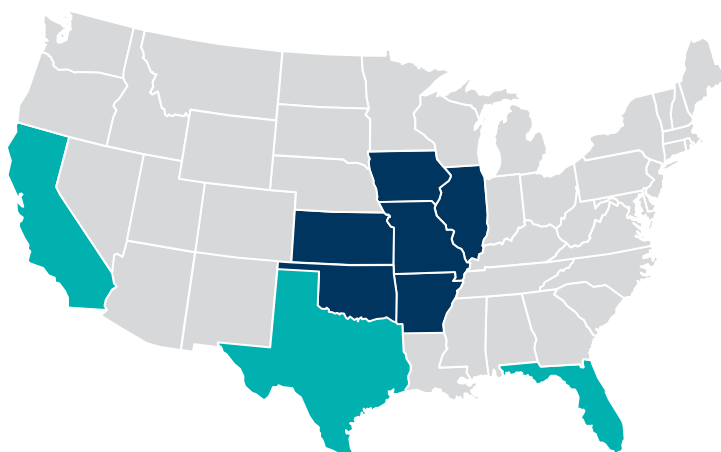
EAB Used Data-Driven Strategies to Help Elm Target New Right-Fit Students

Moving Beyond Core Markets to a National Recruitment Model

Targeting New Geographic Areas

MS in Biomedical Sciences and PsyD Programs

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



Building a Robust Prospect Audience

MS in Biomedical Sciences and PsyD Programs

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

A Much Larger Prospect Pool

+89%

Increase in prospects targeted from 2018 to 2019

1) A pseudonym

Engaging Prospects and Building Application Volume

EAB Introduced Sophisticated, Multichannel Campaigns to Propel Application Activity

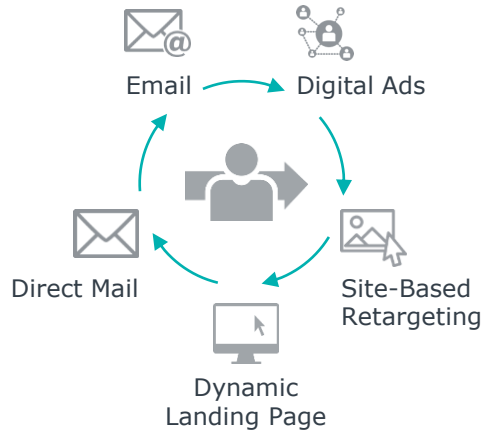
Before EAB: Basic Campaigns Enrollment Marketing, Fall 2018



