2023 Case Study Compendium

Outstanding Results from 11 Partner Institutions
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State University Gains National Recognition and Triples Enrollments with Enroll360 Partnership

Montana State University, Public Research University with 15,000 Undergraduates

Challenge: Montana State University (MSU) once struggled to make a national name for themselves as they faced a declining recruitable market. Their institutional stability was threatened by a dwindling number of out-of-state inquiries and fewer in-state commitments. The university also wanted to realign their financial aid awards to better serve prospective students. MSU decided they needed expert guidance to address these complex challenges and reinvigorate their team.

Solution: EAB used a multistep approach to help MSU become a national brand while improving their financial and enrollment outcomes. EAB’s Cultivate and Apply solutions assisted MSU in finding and engaging with more right-fit students, both locally and in new markets. In 2019, MSU added EAB’s Yield solution, which enabled them to maximize staff efficiency and focus on those students most likely to yield at their institution. Finally, through the addition of EAB’s Aid solution in 2016, MSU was able to more efficiently and impactfully award aid packages, increasing their appeal with a growing pool of prospective students.

Impact: MSU’s long-term partnership with EAB, along with their eagerness to innovate, has given them an unparalleled advantage over their competitors. Since 2010, the university has grown freshman enrollment by 1,300 students and increased minority enrollment by five percentage points. In 2021, the university enrolled their largest class to date, with 73% of those enrollments being influenced by EAB outreach. Their net tuition revenue has also grown by 23% since the onset of the pandemic, stabilizing MSU amid a historically challenging enrollment period.

Impact Highlights

- **36%**
  Increase in freshman net tuition revenue 2016–2021

- **176%**
  Increase in enrollments from students of color 2019–2021

- **73%**
  of 2021 freshman enrollments influenced by EAB outreach

The Partnership Effect

- Hosted professional workshops for MSU administrative teams
- Introduced industry innovations to accelerate enrollment growth
- Provided strategic guidance through the pandemic
- Embraced change and innovated for future success
- Piloted "earlier is better” initiative to secure commitment from incoming students
- Leveraged full suite of EAB solutions for heightened success
Application Gains Driven by Early Affinity Building and Strong App Marketing

Submitted Applications by Influence
Full-Time Freshman, Fall Enrollment

Growing Their Out-of-State Applicant Pool During the Pandemic
Total Applications by Residency
Full-Time Freshman, Fall Enrollment

Net Tuition Revenue Growth After Adding EAB’s Aid Solution
Freshman Net Tuition Revenue
PARTNER CASE STUDY

University Outperforms Competitors and Accelerates Enrollment Through the Pandemic with Enroll360 Partnership

Public Research University in the Midwest with 6,200 Undergraduate Students

Challenge: Foxglove University, a small public research institution located in the competitive Midwest market, faced application and enrollment declines well before the pandemic. In 2018, they reached out to EAB to make a mid-cycle course correction.

Solution: EAB quickly deployed a senior search and application marketing campaign. The senior search used data-driven audience selection strategies to identify missed opportunities in the university’s primary market while the application marketing campaign leveraged new creative and messaging to appeal to more prospects and build stronger student relationships. When the pandemic struck in early 2020, EAB provided strategic guidance to help Foxglove University overcome unprecedented enrollment challenges and prepare to excel despite effects of the pandemic.

Impact: In less than a year of partnership, EAB helped Foxglove University increase their enrollment by 4 percent. And while the pandemic drove negative enrollment impacts across higher education in 2020, EAB’s strategic guidance helped Foxglove University to outperform their regional competitors by four percentage points that year. EAB’s support, underscored by consistent and reliable inquiry growth throughout a historically tumultuous enrollment period, positioned the university for a 23% enrollment increase from 2020 to 2021.

Recovered Enrollments and Engineering Post-pandemic Success

1. Launched senior search to increase prospective student audience
   ✓ Utilized EAB’s audience strategy to identify untapped opportunity in their backyard
   ✓ Expanded geographical reach through new market analysis

2. Implemented an application marketing campaign to drive submissions
   ✓ Built affinity through new creative and messaging
   ✓ Managed students through application submission

3. Pivoted during tough times with EAB strategic guidance
   ✓ Effectively responded to increased student interest after pandemic onset

Impact Highlights
As of June 2021

18% increase in first-time freshman enrollment from 2018–2021

4-pt greater first-time freshman enrollment than peers in the Midwest for EC20

*Based on most recent IPEDS data for 16 comparable schools in the Midwest market.
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Outpacing Competitors Amid Unprecedented Enrollment Crunch

Outperforming the Market
From 2019 to 2020, Foxglove University outperformed their peers in the Midwest market by four percentage points.

