Adult Learner Recruitment
Case Study Compendium

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

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**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 Appily Advance’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.

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**WHAT MAKES EAB DIFFERENT**

<table>
<thead>
<tr>
<th>Strategy Transformation</th>
<th>Unrivaled Access</th>
<th>Marketing Orchestration</th>
<th>Intelligent Analytics</th>
</tr>
</thead>
</table>

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

About EAB’s Adult Learner Recruitment Initiative

200+ 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, Senior Vice President for Enrollment and Student Services
NOTRE DAME OF MARYLAND UNIVERSITY

EAB’s Adult Learner Recruitment represents the leading edge of obtaining results in a very important part of the market that is becoming increasingly competitive.”

Dr. Richard Sluder, Vice Provost of Student Success
MIDDLE TENNESSEE STATE UNIVERSITY

¹ Results are from graduate partners using a centralized marketing strategy for multiple program areas.
<table>
<thead>
<tr>
<th>Institution*</th>
<th>Program Type</th>
<th>Highlighted Results</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sequoia State University</strong>&lt;br&gt;Large, Public University in the South</td>
<td>Online Graduate Programs</td>
<td><strong>183%</strong>&lt;br&gt;Increase in enrollment in three years</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>57%</strong>&lt;br&gt;Enrollments influenced by EAB in 2023</td>
<td></td>
</tr>
<tr>
<td><strong>Walnut State University</strong>&lt;br&gt;Medium-Sized, public HBCU in the Mid-Atlantic</td>
<td>Online Graduate Programs</td>
<td><strong>13%</strong>&lt;br&gt;Increase in new student enrollment</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>19%</strong>&lt;br&gt;Increase in applications</td>
<td></td>
</tr>
<tr>
<td><strong>Fig University</strong>&lt;br&gt;Medium-sized, private university in the South</td>
<td>Face-to-Face Graduate Programs</td>
<td><strong>29%</strong>&lt;br&gt;Increase in domestic enrollments in three years</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>6:1</strong>&lt;br&gt;Return on investment</td>
<td></td>
</tr>
<tr>
<td><strong>Mahogany University</strong>&lt;br&gt;Large, public university in the Mid-Atlantic</td>
<td>Face-to-Face Graduate Programs</td>
<td><strong>24%</strong>&lt;br&gt;Increase in fall enrollments in two years</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>6:1</strong>&lt;br&gt;Return on investment</td>
<td></td>
</tr>
<tr>
<td><strong>Pecan State University</strong>&lt;br&gt;Medium-sized, public university in the Northeast</td>
<td>Face-to-Face Graduate Programs</td>
<td><strong>20%</strong>&lt;br&gt;Increase in enrollment</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>10:1</strong>&lt;br&gt;Return on investment</td>
<td></td>
</tr>
<tr>
<td><strong>Olive State University</strong>&lt;br&gt;Large, public university in the South</td>
<td>Online Graduate Programs</td>
<td><strong>15%</strong>&lt;br&gt;Increase in total online graduate enrollment</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>37%</strong>&lt;br&gt;Increase in new graduate enrollment</td>
<td></td>
</tr>
</tbody>
</table>

*Institution names are pseudonyms.