Emails to application

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

With EAB: Multichannel Campaigns Enrollment Marketing, Fall 2019



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

EAB Campaign Engagement

6,089

Total EAB campaign responders

2,630

Responders who entered the application

332

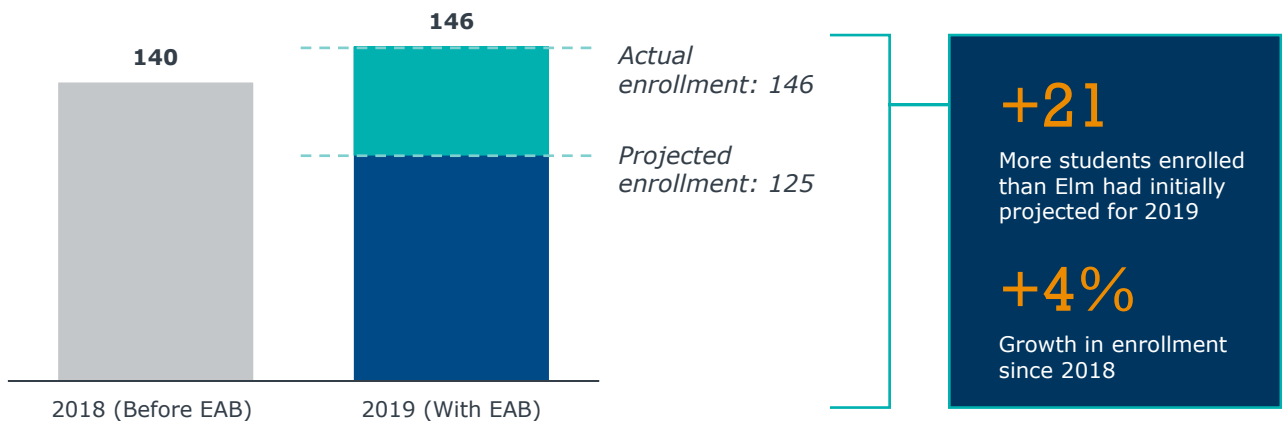
Inquiries cultivated for future terms

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

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

Enrolled Students

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



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

+143%

Increase in submitted applications in 2019

74%

Share of applications influenced by EAB

+21%

Increase in share of out-of-region students¹

7:1

ROI from Elm's partnership with EAB

1) Percentage-point increase

CASE STUDY

Growing Enrollment Through an Integrated, Personalized Marketing Strategy

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

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

Impact Highlights

+27%
Increase in enrollment

+14%
Increase in applications

How EAB Helped Red Pine Reverse Declining Enrollment

BEFORE

Red Pine's Historical Approach to Recruitment



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

AFTER

Strategies Implemented to Increase Prospect Engagement



Launch Multichannel Campaigns

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



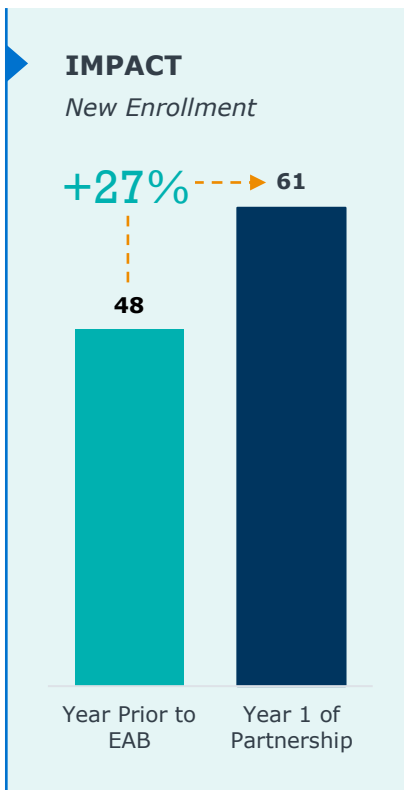
Personalize Outreach at Scale

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



Optimize Deadline Strategy

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



1) A pseudonym

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

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