"Working with EAB offers the opportunity to fight with both hands in a challenging ring—we are no longer fighting with one hand tied behind our backs in a crowded market. When we signed with EAB, we had heard stories that we could expect 25–35% increases in apps. Almost three years into our relationship, we're going to realize closer to a 40% increase in applications since 2019. So, it certainly has fully met our expectations of feeding the top of the funnel."

Vice President for University Relations and Enrollment

Strong Enrollment Gains Since the Start of EAB Partnership

First-Time Freshman Enrollments
Entering Class 2018 to 2021

Since their Enroll360 partnership began, Foxglove University has seen an 18% increase in freshman enrollments.
Reclaiming Market Share and Strengthening Financial Sustainability with Enroll360

Public University in the Southwest with 12,000 Undergraduate Students

**Challenge:** In 2019, Goldenrod University faced significant demographic challenges: the number of in-state high school graduates was declining, with those graduating increasingly leaving for out-of-state opportunities. The school needed to create the right mix of enrollments that would provide financial sustainability for their institution while remaining a cost-effective option for students in their region. To increase enrollments and expand resources for in-state students, the university needed to simultaneously attract a greater share of students from out-of-state markets while reclaiming their in-state market share.

**Solution:** Goldenrod University partnered with EAB in 2019 with Cultivate, Apply, and Aid solutions. First and foremost, EAB identified untapped pockets of enrollment potential within core in-state markets as well as high-potential out-of-state opportunities. EAB then worked alongside the university to build and execute comprehensive marketing campaigns. Simultaneously, EAB developed both in-state and out-of-state financial aid strategies designed to amplify the impact of the university’s enrollment recruitment approach.

**Impact:** EAB helped Goldenrod University stabilize their in-state markets while also increasing their out-of-state application pool by 43% over two years. Despite the impact of COVID-19 in 2020, the university continued to grow out-of-state enrollments. With a strong financial aid plan in place, the university decreased its discount rate by four percentage points and grew net tuition revenue by more than half a million dollars in just two years of partnership.

**Impact Highlights**

**Fall 2020–Fall 2022**

- **43%**
  Increase in out-of-state applicants

- **4-pt**
  Decrease in discount rate

- **23%**
  Increase in deposits since 2020

**Strengthening the Bottom Line**

- **10%**
  Increase in NTR per student
  Strengthened value of each admitted student to the university

- **$500K**
  Increase in overall NTR
  Supported university goal of remaining cost-effective for in-state students
Admits Rebound After Only One Year of Partnership

In the first year of partnership, EAB helped Goldenrod University reverse enrollment declines across each type of residency. By using in-state student demographics to model their out-of-state search, the university gained significant market share within their region.

Fall Freshman Admits by Residency²

*Entering Class 2020 Versus 2019*

- **Regional Admits**: +913
- **National Admits**: +686
- **In-State Admits**: +100

Consistent, Quality Enrollment Gains Throughout Partnership

- **Increase in Admitted Students**: 34%

<table>
<thead>
<tr>
<th>Year</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>9,665</td>
</tr>
<tr>
<td>2021</td>
<td>10,534</td>
</tr>
<tr>
<td>2022</td>
<td>13,017</td>
</tr>
</tbody>
</table>

²) Regional admits are students within the Southwest region, while national admits are students from states outside of the Southwest.

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PARTNER CASE STUDY

Rural University Sees Record Enrollment and Net Tuition Revenue Gains with Enroll360 Partnership

Public University in the Southeast with 8,300 Undergraduate Students

**Challenge:** After decades of sluggish freshman enrollment, Jacksonville State University (JSU) decided it was time to reinvent their recruitment strategy. They wanted to build their reputation as an affordable higher education option within their local market and scale their communications and admissions process to reach more students.

