

Maximizing Your Market Insights Analysis

What to Do After Receiving a Market Insights Analysis



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

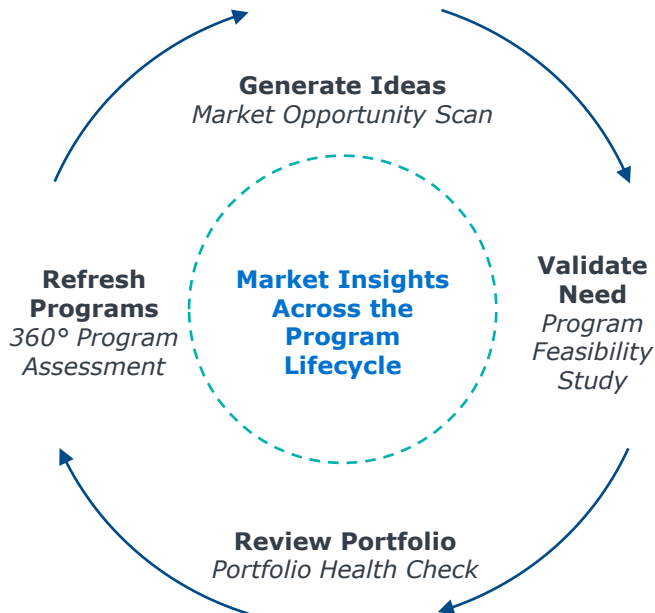
Embrace Digital Transformation

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.

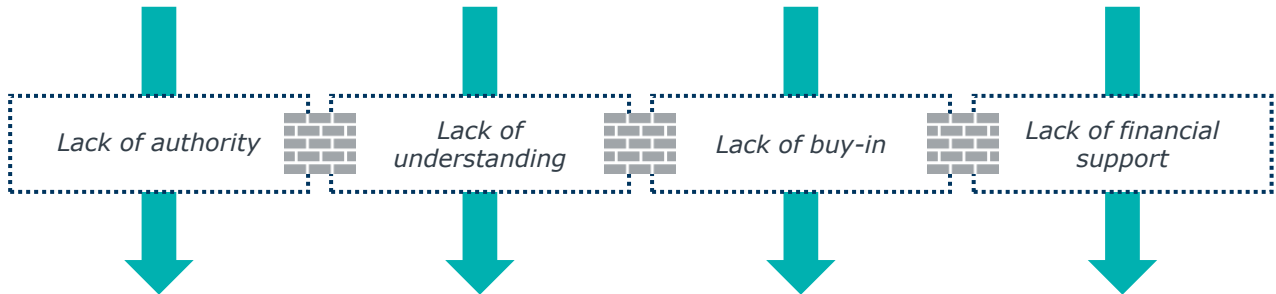
EAB Supports Partners at Every Stage of Growth



Actionable Insight Doesn't Always Lead to Action



Market Insights report received...



Identify and engage right actors

- Bring academic, administrative, and recruitment contributors in early
 - Educate stakeholders as needed on the role of market insight in decision-making
- Develop action plans collaboratively with assignments and timelines

Improve communication and collaboration

- Convene stakeholders for discussion
- Invite EAB researchers to present findings and answer questions
- Encourage data-driven program development culture

Address funding early in process

- Consider new program launch fund or program refresh fund
- Create accurate program budgets and plan for cost minimization

What's been your experience after receiving a report?

Using a Portfolio Health Check to Spur Program Improvements



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Assess how your current academic portfolio aligns to market demand and identify programs with strongest growth potential

1 Refresh Underperforming Strong Opportunities

- Convene program leadership, instructors, frontline, and recruitment staff for [holistic barrier identification](#); assign participants to determine and execute remedies
- Request 360° Program Assessment for further EAB diagnosis

2 Evaluate Low-Performing Weak Opportunities

- Review enrollment totals and trends; financial contribution; and department performance indicators with program leadership and:
 - [Determine desired end state](#) (e.g., restructured program, merged program)
 - Set action plan and timeline to achieve desired end state
- Consider program sunset for continued underperformance on institutional goals