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

Impact Highlights

10%
Increase in enrollment

64%
Increase in out-of-state enrollment

EAB Supported Recruitment with Marketing and Strategic Guidance

Expanded, Data-Driven Targeting



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

Intent Marketing at Scale



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

Recruitment Best Practices



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

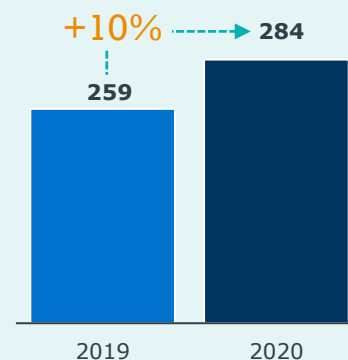
Crisis Response Messaging



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

RESULTS

Enrollment 2019 versus 2020



+21

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

1) A pseudonym

CASE STUDY

Reversing Graduate Enrollment Declines with Out-of-State Growth

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


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


Impact Highlights


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

EAB Helped Hickory Identify and Recruit Students Outside of Core Markets

Strategies for Expanding List Targeting

- 

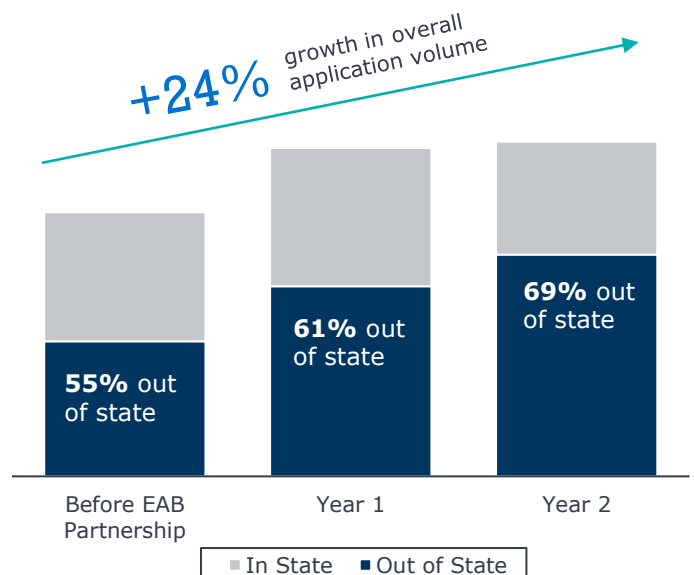
Saturate Local Market
Include all names in primary market to leverage existing brand recognition.
- 

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

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

Submitted Applications

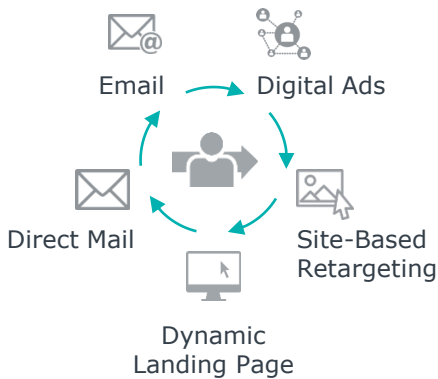
Year Prior to EAB Partnership through Year 2



1) A pseudonym

Launch Multichannel Campaigns to Maximize Applications and Enrollments

Elements of Integrated Campaigns



Data-Driven Strategies for Engagement

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

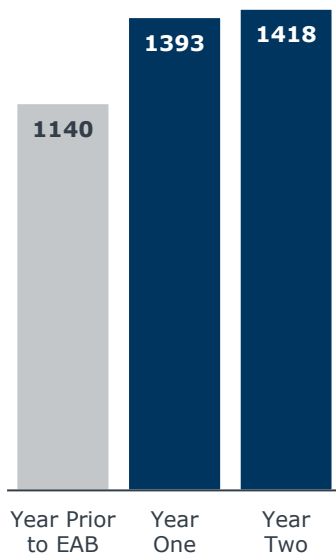
Impact of Campaigns *Year 2 of Partnership*