**Solution:** In late 2018, JSU implemented all four Enroll360 solutions—Cultivate, Apply, Yield, and Aid—to grow enrollments and maximize revenue. In partnership, EAB worked with JSU to optimize their audience strategy, create a seamless application experience, and execute new relationship-building strategies. Through these improvements, several other CRM innovations, and a robust communication plan including SMS, JSU’s admissions staff expanded their capacity to reach more right-fit students and nurture them from inquiry through enrollment.

**Impact:** Over the past four years, JSU has nearly doubled their freshman enrollment—going from 1,086 students in 2018 to well over 1,900 in 2022. Freshman net tuition revenue also increased from $4.7M pre-partnership to $14.2M in 2022, while their discount rate has decreased over 13 percentage points. These record-breaking enrollment and revenue numbers have given JSU the opportunity to expand their campus and become an even stronger choice for college-seekers in Alabama and beyond.

**Impact Highlights**

*Fall 2018–Fall 2022*

- **79%**
  - Increase in freshman enrollments

- **13-pt**
  - Decrease in discount rate

- **201%**
  - Increase in freshman net tuition revenue

- **3.4+**
  - Average GPA of enrolled students

*Article from WBRC News can be found [here.](#)
Enroll360 Solutions Help JSU Find and Enroll More Right-Fit Students

Cultivate
An audience-identification and inquiry-generation solution designed to transform the recruitment pipeline. This includes a behaviorally responsive marketing campaign for sophomores, juniors, and their parents that builds brand awareness, generates inquiries, and nurtures interest.

Apply
An audience-identification and application-generation solution that builds immediate demand and drives submission activity. Apply campaigns use a proven call-to-action approach that successfully engages academically qualified seniors and their parents.

Aid
The Aid solution helps teams understand their inquiry pools and optimize their financial aid strategy to successfully seat incoming classes. Our team constructs aid models, designs policy strategy, and monitors award activity.

Yield
Our Yield solution combines advanced surveying techniques with big data to deliver best-in-class prescriptive analytics. Over 150 data variables from across the EAB Ecosystem generate lead scores, which guide the workflow of busy admissions teams and maximize the impact of every student interaction.

Collaborative Approaches to Harness Technology and Build Relationships
To improve enrollment outcomes, JSU needed more than a vendor; they needed a trusted enrollment partner. EAB’s combination of unmatched insights and execution excellence along with JSU’s student-first admission strategies helped the university enroll more students.

EAB
• Diversified audience strategy to include multiple list sources
• Created a seamless application experience with collateral and a custom web application
• Marketed to both prospective students and parents
• Led annual admission trainings on relationship building

JSU
• Configured new data load to auto-admit qualified students
• Offered incentives, including institutional need-based grants as well as merit-based institutional scholarships
• Waived application fee with counselor verification to accommodate low-income applicants
• Collaborated across campus on recruitment and yield events
Cultivate and Apply Help JSU Reach More Students in Their Own Backyard

Application Marketing Amplifies Admission Team Outreach
Through display advertisements, emails, and paper mailers, EAB's Apply campaign was able to generate a combined total of over 1.58 million impressions to extend JSU's admission outreach.

Sophomore, Junior, and Senior Search Campaigns Expand JSU’s Enrollment Funnel
Consistent outreach as early as 10th grade helped JSU grow their applications, admissions, and enrollments in record amounts. In alignment with their institutional goals, JSU wanted to enroll more local students. With EAB’s guidance, Alabama residents accounted for 87% of freshmen enrollments. Notably, their admissions growth did not conflict with student academic readiness, with an average freshman GPA that was above 3.4.

Enrollment Funnel
Full-Time Freshmen

<table>
<thead>
<tr>
<th>Year</th>
<th>Applications</th>
<th>Admits</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,000</td>
<td>4,000</td>
<td>6,000</td>
</tr>
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<td>4,000</td>
<td>8,000</td>
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<td>14,000</td>
<td>28,000</td>
<td>42,000</td>
</tr>
<tr>
<td>2022</td>
<td>16,000</td>
<td>32,000</td>
<td>48,000</td>
</tr>
</tbody>
</table>
Yield Helps JSU Track Student Intent from Admit to Enrollment

To support their yield effort, EAB sent surveys to admitted students to gauge their interest and intent to enroll. JSU then used the survey results to help them gauge which admits needed more direct outreach in order to influence their college decision.