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<table>
<thead>
<tr>
<th>University</th>
<th>Type</th>
<th>Programs</th>
<th>KPIs</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dogwood State University</strong></td>
<td>Large, public university in the South</td>
<td>Face-to-Face Graduate Programs</td>
<td>$1.2M Net tuition revenue influenced by EAB</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6% Increase in enrollment in one year</td>
<td></td>
</tr>
<tr>
<td><strong>Cyprus University</strong></td>
<td>Medium-sized, private university in the Midwest</td>
<td>Online and Face-to-Face Graduate Programs</td>
<td>48% Increase in enrollment over two years of partnership</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10K Total clicks from EAB’s 2019 campaigns</td>
<td></td>
</tr>
<tr>
<td><strong>Adult Degree Completion Programs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bamboo University</strong></td>
<td>Medium-sized, private university in the Mountain West</td>
<td>Bachelor’s Degree Completion Program</td>
<td>26% Increase in adult degree completer enrollment in one year</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$520K Estimated net tuition revenue gain in one year</td>
<td></td>
</tr>
<tr>
<td><strong>Tamarack State University</strong></td>
<td>Large, public university in the South</td>
<td>Bachelor’s Degree Completion Program</td>
<td>36% Increase in adult degree completer enrollment in one year</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6:1 Return on investment for adult serving programs</td>
<td></td>
</tr>
<tr>
<td><strong>Business School Partners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Larch University</strong></td>
<td>Large, public university in the Mountain West</td>
<td>College of Business</td>
<td>100% Increase in applications in two years of partnership</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>62% Enrollment influenced by EAB campaigns</td>
<td></td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>University</th>
<th>College</th>
<th>Metric</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balsa University</strong></td>
<td>College of Business</td>
<td><strong>22%</strong> Increase in enrollment in one year of partnership</td>
<td>30</td>
</tr>
<tr>
<td>Small, private university in the South</td>
<td></td>
<td><strong>48%</strong> Increase in applications in one year of partnership</td>
<td></td>
</tr>
<tr>
<td><strong>Beech University</strong></td>
<td>College of Business</td>
<td><strong>6:1</strong> Return on investment from EAB campaigns</td>
<td>32</td>
</tr>
<tr>
<td>Large, private university in the South</td>
<td></td>
<td><strong>109%</strong> Of summer 2020 enrollment goal met</td>
<td></td>
</tr>
<tr>
<td><strong>Health Sciences Programs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Juniper College</strong></td>
<td>College of Health Sciences</td>
<td><strong>130%</strong> Increase in enrollment in two years</td>
<td>34</td>
</tr>
<tr>
<td>Small, private institution in the East</td>
<td></td>
<td><strong>25%</strong> Enrollment influenced by EAB</td>
<td></td>
</tr>
<tr>
<td><strong>Hazel University</strong></td>
<td>College of Pharmacy</td>
<td><strong>23%</strong> Increase in deposits in one year</td>
<td>36</td>
</tr>
<tr>
<td>Small, private graduate university in the Midwest</td>
<td></td>
<td><strong>53%</strong> Of deposits influenced by EAB campaigns in 2020</td>
<td></td>
</tr>
<tr>
<td><strong>Elm University</strong></td>
<td>Biomedical Sciences and Psychology Programs</td>
<td><strong>7:1</strong> Return on investment from EAB campaigns</td>
<td>38</td>
</tr>
<tr>
<td>Small, private graduate institution in the Midwest</td>
<td></td>
<td><strong>4%</strong> Increase in enrollment in one year</td>
<td></td>
</tr>
<tr>
<td><strong>Red Pine University</strong></td>
<td>College of Pharmacy</td>
<td><strong>27%</strong> Increase in enrollment in one year</td>
<td>40</td>
</tr>
<tr>
<td>Large, public university in the Mountain West</td>
<td></td>
<td><strong>14%</strong> Increase in applications in one year</td>
<td></td>
</tr>
</tbody>
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### Other Specialized Graduate Partners

<table>
<thead>
<tr>
<th>University</th>
<th>Program</th>
<th>Enrollment Changes</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cherry State University</strong></td>
<td>Master's of Social Work Program</td>
<td>10% Increase in enrollment in one year</td>
<td>41</td>
</tr>
<tr>
<td>Large, public university in the Mid-Atlantic</td>
<td></td>
<td>64% Increase in out-of-state enrollment in one year</td>
<td></td>
</tr>
<tr>
<td><strong>Hickory University</strong></td>
<td>College of Education</td>
<td>31% Increase in out-of-state enrollment in one year</td>
<td>42</td>
</tr>
<tr>
<td>Medium-sized, private university in the Mountain West</td>
<td></td>
<td>25% Increase in deposits over two years</td>
<td></td>
</tr>
</tbody>
</table>

### Law Partners

<table>
<thead>
<tr>
<th>University</th>
<th>Program</th>
<th>Enrollment Changes</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Holly University</strong></td>
<td>School of Law</td>
<td>42% Growth in enrollment</td>
<td>44</td>
</tr>
<tr>
<td>Medium-Sized, private university in the Mid-Atlantic</td>
<td></td>
<td>3 points Increase in median LSAT score</td>
<td></td>
</tr>
<tr>
<td><strong>Sycamore University</strong></td>
<td>Master of Law</td>
<td>62% Increase in enrollment in one year</td>
<td>45</td>
</tr>
<tr>
<td>Large, public university in the Mid-Atlantic</td>
<td></td>
<td>$435K Net tuition revenue influenced by EAB</td>
<td></td>
</tr>
<tr>
<td><strong>Basswood University</strong></td>
<td>School of Law</td>
<td>11% Increase in enrollment in one year</td>
<td>47</td>
</tr>
<tr>
<td>Medium-sized, private university in the Northeast</td>
<td></td>
<td>43% Increase in enrollment from students outside the NE</td>
<td></td>
</tr>
<tr>
<td><strong>Teak University</strong></td>
<td>College of Law</td>
<td>11% Increase in enrollment in one year</td>
<td>49</td>
</tr>
<tr>
<td>Small, public university in the Pacific West</td>
<td></td>
<td>100% Increase in deposits from LSAT top quartile candidates</td>
<td></td>
</tr>
</tbody>
</table>

1) Excluding law, business, and health sciences
## Table of Contents

<table>
<thead>
<tr>
<th>University</th>
<th>School of Law</th>
<th>Points</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Magnolia University</strong></td>
<td>School of Law</td>
<td>1 point</td>
<td>Increase in average applicant LSAT score in one year</td>
</tr>
<tr>
<td>Large, public university in the South</td>
<td></td>
<td>11%</td>
<td>Increase in applicants from underrepresented groups</td>
</tr>
<tr>
<td><strong>Maple University</strong></td>
<td>School of Law</td>
<td>4 point</td>
<td>Increase in median LSAT score over four years</td>
</tr>
<tr>
<td>Medium-sized, private university in the Northeast</td>
<td></td>
<td>34%</td>
<td>Increase in enrollment in four years</td>
</tr>
<tr>
<td><strong>Cottonwood University</strong></td>
<td>School of Law</td>
<td>33%</td>
<td>Increase in applications with 160+ LSAT score in one year</td>
</tr>
<tr>
<td>Large, private university in the Mid-Atlantic</td>
<td></td>
<td>1 point</td>
<td>Increase in median depositing student LSAT score in one year</td>
</tr>
</tbody>
</table>
How One Institution Nearly Tripled Their Online Enrollment in Three Years

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

• **About:** Sequoia State University is a large, public university in the South with an online enrollment of about 4,000 students.