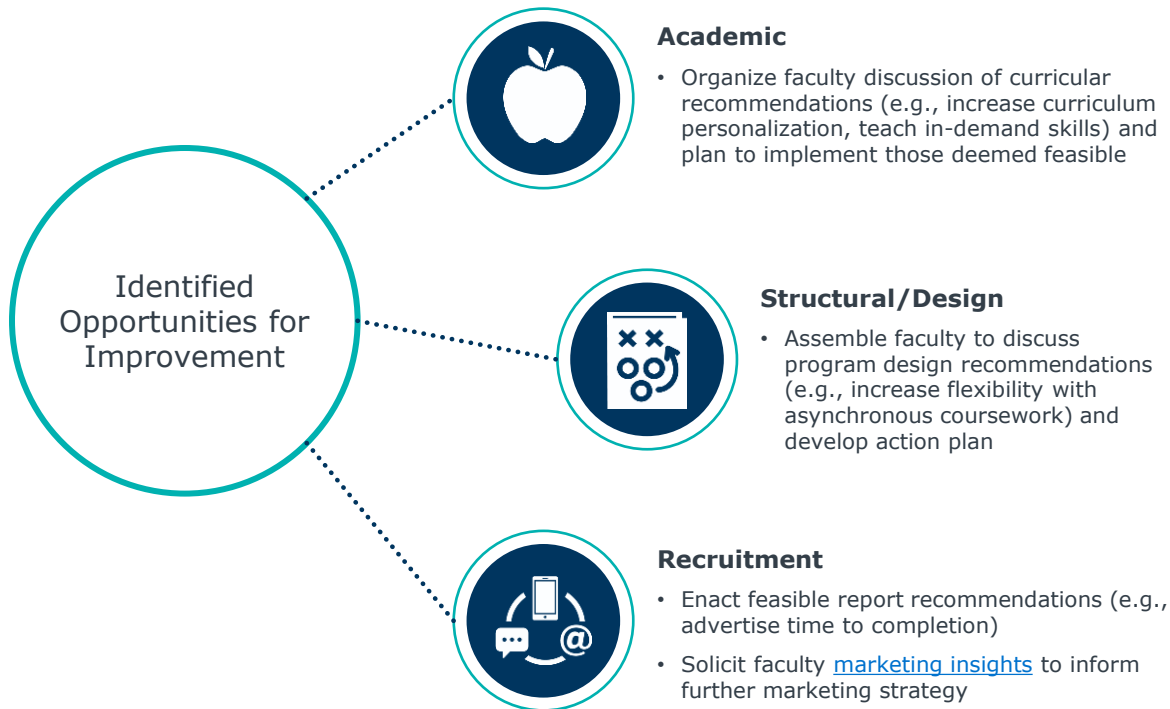
3 Maximize Strong Programs

- Challenge well-performing strong programs with further growth – invite department leadership to develop improvement tactics and timelines for coming months (e.g., streamline admissions process)

Determining Needed Improvements via a 360° Program Assessment



Identify opportunities to update an existing program's curriculum, positioning, and/or recruitment practices



Identifying New Potential Programs with a Market Opportunity Scan



Analyze regional employer demand and degree conferral trends to identify and rank viable new program opportunities



Identify the most interesting opportunities for further analysis



Determine impact of new programs on your existing portfolio



Continue to use market data to make informed decisions



Evaluate resources available to invest in new program launch



Consider potential employer partnerships to support growth

Vetting Demand with a **Program Feasibility Study** to Inform Launch



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Provides a holistic measure of how well the program should attract students and addresses questions around competitor program structures, curricula, and accreditation

Launch

- Establish realistic [new program budget](#)
 - [Limit upfront investment](#) when possible
- Develop [outcomes-based recruitment messages](#)

Don't Launch

- Convene proposed program stakeholders and share findings
- Leverage [Market Demand Validation Checklist](#) to demonstrate risks to launch

Getting to Action with Market Insights Support



Obstacles

✕ *Lack of authority*

✕ *Lack of understanding*

✕ *Lack of buy-in*

✕ *Lack of financial support*

Solution Themes



Identify and engage right actors



Improve communication and collaboration



Address funding early in process

Concluding Discussion

? *What questions do you have for us?*

? *What else do you need from EAB to overcome these and other obstacles?*

Appendix: EAB Resources to Support Market-Responsive Program Development



[New Program Launch Guidebook](#)

[Design Credentials to Meet Adult Student Needs](#)

[Marketing Across the Program Lifecycle](#)

[Develop Outcomes-Focused Recruitment Messages for Adult Learners](#)

[Build a Foundation for Successful Employer Partnerships](#)

[Rightsizing the Program Portfolio](#)



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