JSU Improved Yield with Admitted-Student Survey Results

Through advanced surveying techniques and predictive modeling, EAB’s Yield solution helped JSU to more effectively yield their class.

More than 3,000 students replied to JSU’s surveys in 2020 and 2021, with a 54% increase in response rate year over year. This information helped JSU determine the right level of follow-up for each survey respondent.

Survey Reports Allow JSU to Monitor Admits Who Haven’t Yet Decided

JSU’s admitted-student surveys helped them better understand student intent as accepted students weighed their options.

Using these surveys, JSU tracked 1,022 undecided students in 2020 and 2021, ultimately receiving a “yes” response from 150 undecided students.
Aid Solution Helps JSU Optimize Award Structure For Record NTR Gains

JSU enrolled a record-breaking class in 2022, which more than tripled their NTR since before partnership.

Net Tuition Revenue and Discount Rate

*Full Time Freshmen*

The insight, expertise, and services that EAB has provided to JSU allowed us to experience undergraduate enrollment growth over the past five years. Beyond just the enrollment growth, our team has been inspired to produce extensive and constant innovation regarding recruitment, yield, and aid packaging practices.

"The insight, expertise, and services that EAB has provided to JSU allowed us to experience undergraduate enrollment growth over the past five years. Beyond just the enrollment growth, our team has been inspired to produce extensive and constant innovation regarding recruitment, yield, and aid packaging practices." - Associate Vice President of Enrollment Management

Financial Impact

*Full partnership*

- **$3K+** Increase in net tuition revenue per student
- **13-pt** Decrease in discount rate
- **201%** Increase in overall freshman net tuition revenue
Challenge: Penstemon College is a small state institution in the rural Southeast that experienced a steep decline in their inquiry pool and fierce competition in their backyard. They began to search for an enrollment partner that could help them make the most of their limited budget and find more prospective students in their local markets.

Solution: Due to budgetary constraints, Penstemon College decided to implement an email-only Apply campaign in April 2021. This investment helped the school get in front of more right-fit seniors and compete for students who were either looking at other institutions or considering college alternatives. EAB also worked closely with the college’s leadership to solidify their long-term enrollment strategy and provide expert guidance on enrollment events.

Results: Despite launching their initial Apply campaign late in the enrollment cycle, Penstemon College was able to grow their 2021 entering class by more than 50 students, accounting for almost 10% of enrollments. After their first full cycle with Apply, the college increased their enrollments by 47% for EC22. Of their 2022 freshman applicants, 42% were influenced by EAB marketing.

Apply Campaign Helps College Greatly Outpace All Market Segments

While other market segments are experiencing stagnant and declining enrollments, Penstemon College has greatly increased their enrollment outcomes.

Fall 2022 Freshman Enrollment, Percentage Change from 2021 to 2022

<table>
<thead>
<tr>
<th>All Freshmen</th>
<th>Public 2-Year</th>
<th>Public 4-Year</th>
<th>Private 4-Year</th>
<th>Penstemon College</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1.5%</td>
<td>0.9%</td>
<td>-2.4%</td>
<td>-3.1%</td>
<td>46.7%</td>
</tr>
</tbody>
</table>
Conversational Emails

EAB’s Enrollment Marketing team helped Penstemon College craft a robust email communication campaign to engage new students and their parents in their backyard.

The emails emphasized the students’ impressive academics, introduced the institution, and established connection with a member of the enrollment team.

Right-Fit Students

By leveraging EAB’s market-savvy audience selection strategy, Penstemon College was able to communicate with the students who were most likely to apply.

Additionally, students who were influenced by EAB’s application marketing campaign had a higher academic profile than non-influenced students.

*Identifying information has been censored for this blinded case study
PARTNER CASE STUDY

How One School Leveraged a Wisr Virtual Community to Support and Yield More Underrepresented Students

Public University in the Northeast with 6,000+ Undergraduate Students

Challenge:
This institution was looking for a way to centralize their admitted-student communications and allow admitted students to connect with one another. They also wanted to provide a virtual space where admitted students could socialize and build community, even before stepping foot on campus.