• **Opportunity:** Sequoia State partnered with an OPM to grow enrollment in a few online programs but were not meeting their growth goals. Sequoia State saw an opportunity to grow their entire online portfolio with EAB by expanding their lead generation and marketing strategies.

• **Solution:** To help Sequoia State achieve their online growth goals, EAB tapped into new audience sources, built and deployed intent-based marketing campaigns with multiple deadlines, and used micro-surveys to gauge student intent to enroll.

• **Impact:** In three years of partnership, EAB helped Sequoia State grow online enrollment by 183%. Through expanded lead generation, Sequoia State also diversified their student profile with an increase in enrollment from women and out-of-state students.

### Impact Highlights

+183% Increase in enrollment from 2020-2023

57% Enrollments influenced by EAB in 2023

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### Diversifying Sequoia State’s Audience Strategy to Grow Their Prospect Pool

<table>
<thead>
<tr>
<th>Audience</th>
<th>Previous Strategy</th>
<th>Strategy with EAB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRE and GMAT lists</strong></td>
<td>Decentralized, sporadic approach to list buying</td>
<td>Expanded names based on EAB’s data-driven recommendations</td>
</tr>
<tr>
<td><strong>Digital Marketing</strong></td>
<td>Extremely limited college, departmental, or program-level campaigns</td>
<td>Multi-step digital strategy, including robust Facebook and LinkedIn campaigns which led to 448 new leads in 2023</td>
</tr>
<tr>
<td><strong>Alumni and Current Undergrads</strong></td>
<td>Decentralized approach to attending fairs, etc.</td>
<td>Augmented follow-up with intent-based nurture campaigns across the student journey</td>
</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td>Invested in through relationship with OPM</td>
<td>Retargeting strategy capturing an additional 428 leads in 2023</td>
</tr>
<tr>
<td><strong>Additional Sources</strong></td>
<td>N/A</td>
<td>Generated new high-affinity audience with consumer analytics</td>
</tr>
</tbody>
</table>

¹) A pseudonym

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EAB’s Intent-Based Marketing Campaigns Supported Prospect Journeys

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

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EAB’s Campaigns Supported Notable Gains Throughout the Enrollment Funnel

Impact of Three Years of EAB Partnership on Sequoia State’s Online Enrollment

Despite admitting fewer students, Sequoia State was able to **drastically improve their yield** from admit to enrollment by more effectively nurturing prospects through the enrollment journey.

**Yield Results**

<table>
<thead>
<tr>
<th>2020-2023</th>
<th>+45%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in yield from admit to enrollment</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2020, Pre-EAB</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted Apps</td>
<td>3,928</td>
<td>3,927</td>
<td>4,374</td>
</tr>
<tr>
<td>Admits</td>
<td>3,107</td>
<td>1,936</td>
<td>2,500</td>
</tr>
<tr>
<td>Enrollments</td>
<td>617</td>
<td>1,281</td>
<td>1,606</td>
</tr>
</tbody>
</table>
How One HBCU Enhanced Their Program Portfolio and Increased Online Graduate Enrollment by 13%

Walnut State University, a Medium-Sized, Public HBCU in the Mid-Atlantic

- **About:** Walnut State is a medium-sized HBCU in the Mid-Atlantic with a total graduate enrollment of about 1,500 students.

- **Challenge:** While Walnut State was already meeting enrollment goals, they sought to optimize their online graduate program portfolio to better serve their students as part of their mission and strategic plan.

- **Solution:** To help Walnut State achieve their mission, EAB conducted custom research to identify the biggest market needs and gaps in Walnut State’s portfolio. EAB also launched highly personalized and responsive, full-funnel campaigns to nurture prospective students through to enrollment.

- **Impact:** While enrollment growth was not their primary goal, EAB’s marketing campaigns helped Walnut State see a 13% increase in new students for their online graduate programs in three years. Walnut State also developed new programs as a result of EAB’s market analyses, allowing them to better serve current and future adult learners and improve their brand.

Optimizing Walnut State’s Program Portfolio to Serve Graduate Learners

EAB Used Best Practice Research, Market Insights, and In-House Experts to Optimize Programs

**Research to Support The Development of a New Doctoral of Social Work**

*Market Pulse Check Report Conducted for by EAB for Walnut State*

- **Program Design Insights**
  - In addition to market growth data, EAB’s report provided info to develop a competitive program, like top skills employers seek in social work professionals.

- **Market Demand Data**
  - The data on job postings and demand in the region provided in EAB’s research allowed Walnut State to feel secure in launching programs faster than was possible before.