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

Multiyear Growth throughout the Enrollment Funnel

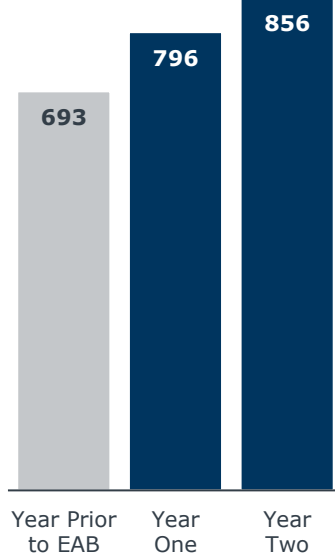
Submitted Applications

+24%



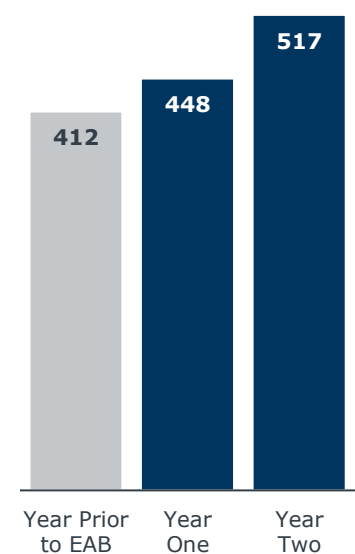
Admits

+24%



Deposits

+25%



CASE STUDY

How One Law School Exceeded Their Geographic and Racial Diversity Goals

Basswood University¹, 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

17.5%

Pre-EAB

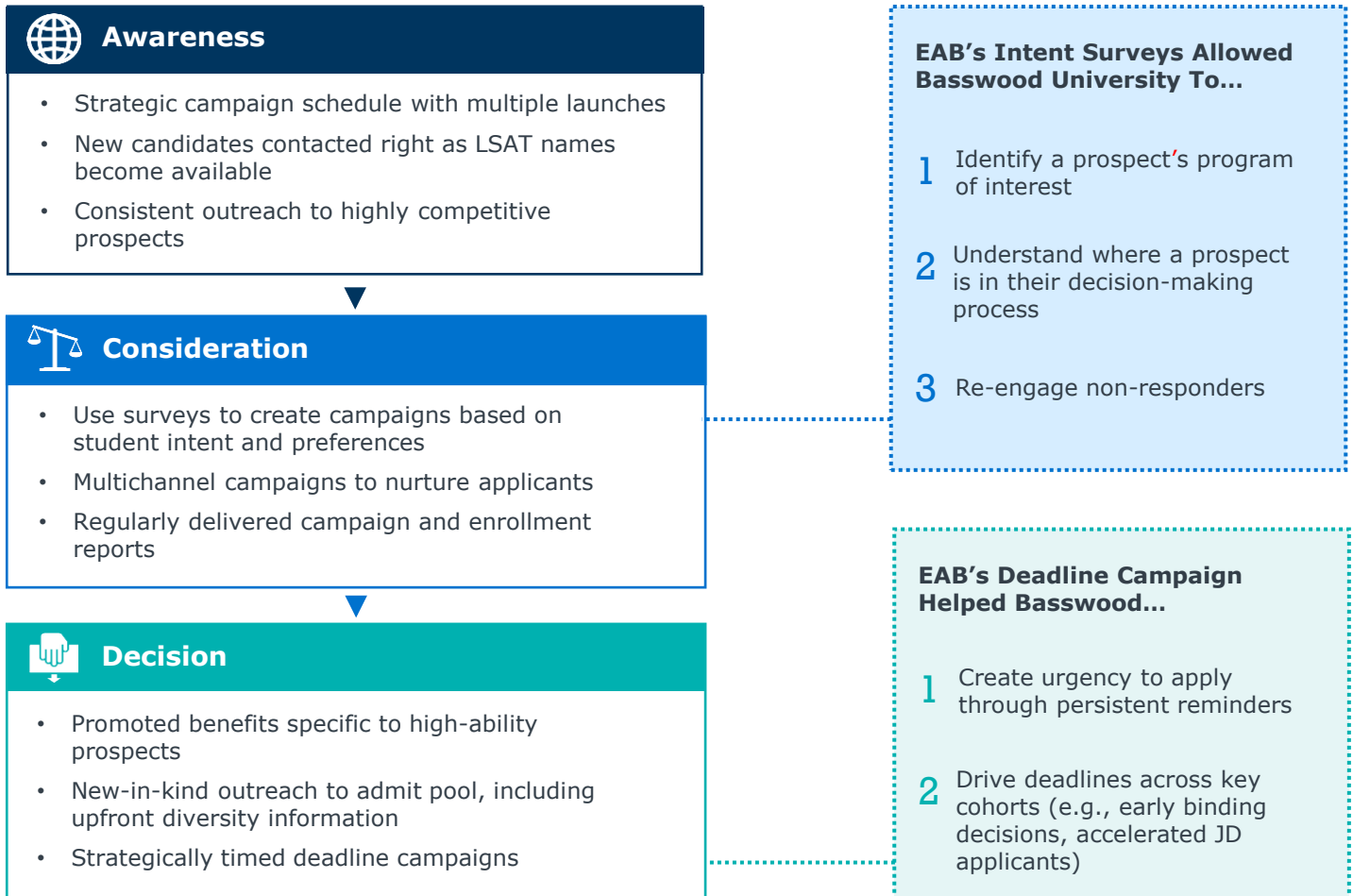
24.0%

With EAB

1) A pseudonym

Intent Marketing Helped Basswood Attract High-Performing Prospects

How EAB Campaigns Increased Engagement and Enrollment