Solution:
In 2021, this school partnered with Wisr Virtual Communities to build an Admitted Student Network that:

- Extended their reach beyond traditional social media with the added benefits of privacy and security
- Allowed students to engage in public and private conversations specific to their needs, interests, and identities (e.g., honors program community)
- Provided data and analytics to inform their overall recruitment strategy and individual outreach

Impact:
By engaging with relevant public and private communities on the Wisr platform, admitted students not only developed a greater sense of belonging but also deposited at a much higher rate than their peers who did not join Wisr.

The platform also supported underrepresented students, including first-generation and international. Their engagement on the platform was a strong indicator of intent to enroll and allowed this institution to further improve its campus diversity.

A Closer Look at Wisr’s Impact with Underrepresented Students

EC22 yield rates for students who joined Wisr before depositing compared to those who did not join Wisr:

- **3.4x** higher for first-generation students (47% vs. 14%)
- **3.5x** higher for Black/African American students (35% vs. 10%)
- **3.8x** higher for Hispanic/Latinx students (34% vs. 9%)
Early Results from First Year of Enroll360 Partnership: Application, Admit, and Enrollment Growth

Private Christian University in the Southeast with 2,900 Undergraduate Students

**Challenge:** Palm Beach Atlantic University (PBA) recently positioned itself for growth after ranking nationally in the 2019 *U.S. News & World Report* and welcoming a new president and VPEM in 2020 and 2021, respectively. To fully realize their enrollment potential, PBA knew they would need a proven enrollment marketing partner.

**Solution:** A longtime EAB partner at their prior institution, PBA’s new VPEM brought in multiple Enroll360 services—Cultivate, Apply, Wisr Virtual Communities, YouVisit Virtual Tour, Intersect, and Cappex—to partner on strategic enrollment management planning and ensure timely execution of their vision. With a suite of support from EAB, PBA could focus their team’s energy on building student relationships, maximizing yield, and welcoming their incoming class.

**Impact:** Despite launching late-cycle in July 2021, PBA increased applications by 208% and admits by 223% in less than one year of partnership. Enrollments grew 37%, with more than 693 first-year students enrolling at census (Aug 2022). PBA will continue to see growth over the next cycle as their initial Cultivate contacts (previously high school sophomores and juniors) matriculate. As of January 2023, PBA is up in applications 25% year over year.

**Enroll360 Helps PBA Find and Engage More Right-Fit Students**

<table>
<thead>
<tr>
<th>Impact Highlights</th>
<th>As of January 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>208%</td>
<td>Growth in applications in first year of partnership</td>
</tr>
<tr>
<td>223%</td>
<td>Growth in admits in first year of partnership</td>
</tr>
<tr>
<td>37%</td>
<td>Growth in enrollments in first year of partnership</td>
</tr>
</tbody>
</table>

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**Building Strong Relationships Across the Enrollment Cycle**

- **Cappex**
  - Helped students identify PBA based on shared interests

- **Intersect**
  - Connected PBA with early-interest students

- **Cultivate**
  - Grew sizable inquiry pool of qualified, early-interest students

- **Apply**
  - Custom and common apps enhanced PBA’s deadline-driven app marketing

- **YouVisit**
  - Allowed students to experience PBA’s beautiful campus from anywhere

- **Wisr**
  - Facilitated chats between students and prospects/admits
Research University Boosts Enrollment, Academic Quality, and NTR with Enroll360 Solutions

Hollyhock University,* Private R2 University with 7,000 Students

**Challenge:** As part of their 10-year strategic plan, this private, East Coast university set out to compete with other premier STEM institutions in the Mid-Atlantic and Northeast. To accomplish this goal, Hollyhock University knew they would need to increase their academic profile while also improving the diversity of their student body.

**Solution:** In 2013, the university partnered with EAB to execute multichannel marketing campaigns for sophomores, juniors, and seniors. This approach allowed them to build greater affinity with students over time and increased their applications by 4–24% each cycle thereafter. In 2017, EAB substantially expanded the university’s audience selection strategy in order to build an even larger pipeline of engaged students. Impressed with the results, the university then asked EAB to help them reach an institutional goal of 12k freshman applications in 2022.