- **Portfolio Alignment**
  - Based on this data, additional EAB research, and guidance from EAB experts, Walnut State’s team determined that developing a Doctorate of Social Work program would be a worthwhile addition to their program portfolio.
Intent-Based Marketing Campaigns Allowed Walnut State to Grow Enrollment

EAB Campaign Components That Helped Walnut State Promote Programs and Build Affinity

**Awareness**
- Digital ad campaigns on LinkedIn and Facebook
- Messaging informed by data-driven student profiles, often emphasizing common interests of Walnut State’s prospects like “advancing your career” and “changing the world”

**Consideration:**
- Welcome emails and mailers introducing Walnut State’s improved graduate portfolio
- Micro-surveys to learn students’ interests, concerns, and intent to enroll
- Trigger emails customized to the student concerns uncovered via micro-surveys
- Consistent communication through mail, email, and text to keep Walnut State top of mind

**Decision:**
- New deadlines added to marketing campaigns to create urgency
- Deadline-focused emails encouraging students to “apply now,” with an emphasis on prospects with high engagement scores

EAB’s Campaigns Supported Notable Gains Throughout the Enrollment Funnel
Impact of Two Years of EAB Partnership on Walnut State’s Graduate Enrollment

![Graph showing enrollment funnel gains](image)

- **Submitted Apps**
  - 2020: 994
  - 2021: 1,164
  - 2022: 1,181

- **Admits**
  - 2020: 759
  - 2021: 838
  - 2022: 748

- **Enrollments**
  - 2020: 509
  - 2021: 546
  - 2022: 577

**Yield Results**

- **2020-2022**
  - Increase in yield from admit to enrollment: 10%

**EAB’s Impact**
- After an influx in applications, Walnut State was able to be more selective with their class in 2022, which led to a decline in admits from 2021 to 2022.
How One Graduate School Increased Domestic Enrollment 29% in Three Years

Fig University, a Medium-Sized, Private University in the South

- **About:** Fig University is a medium-sized private university in the South, with a total graduate enrollment of under 1,000.
- **Challenge:** Fig University was struggling to meet their graduate enrollment goals as they expanded their program offerings and modalities, due in part to a small staff and limited audience generation strategy.
- **Solution:** To meet Fig’s growth goals, EAB expanded Fig’s pool of right-fit prospects by adding new audience sources and expanding upon existing sources. EAB also launched highly personalized and responsive, full-funnel campaigns to nurture prospects through to enrollment.
- **Impact:** In three years of partnership with EAB, Fig University saw a 29% increase in domestic enrollment, contributing to a 6:1 multi-year return on investment.

Expanding Beyond Known Audiences to Grow Fig’s Prospect Pool

**BEFORE**

*Fig’s Limited Approach to Audience Generation*

- Fig’s audience generation strategy relied heavily on known audiences, including Fig’s current undergraduate students, alumni, and stop-outs
- Fig’s team rarely expanded their audience to include new or experimental audience sources due to limited staff capacity

**AFTER**

*EAB Expanded Fig’s Reach to Prospects by Engaging New and Existing Audiences*

- **EAB introduced new audience sources** based on Fig’s goals
- **EAB integrated existing audiences** into a new, comprehensive engagement strategy

1) A pseudonym.
Intent-Based Marketing Campaigns Allowed Fig to Grow Enrollment

EAB Campaign Components That Helped Fig Build Affinity with Prospects

**Awareness**
- Digital ad campaigns on LinkedIn and Facebook
- Ad copy and messaging informed by data-driven student profiles, often emphasizing common interests of Fig’s prospects like “advancing career” and “change the world”

**Consideration:**
- Welcome emails and mailers introducing Fig’s graduate programs
- Micro-surveys to learn students’ interests, concerns, and intent to enroll
- Trigger emails customized to student concerns uncovered via micro-surveys
- Consistent communication through paper mail, email, and text to keep Fig top of mind

**Decision:**
- New deadlines added to campaign to create urgency to apply
- Deadline-focused emails encouraging students to “apply now,” with an emphasis on prospects with high engagement scores

EAB’s Campaigns Supported Notable Gains Throughout the Enrollment Funnel

Impact of Three Years of EAB Partnership on Fig’s Domestic Enrollment

<table>
<thead>
<tr>
<th>Submitted Apps</th>
<th>Admits</th>
<th>Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-EAB</td>
<td>Year 1</td>
<td>Year 2</td>
</tr>
<tr>
<td>823</td>
<td>392</td>
<td>289</td>
</tr>
<tr>
<td>808</td>
<td>443</td>
<td>301</td>
</tr>
<tr>
<td>835</td>
<td>424</td>
<td>306</td>
</tr>
<tr>
<td>917</td>
<td>507</td>
<td>372</td>
</tr>
</tbody>
</table>

Enrollment Results
3 Years of Partnership
6:1 Return on investment

+11%
+29%
+29%
CASE STUDY

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

Mahogany University, a Large, Public University in the Mid-Atlantic

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

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

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

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

### Impact Highlights

- **2 Years of Partnership**
  - +24% Increase in Fall enrollments
  - 39% of enrollments influenced by EAB
  - 6:1 Return on investment