Scorecard: Basswood's 2021 Campaign Performance

With EAB Support, Basswood Met and Exceeded Enrollment Targets

Metric	2021 Target	Performance
Enrolled Headcount	450	EXCEEDED TARGET
Discount Rate	<45%	EXCEEDED TARGET
Median LSAT Score	154	MET TARGET
Diversity (ABA defined)	23%	EXCEEDED TARGET

CASE STUDY

Targeted Marketing Leads to Increased Class Quality and Diversity at Partner Law School

Teak University¹, 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

2019 vs. 2020

+11%

Increase in enrollment

+100%

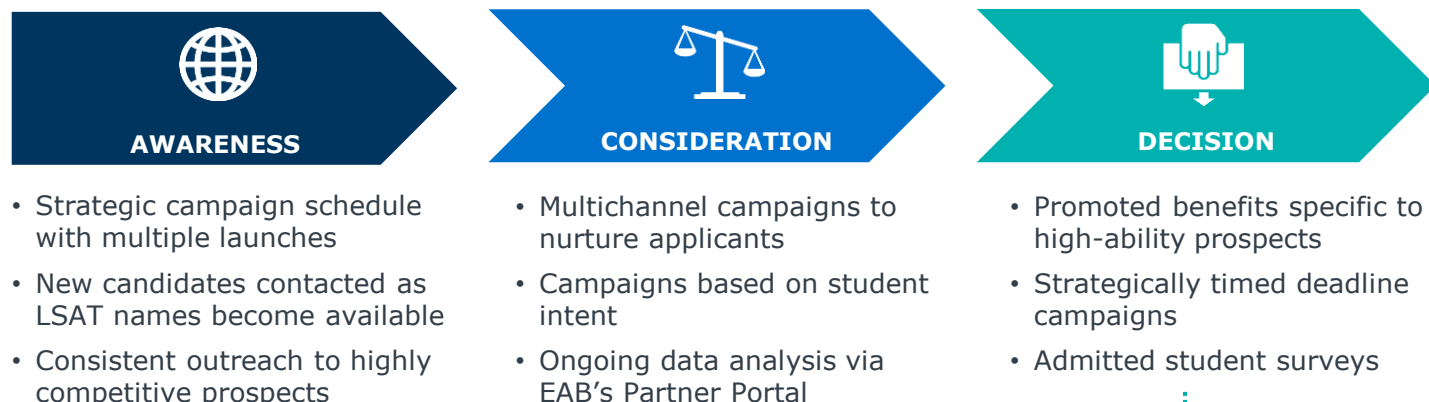
Increase in deposits from LSAT top quartile candidates