**Impact:** EAB’s audience selection and marketing strategy enabled this university to increase submitted applications by 151% over 10 years. The university translated that opportunity into a 105% increase in freshman net tuition revenue, a 153% increase in students with a 4.0+ high school GPA, and a four-percentage-point increase in applications from students of color from 2020 to 2022. At the same time, the university established itself nationally as a premier institution, increasing the number of applications from 500+ miles away by 52%.

### Impact Highlights

153%
Increase in enrolling students with a 4.0+ GPA from 2013 to 2022

4-pt
Increase in applications from students of color from 2020 to 2022

80%
of EC22 applications were influenced by EAB outreach

---

**Success Began with Substantial Application Growth**

- Began a multiyear, full-funnel strategy
- Expanded their audience selection
- Reached 12k freshman applications in 2022

151%
Increase in freshman applications from 2013 to 2022
University Translates Application Growth into Increased Enrollments and NTR

Building a National Footprint

Submitted Applications, Enrollments, and Net Tuition Revenue Growth

Full-Time Freshmen, Full EAB Partnership

$14.9M NTR
- 648 enrolled
- 4,970 applied

$30.5M NTR
- 1,027 enrolled
- 12,497 applied

105% Increase in freshman NTR

52% Increase in applications from students >500 miles away

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PARTNER CASE STUDY

Small University Sees Gains Throughout Enrollment Funnel with Cultivate, Apply, and Yield Solutions

Private Roman Catholic University with 1,200 Undergraduates

**Challenge:** Posey University is located in a highly competitive tri-state market, which has become even more challenging as students consider lower-cost options and college alternatives. The university wanted to stabilize their presence in the tri-state area while also exploring new out-of-state markets. Working with limited CRM capabilities, the university also needed assistance with maximizing their application pool.

**Solution:** Posey University partnered with EAB late in the 2020 cycle. The university first utilized EAB’s Yield solution to quickly poll accepted students on their intent to enroll. Beginning in the 2021 cycle, Posey used EAB’s Cultivate and Apply solutions to find more right-fit students in key markets and nurture them from suspect to applicant. EAB also helped the university to recategorize their primary and secondary markets, providing clarity in their recruiting practices and enrollment reporting. Posey University also utilized EAB’s Enrollment IQ dashboard to access meaningful and timely insights about different markets, allowing them to recruit more effectively.

**Results:** Amid one of the most unpredictable enrollment periods in recent history, EAB helped Posey University improve their enrollment outcomes. Despite significant budget constraints, the university was able to increase their presence in the tri-state area and grow their out-of-state enrollments by nine percentage points since before partnership.

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**Impact Highlights**

- 49% of 2021 apps generated by Apply Solution
- 9-pt increase in out-of-state enrollments because of EAB partnership

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**Filling the Enrollment Funnel**

**Full-Time Freshmen, 2019–2021**

- Applicants: +24%
- Admitted Students: +20%
- Enrolled Students: +5%
Three Solutions for Enrollment Growth in a Competitive Market

1. **Cultivate**
   - EAB’s multichannel, behavioral-based marketing to right-fit sophomores and juniors generated a substantial increase in student inquiries
   - 1,800+ students inquired about Posey University through EAB’s Cultivate campaigns in 2021

2. **Apply**
   - EAB’s digital, electronic, and print campaigns provided multiple touchpoints that invited high school seniors to apply for admission
   - A custom web application reinforced Posey University’s branding and offered an invitation-only, user-friendly application experience
   - 1,200+ Posey University applications have been influenced by EAB’s Apply campaigns since 2020

3. **Yield**
   - EAB’s admitted-student survey results, along with student-specific yield scoring, helped Posey University increase yield and secure more enrollments
   - Almost one-third of admitted students replied to Posey University’s survey, providing unparalleled competitive intelligence to the university
How One Institution Improved Yield with an Admitted-Student Network

Small, Private 4-year Institution in the Midwest

**Challenge:**
This institution was looking for a way to build a greater sense of belonging among admitted students. They wanted to enable admitted students to connect with their peers, including both student ambassadors and fellow admits. They also wanted to support underrepresented student populations more effectively.