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

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

1) A pseudonym.
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

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

Grew Digital Awareness
2.9M Digital ad impressions

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

Increased Engagement
1,776 Apps influenced by EAB campaigns

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

Expanded Geographic Diversity
+16% Increase in out-of-state enrollments

EAB’s Campaigns Supported Notable Gains Throughout the Enrollment Funnel

New Fall Enrollments

<table>
<thead>
<tr>
<th></th>
<th>Year Prior to EAB</th>
<th>Year 1</th>
<th>Year 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted Applications</td>
<td>4,128</td>
<td>3,910</td>
<td>4786</td>
</tr>
<tr>
<td>Admits</td>
<td>1819</td>
<td>1,894</td>
<td>2097</td>
</tr>
<tr>
<td>Enrollments</td>
<td>821</td>
<td>991</td>
<td>1,020</td>
</tr>
</tbody>
</table>

Enrollment Results
2 Years of Partnership
6:1 Return on investment

+16% +15% +24%
CASE STUDY

How One Graduate School Increased Enrollment Year-Over-Year, Despite a Tough Market

Pecan State University\(^1\), a Medium-Sized, Public University in the Northeast

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

- **Challenge:** Given resource constraints, Pecan State’s marketing team was spread thin and 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 them 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, while conducting program analyses to optimize academic programs. As an extension of Pecan State’s marketing team, EAB also launched multichannel campaigns to nurture prospects through to enrollment.

- **Impact:** Pecan State’s growth exceeded the national average throughout their four-year partnership with EAB. EAB influenced 1,434 graduate enrollments, helping Pecan State achieve a 10:1 return on investment.

### Impact Highlights

**2019-2023**

- **+20%** Increase in enrollment
- **10:1** Return on investment
- **$9.1M** Net tuition revenue influenced by EAB campaigns

### Improving Competitive Edge Through Program Portfolio Optimization

**GOAL**

Identify which programs were best positioned for enrollment growth and provide in-depth analysis of those programs to improve their competitiveness.

**STRATEGIES**

- **Enhanced Market Understanding**
  
  EAB completed market analyses of Pecan State’s masters’ programs to identify those with the most potential for growth based on labor market demand and competitive landscape.

- **In-Depth Analysis of High-Potential Programs**
  
  After identifying programs with the most growth potential, EAB partnered with Pecan State to complete subsequent analyses that provided deeper insights into specific programs.

- **Informed Marketing Strategy**
  
  Using the market scan, EAB recommended marketing efforts for key programs such as paid search priorities and media allocations.

\(^1\) A pseudonym

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Intent Marketing Drove Engagement Across the Student Journey

**Awareness**

Goals:
- Introduce Pecan State’s brand and program offerings

Strategies Implemented:
- Expanded digital targeting through LinkedIn and Facebook
- Consistent outreach to prospective students

Effect:
- 10.6M Digital ad impressions

**Consideration**

Goals:
- Build rapport and nurture prospect interest

Strategies Implemented:
- Micro-survey to learn student interests and concerns
- Triggered emails customized to students’ concerns

Effect:
- 33% Response rate to micro-surveys

**Decision**

Goals:
- Create urgency and drive decision

Strategies Implemented:
- Emails encouraging interested students to “apply now”
- Email campaigns creating urgency to apply by deadlines

Effect:
- 3,522 EAB influenced applications

Impact of Partnership on Pecan State’s Enrollment Funnel

<table>
<thead>
<tr>
<th>2019 (Pre-EAB)</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted Applications</td>
<td>2,045</td>
<td>2,285</td>
<td>2,422</td>
<td>2,067</td>
</tr>
<tr>
<td>Admits</td>
<td>850</td>
<td>1,200</td>
<td>1,187</td>
<td>1,261</td>
</tr>
<tr>
<td>Enrollment</td>
<td>783</td>
<td>805</td>
<td>860</td>
<td>938</td>
</tr>
</tbody>
</table>

+52% +76% +20%
How One Online Graduate School Grew Enrollment by 15% with Expanded Targeting and Marketing

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

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

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

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

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

How EAB Helped Olive State Reach Their Growth Goals

**BEFORE**

*Olive State’s Previous Approach to Recruitment*

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

**AFTER**

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

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

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

---

1) A pseudonym.
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%.

EAB Helped Dogwood State Expand Their Prospect Pool Across Multiple Sources

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

Impact Highlights

$1.2M
Net tuition revenue influenced by EAB

+6%
Growth in enrollment in 2020

1) A pseudonym.
EAB’s Intent-Based Marketing Campaigns Supported Prospect Journeys

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

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

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

245K
Impressions through LinkedIn text ads

3,085
Responders to EAB campaigns

1,181
Prospects clicked through to the application from EAB campaigns

First Year of EAB Partnership Led to Growth Across the Funnel

EAB Impact Highlights

+10%
Increase in applications

+16%
Increase in admits

+6%
Increase in enrollments

$1.2M
Net tuition revenue influenced by EAB
How One Institution Grew Graduate Enrollment 48% with Intent-Based Marketing

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

**About:** Cyprus University is a private, religious university located outside a large city in the Midwest.

**Challenge:** Located in a highly competitive market, Cyprus Graduate School struggled to expand enrollment to meet their ambitious goals for face-to-face 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.