+6%

Increase in applications from students of color

Multi-Channel Campaigns Drove Results Across the Funnel

How EAB Campaigns Increased Engagement Overall



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



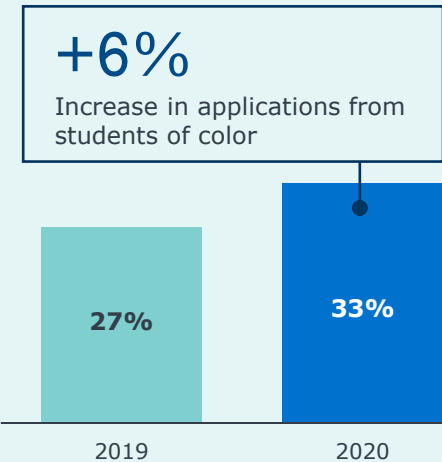
Inquiry Cultivation at Scale

- 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



Increasing Class Diversity

2019 vs. 2020

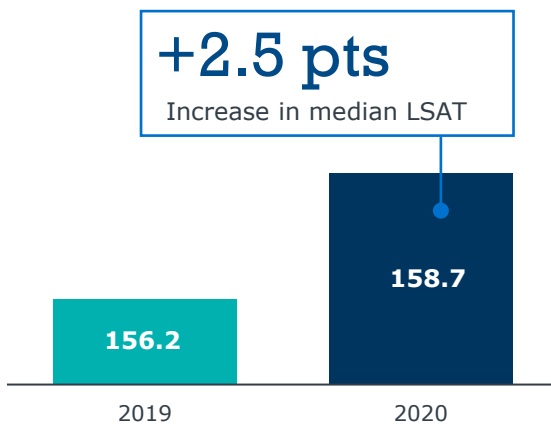


Results: Applicant Academic Profile and Enrollment Increased

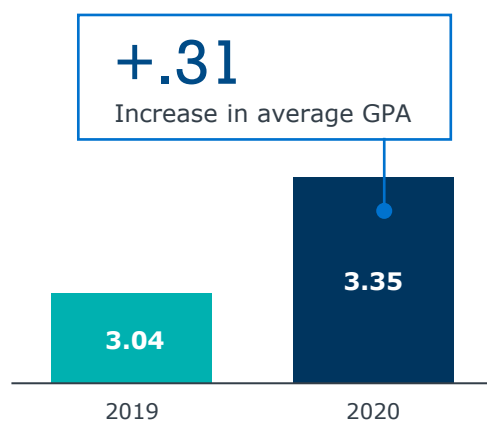


Increasing Applicant Quality

Average LSAT, 2019 vs. 2020



Average GPA, 2019 vs. 2020



Enrollment Results

2019 vs. 2020

+11%

Increase in enrollment

+100%

Increase in deposits from LSAT top quartile candidates

CASE STUDY

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

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

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

Impact Highlights

+1 point
Increase in average applicant LSAT score

+11%
Increase in applicants from underrepresented groups

How EAB Helped Magnolia Better Identify and Engage Target Prospects



Expanded Magnolia’s Best-Fit Prospect Audience

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



Launched Segmented, Intent-Based Campaigns

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



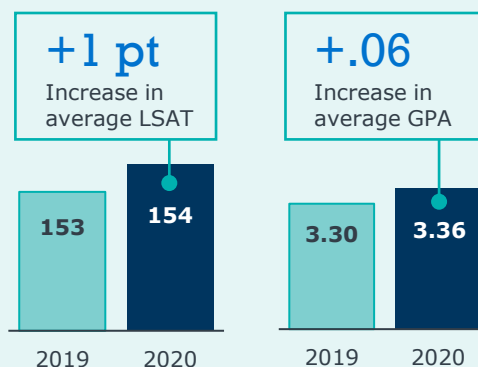
Deployed Admitted Student Surveys

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

RESULTS 2019 vs. 2020

+76% Increase in top-tier applicants¹

Applicant Academic Profile



Applicant Diversity

+11% Increase in applicants from underrepresented groups

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

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

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

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

Impact Highlights

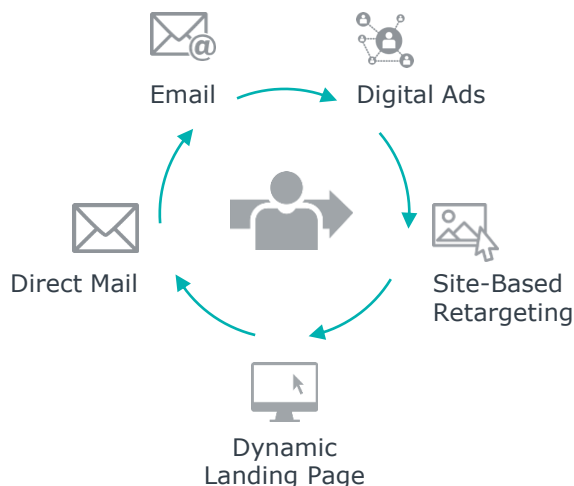
+34%
Total increase in entering class enrollment