**Solution:**
This institution partnered with EAB’s Wisr Virtual Communities to create a branded admitted-student network that gave admitted students an opportunity to hear directly from their peers about important topics. The school was also able to engage specific student populations by creating interest- and identity-based communities that were personalized to their unique needs. This included a parent community, which generated meaningful engagement. They also used their Wisr site to promote relevant events and campus activities.

**Impact:**
Through active promotion of their Wisr site via emails, texts, QR codes, and ambassador outreach, this school was able to achieve an 83% Wisr onboarding rate. They also leveraged Wisr’s CRM integration capabilities to scale timely and relevant outreach to admitted students. Ultimately, students who joined Wisr before depositing were 6x more likely to yield than students who did not join Wisr. The school also saw strong engagement from parents and families, who were often looking for information within Wisr to support their students. Logistic-oriented posts such as “Fall Checklist” and “Move-In Day” had some of the highest interaction.

**Impact Highlights**
- 83% of students who were invited to join Wisr created a profile
- 79% Yield rate for all students who joined Wisr before depositing compared to 13% for non-Wisr users
- 62% Yield rate for students of color who joined Wisr before depositing compared to 11% for non-Wisr users

How One Institution Improved Yield with an Admitted-Student Network
Small, Private 4-year Institution in the Midwest

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This institution partnered with EAB’s Wisr Virtual Communities to create a branded admitted-student network that gave admitted students an opportunity to hear directly from their peers about important topics. The school was also able to engage specific student populations by creating interest- and identity-based communities that were personalized to their unique needs. This included a parent community, which generated meaningful engagement. They also used their Wisr site to promote relevant events and campus activities.

**Impact:**
Through active promotion of their Wisr site via emails, texts, QR codes, and ambassador outreach, this school was able to achieve an 83% Wisr onboarding rate. They also leveraged Wisr’s CRM integration capabilities to scale timely and relevant outreach to admitted students. Ultimately, students who joined Wisr before depositing were 6x more likely to yield than students who did not join Wisr. The school also saw strong engagement from parents and families, who were often looking for information within Wisr to support their students. Logistic-oriented posts such as “Fall Checklist” and “Move-In Day” had some of the highest interaction.

**Impact Highlights**
- 83% of students who were invited to join Wisr created a profile
- 79% Yield rate for all students who joined Wisr before depositing compared to 13% for non-Wisr users
- 62% Yield rate for students of color who joined Wisr before depositing compared to 11% for non-Wisr users
Challenge:
While this institution was experiencing consistent funnel growth, they wanted to continue to grow their inquiry pool. Specifically, with a 68% in-state student population, they were looking for ways to improve their out-of-state marketing efforts and drive high-quality out-of-state inquiries.

Solution:
This institution partnered with EAB’s YouVisit Virtual Tour to attract prospective students nationwide. In 2022, they added a progressive Conversational Inquiry Form (CIF) to their virtual tour experience to improve inquiry capture.

Impact:
Over the past two years, this institution has seen impressive results from YouVisit inquiries. Students who inquire through the virtual tour have consistently higher application, admit, and deposit rates.

![Impact Highlights]

When taking a closer look at YouVisit’s impact on out-of-state students, the school found that out-of-state inquiries had a 10% higher admit rate and 12% higher deposit rate when compared to out-of-state students who did not inquire through the YouVisit Virtual Tour.

<table>
<thead>
<tr>
<th>Impact Highlights</th>
<th>Entering Class 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8x</strong></td>
<td>Higher application rate for students who inquired through YouVisit compared to students who did not</td>
</tr>
<tr>
<td><strong>2x</strong></td>
<td>Higher deposit rate for students who inquired through YouVisit compared to students who did not</td>
</tr>
<tr>
<td><strong>1.8x</strong></td>
<td>Higher deposit rate for out-of-state students who inquired through YouVisit compared to students who did not</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Application Rate</th>
<th>Deposit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-YouVisit</td>
<td>YouVisit</td>
</tr>
<tr>
<td>6.4%</td>
<td>49.4%</td>
</tr>
<tr>
<td>16.3%</td>
<td>34.6%</td>
</tr>
</tbody>
</table>

13x Higher application rate (40% vs. 3%)

1.8x Higher deposit Rate (28% vs. 16%)
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- Wisr Virtual Communities

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