### Building Awareness Among Right-Fit Students in 2017 and 2018

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

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>Generate Audience of New Right-Fit Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>190K+</td>
<td>Students identified from EAB’s national consumer database</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 2</th>
<th>Build Data-Driven Student Profiles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EAB used advanced analytics to pinpoint the attributes and interests of Cyprus’s right-fit students</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 3</th>
<th>Launch Digital, Email, and Mail Campaigns Based on Profile Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Grow in your profession with a graduate degree at Cyprus&quot;</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>Campaigns Drove Awareness and Influenced Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>175K+</td>
<td>Total digital ad reach</td>
</tr>
<tr>
<td>46K+</td>
<td>Total digital ad clicks</td>
</tr>
<tr>
<td>74</td>
<td>Enrollments influenced in 2017</td>
</tr>
<tr>
<td>161</td>
<td>Enrollments influenced in 2018</td>
</tr>
</tbody>
</table>

¹ A pseudonym

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Student Journey Marketing Catalyzed Rapid Enrollment Growth in 2019

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

Marketing Across the Stages of the Student Journey

**AWARENESS**
Build awareness for Cyprus

- Digital ads based on data-driven student profiles
- Welcome email introducing Cyprus
- Welcome mailer reinforcing brand awareness

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

**CONSIDERATION**
Nurture prospect interest

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

3,400
Prospects who visited the EAB campaign landing page

**DECISION**
Invite prospects to apply

- Emails encouraging interested applicants to “apply now”
- Email campaigns creating urgency to apply by deadlines

975
Prospects who entered the application from EAB campaigns

Results: Enrollment Increased 48% in Two Years

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

Enrollment by Year
All On-Campus and Online Graduate Programs

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Growth in Enrollment</th>
<th>Total Enrollments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>813</td>
<td>1,201</td>
</tr>
<tr>
<td>2018</td>
<td>901</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18% Of enrollments were influenced by EAB in 2018

30% Of enrollments were influenced by EAB in 2019

33% Enrollment Growth in One Year

In 2019, Cyprus reaped the immediate benefits of student journey marketing, plus the long-term effects of their 2017 and 2018 awareness campaigns, leading to a large jump in enrollment.
Growing Degree Completer Enrollment Through a Data-Backed Intent Marketing Strategy

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

- **About:** Bamboo University is a private, religiously affiliated institution in the Mountain 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

<table>
<thead>
<tr>
<th></th>
<th>FY 2020</th>
<th>FY 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult degree completer enrollment</td>
<td>269</td>
<td>340</td>
</tr>
<tr>
<td>Yield from admit to enrollment in FY 2021</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Enrollments influenced by EAB in FY 2021</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) A pseudonym

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Multichannel Marketing Drives Results Throughout the Candidate Journey

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

• **About:** Birch University is a private university in a large city in the Northeast.

• **Challenge:** Faced with increased local and national competition, Birch’s adult degree completer program struggled to maintain enrollment volume for several years due to insufficient awareness and engagement among key prospect audiences.

• **Solution:** Birch partnered with EAB to identify audiences who would be most likely to enroll, and to raise awareness among these populations as a part of overall marketing and recruitment strategy. EAB used consumer data to create detailed personas of Birch’s target students and generate high-affinity prospects to target. EAB then launched multichannel campaigns to engage candidates and encourage applications.

• **Impact:** EAB’s digital ad campaigns generated awareness by reaching over 65,000 unique prospects within Birch’s target audience. Down-funnel, multichannel campaigns spurred substantial engagement and application activity, influencing 22 enrollments for Birch’s adult degree completer program.

### 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

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¹ A pseudonym

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CASE STUDY

Adult Student Marketing Drives Multi-Program Growth Through Halo Effect

Tamarack State University, 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% 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.

Expanding Audience Sources Helped Tamarack State Drive New Adult Leads

<table>
<thead>
<tr>
<th>Audience Sources Before EAB</th>
<th>Audience Sources With EAB</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing Undergraduate Pool</strong></td>
<td><strong>National Student Clearinghouse</strong></td>
</tr>
<tr>
<td>Tamarack State primarily contacted stop-outs and those on academic probation from Tamarack’s traditional undergraduate programs, but this led to a very small potential audience.</td>
<td>Database contributing to 27% of enrollments influenced by EAB’s campaigns.</td>
</tr>
<tr>
<td><strong>Paid Search</strong></td>
<td><strong>Paper Mail</strong></td>
</tr>
<tr>
<td>Retargeting strategy to effectively capture interest at a competitive cost per lead.</td>
<td>2.3K pieces of mail delivered.</td>
</tr>
<tr>
<td><strong>PhD Theta Kappa</strong></td>
<td><strong>Inquiry Pool</strong></td>
</tr>
<tr>
<td>Honors society of qualified students.</td>
<td>Augmented follow-up across the student journey.</td>
</tr>
<tr>
<td><strong>Digital Marketing</strong></td>
<td><strong>Appily Advance</strong></td>
</tr>
<tr>
<td>Multi-pronged digital strategy, including robust LinkedIn campaigns.</td>
<td>Platform giving prospects agency to explore Tamarack State and indicate interest.</td>
</tr>
</tbody>
</table>

