

CASE STUDY

Adult Student Marketing Drives Multi-Program Growth Through Halo Effect

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

- **About:** Tamarack State is a large, public university in the South.
- **Challenge:** Tamarack State has a mission to expand their reach to the adult learner market. As such, they sought to grow their adult degree completer program but lacked resources, expertise, and a consistent strategy to reach prospects. Coupled with a contracting market, this made growing degree completer enrollment difficult.
- **Solution:** EAB helped Tamarack State expand their audience and improve engagement rates through consistent, custom, and responsive marketing campaigns. EAB also hosted workshops to help Tamarack State’s team design programs for adult learners and better understand their goals and academic areas of interest.
- **Impact:** In their first year of partnership with EAB, Tamarack State saw an additional 138 adult learner enrollments. Their adult degree completer enrollment increased by 36% at a time when adult degree completer enrollment declined over 3%² nationwide, and their traditional undergraduate programs saw 84 new adult enrollments. These increases led to a 6:1 ROI, as well as new insights about what programs their adult market is interested in, allowing Tamarack State to make informed programmatic decisions.

Impact Highlights

Fall 2020 vs. Fall 2021

+117

Increase in adult learner enrollment influenced by EAB

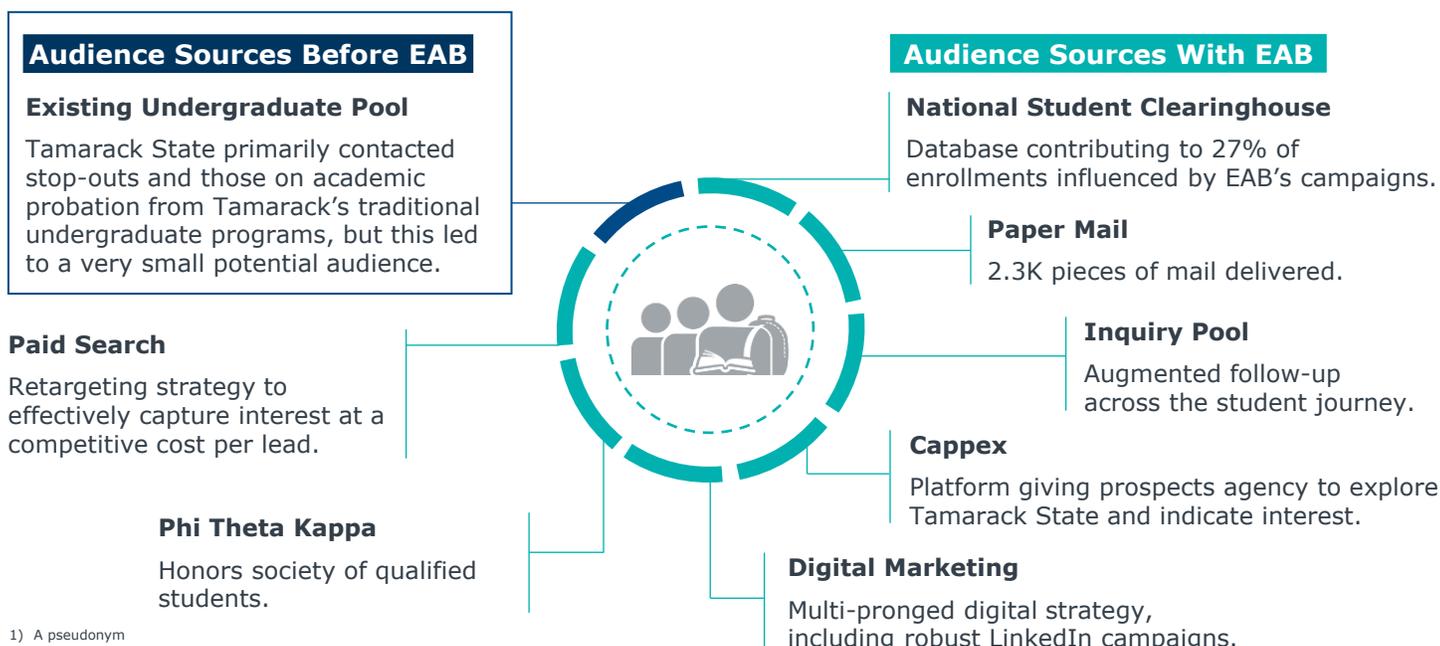
61%

EAB’s influence on degree completer enrollment

6:1

Return on investment for adult serving programs

Expanding Audience Sources Helped Tamarack State Drive New Adult Leads



1) A pseudonym

2) NCES [Overview: Fall 2021 Enrollment Estimates](#)

How Intent Marketing Helped Tamarack State Attract Right-Fit Students

AWARENESS

Objective:

Make a connection and introduce prospects to what Tamarack State has to offer

Strategies Implemented:

- Thoughtful campaign schedule with multiple launch dates
- Consistent outreach to prospects

Impact:

2.1M

Digital ad impressions

CONSIDERATION

Generate interest in Tamarack State and address student concerns based on their real-time responses

- Surveys to create campaigns based on student preferences
- Multichannel campaigns to nurture applicants

95%

Admit rate for EAB influenced applicants

DECISION

Create urgency and drive applications to Tamarack State

- Strategically timed deadline campaigns
- Micro-surveys to determine students' enrollment intentions

57%

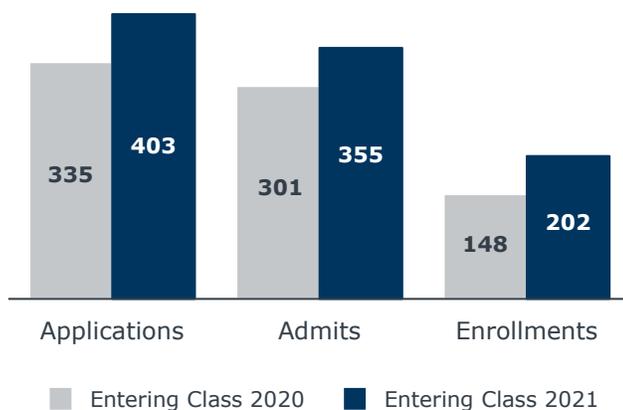
Yield rate from admit to enrollment

Tamarack State Sees Enrollment Increases Among Adult Learners

EAB Influenced Adult Enrollment in Degree Completion Programs and Core Undergrad Programs

Adult Degree Completion Funnel:

Fall 2020/2021



EAB Influenced Adult Enrollment Funnel:

Fall 2021