+4 points
Increase in median LSAT score

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

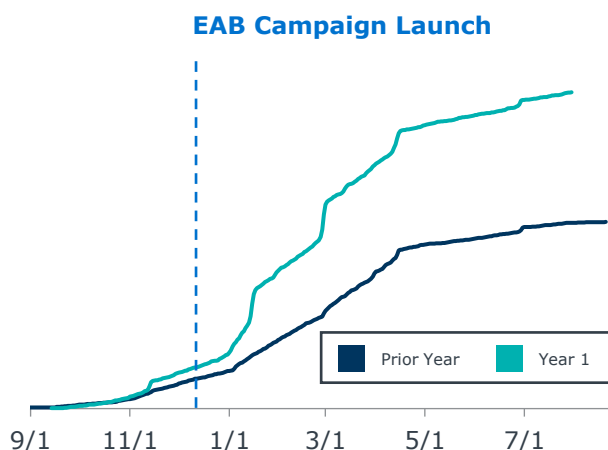
EAB Developed and Deployed Integrated Campaigns to Encourage Test-Takers to Apply

Elements of Integrated Campaigns



LSAC Applications by Date

1 Year Prior to Partnership vs. Year 1



1) A pseudonym

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

Maximize Engagement with High-Performing Prospects

How EAB Helped Maple Enroll Highly Sought-After Prospects



Deployed Intent Marketing Campaigns

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



Precisely Timed Launches

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

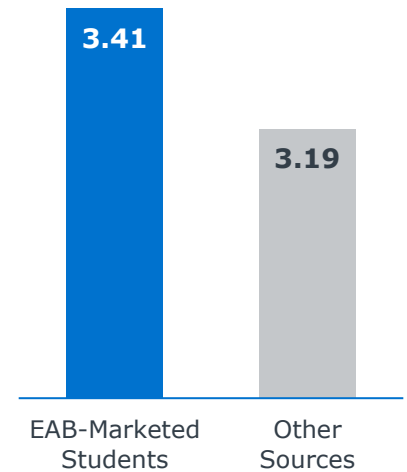


Persistent Communication

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

Average GPA

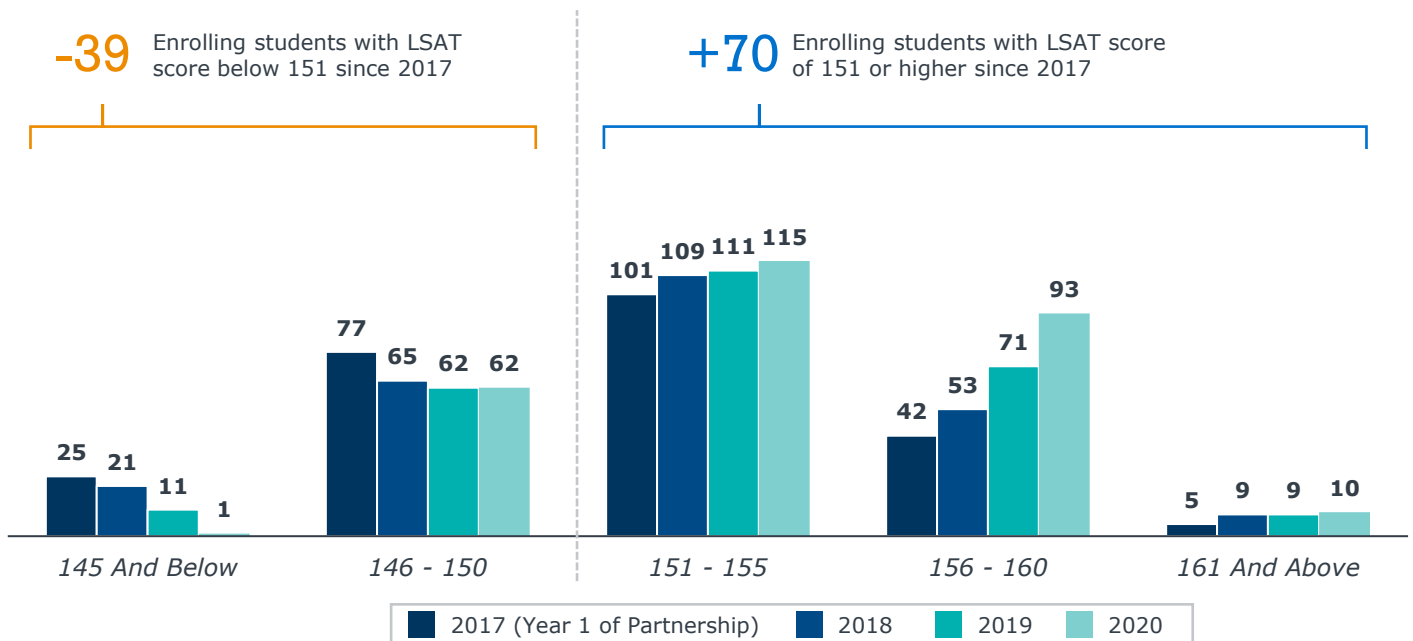
Second-Seat Deposits, Year 2



Multiyear Results: Growth in Enrollment and Academic Quality

Enrollment Increased Among Higher LSAT Bands

Enrollments by LSAT Score Band, Entering Classes 2017-2020



Impact Highlights

+4 pts Increase in median LSAT over 4 years

+34% Increase in enrollment over 4 years