1) A pseudonym
2) NCES Overview, Fall 2021 Enrollment Estimates
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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

**Strategies Implemented:**
- Surveys to create campaigns based on student preferences
- Multichannel campaigns to nurture applicants

**Impact:**
- 95% Admit rate for EAB influenced applicants

**DECISION**

Create urgency and drive applications to Tamarack State

**Strategies Implemented:**
- Strategically timed deadline campaigns
- Micro-surveys to determine students’ enrollment intentions

**Impact:**
- 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**

<table>
<thead>
<tr>
<th></th>
<th>Entering Class 2020</th>
<th>Entering Class 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>335</td>
<td>403</td>
</tr>
<tr>
<td>Admits</td>
<td>301</td>
<td>355</td>
</tr>
<tr>
<td>Enrollments</td>
<td>148</td>
<td>202</td>
</tr>
</tbody>
</table>

**EAB Influenced Adult Enrollment Funnel:**
**Fall 2021**

<table>
<thead>
<tr>
<th></th>
<th>Degree Completion</th>
<th>Core Undergrad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>63</td>
<td>176</td>
</tr>
<tr>
<td>Admits</td>
<td>60</td>
<td>161</td>
</tr>
<tr>
<td>Enrollments</td>
<td>33</td>
<td>84</td>
</tr>
</tbody>
</table>
Increasing Business School Enrollment by 45% with Marketing Best Practices

Larch University,¹ a Large, Public University in the Mountain West

- **About:** Larch University is a public university with a business school enrollment of about 400 students.
- **Challenge:** Larch University developed a unique and competitive MBA program but faced enrollment challenges given its rural location. With a small marketing team, a small regional population, and budget cuts, Larch struggled to market and build awareness for their MBA program.
- **Solution:** Larch partnered with EAB, who recommended and implemented a data-driven expansion of lead sources, strategic deadline marketing, and personalized, multichannel campaigns that improved messaging on the MBA program’s unique value proposition.
- **Impact:** EAB helped Larch double application volume from 2020 to 2022 at a time when business school applications were down 3.4% globally.² This led to a 45% increase in enrollment. With this additional revenue, Larch was able to save several faculty positions that were at risk due to budget cuts.

**How EAB Helped Larch’s Business School Reach More Applicants**

**A Comprehensive Approach to Finding and Engaging Prospects**

**New Strategies Implemented**

- **Expanded Lead Generation**
  EAB expanded Larch’s lead generation strategy to include prospects from our proprietary consumer database, with an emphasis on out-of-state students.

- **Strategic Deadline Marketing**
  EAB helped Larch craft a new deadline cadence and corresponding marketing plan to boost application activity at key points in the enrollment cycle.

- **Personalized, Multichannel Messaging**
  EAB launched integrated marketing campaigns with content tailored to each candidate, all while improving messaging to highlight the MBA program’s unique value proposition.

**Year Over Year Results**

**Business School Enrollment**

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>109</td>
</tr>
<tr>
<td>2021</td>
<td>133</td>
</tr>
<tr>
<td><strong>2022</strong></td>
<td><strong>158</strong></td>
</tr>
</tbody>
</table>

- **Increase in total enrollment:** 45%
- **Increase in out-of-state enrollment:** 9%

**Impact Highlights**

- **+100%**
  Increase in applications in two years of partnership with EAB
- **62%**
  of enrollments influenced by EAB campaigns in 2022

---

¹ A pseudonym
² Application Trends Survey; Graduate Management Admissions Council

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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*

**Before EAB Partnership**

- **Limited Staff Capacity**
  Balsa’s one-person marketing team lacked the resources to execute comprehensive campaigns

- **Lower-Quality Leads**
  Although leads grew over time, lead quality was low as Balsa struggled to identify right-fit prospects

- **Poor Conversion Rate**
  Balsa failed to convert leads into applications due to an outsized focus on top-of-funnel metrics

**With EAB Partnership**

- **Crafted Student Personas**
  EAB developed in-depth student personas to inform targeted marketing strategy

- **Determined Best-Fit Students**
  EAB used test taker targeting and identified prospective students in key geographic areas to find right-fit prospects

- **Launched Personalized Marketing at Scale**
  Designed highly responsive, multichannel campaigns based on student personas and intent

**Impact of EAB Campaigns**

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

¹ A pseudonym

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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

Audit of Application Requirements
EAB recommended updates to program prerequisites based on best practice research

Website and Messaging Assessment
EAB reviewed Balsa’s website against 6 top competitors’ sites, comparing strength of content, ease of use, and more

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

2020 Enrollment Results: Enrollment Grew 22%

<table>
<thead>
<tr>
<th>Completed Applications</th>
<th>Admits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1391 (2020)</td>
<td>802 (2020)</td>
</tr>
</tbody>
</table>

+48% 2019-2020

+37% 2019-2020

+22% Total enrollment growth in 2020

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

College of Business at Beech University, 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%.