64% Share of EAB-influenced enrollments since 2018

CASE STUDY

Increasing Law School Applicant Quality and Admissions Selectivity

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

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

Impact Highlights

+33%
Increase in applications with 160+ LSAT score

+1 point
Increase in median deposit LSAT score

How EAB Helped Cottonwood Law Recruit More Top Applicants

A More Comprehensive Approach to Targeting and Engaging Highly Qualified Prospects

New Strategies Implemented

 **Optimized Test-Taker Targeting**

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

 **Strategic Deadline Marketing**

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

 **Personalized, Multichannel Messaging**

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

Year One Results

Application Growth

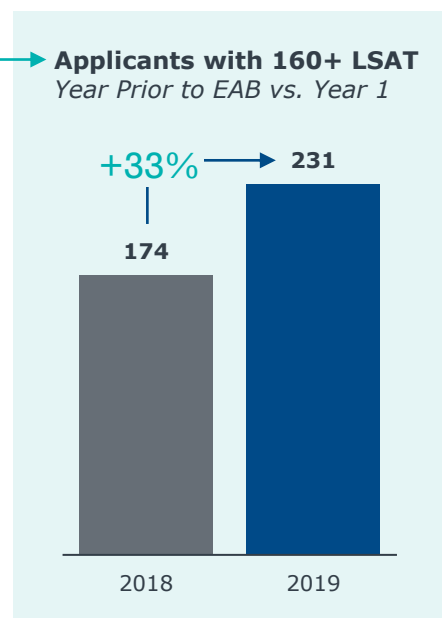
13%
Overall increase in application volume

Academic Quality

16%
Increase in deposits with 160+ LSAT score

Admissions Selectivity

18%
Decrease in admit rate from 2018 to 2019



1) A pseudonym

Learn More



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At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.