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

**Expanded Lists with Data-Informed Targeting**

• EAB’s targeting experts helped Beech strategically widen their prospect pool by analyzing historical enrollment data and applying consumer analytics

• 30,000 total candidates invited to apply in 2018

**Launched Integrated Marketing Campaigns**

• EAB deployed campaigns inviting candidates to learn more and apply through a personalized experience

• EAB crafted campaign messaging and imagery based on a custom-built profile of Beech’s prospects

**Key Audiences Targeted**

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

**Elements of Integrated Campaigns**

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

Impact Highlights

- **6:1**
  ROI from 2019 EAB Campaigns

- **+9%**
  Above enrollment goal for Summer 2020

1) A pseudonym
Impact on 2019 Enrollment

### EAB Enrollment Funnel Influence

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

### Return on Investment

- **ROI from EAB 2019 campaigns:** 6:1

---

"We’ve been really pleased with the level of support we’ve received with EAB Adult Learner Recruitment."

- **Assistant Dean for Enrollment Management, College of Business, Beech University**

---

How Beech Outperformed Enrollment Goals Despite Disruption from COVID-19

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

**Highly Personalized, Responsive Campaigns Supported Prospects Through Individualized Journeys**

#### Awareness Stage

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

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

#### Consideration Stage

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

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

#### Decision Stage

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

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

---

**Communication Through Disruption**

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

---

**2020 Mid-Year Results**

**EAB Enrollment Funnel Influence**

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

- **Above enrollment goal for Summer 2020:** +9%

---

*As of May 2020*
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

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

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

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

**989K**
Digital ad impressions in 2021

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

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

Two Years of EAB Partnership Led to Growth Across the Funnel

<table>
<thead>
<tr>
<th></th>
<th>Year Prior to EAB (2019)</th>
<th>Year 1 (2020)</th>
<th>Year 2 (2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td></td>
<td>+118%</td>
<td>+341%</td>
</tr>
<tr>
<td>Admits</td>
<td>59</td>
<td>89</td>
<td>111</td>
</tr>
<tr>
<td>Enrollments</td>
<td>89</td>
<td>89</td>
<td>108</td>
</tr>
</tbody>
</table>

$566,193
Net tuition revenue influenced by EAB
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.

### Enrollment Results

*Despite Disruption from COVID-19, Program Deposits Grew Substantially*

<table>
<thead>
<tr>
<th>Depositing Students</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>52</td>
<td>64</td>
</tr>
</tbody>
</table>

- **EAB Marketing Impact**
  - **46%** Of applications were influenced by EAB campaigns
  - **+5%** Higher deposit rate for EAB-marketed admits than for admits from other inquiry sources

Impact Highlights

- **+23%** Increase in pharmacy program deposits
- **53%** Of depositing students were influenced by EAB campaigns

---

¹) A pseudonym

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EAB and Hazel’s Approach

EAB Helping 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 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.

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.

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.

EAB Built a Large Best-Fit Audience

Prospect Audience Volume by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PCAT</td>
<td>6,321</td>
</tr>
<tr>
<td>GRE</td>
<td>1,025</td>
</tr>
<tr>
<td>Virtual Fair</td>
<td>755</td>
</tr>
<tr>
<td>Hazel’s Existing Inquiries</td>
<td>393</td>
</tr>
<tr>
<td>Hazel’s Existing Sources</td>
<td></td>
</tr>
<tr>
<td>Digital/Mail</td>
<td>244</td>
</tr>
<tr>
<td>Total</td>
<td>8,738</td>
</tr>
</tbody>
</table>

Marketing Engagement

59% EAB campaign engagement rate

4-Month Campaign Impact

7 Applicants, resulting in 3 depositing students

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.

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Multichannel Marketing Drives Graduate Growth in a Highly Competitive Market

Elm University, a Private Medical School in the Midwest

- **About:** Elm University is a private, graduate university in the Midwest that specializes in medicine and biomedical sciences.

- **Challenge:** After several years of steady growth, Elm’s MS in Biomedical Sciences program suddenly faced stiff competition for the 2019 enrollment cycle due to the launch of 12 similar programs from competitors in one year. At the same time, enrollment in their PsyD program had experienced a 33% drop in 2018 due to increased local competition. To meet ambitious growth goals, Elm decided they needed to expand recruitment efforts nationally.

- **Solution:** Elm partnered with EAB to add expertise and capacity to their relatively small staff in support of their growth goals. Using data-driven targeting strategies, EAB helped Elm identify new right-fit students for their PsyD and MS in Biomedical Sciences programs, then launched integrated, multichannel campaigns to drive applications and enrollment.

- **Impact:** EAB’s campaigns quickly generated large application volumes from existing and new markets, helping Elm enroll their largest cohort ever.

**Impact Highlights**

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

---

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

**Moving Beyond Core Markets to a National Recruitment Model**

### Targeting New Geographic Areas

**MS in Biomedical Sciences and PsyD Programs**

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

### Building a Robust Prospect Audience

**MS in Biomedical Sciences and PsyD Programs**

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

**A Much Larger Prospect Pool**

**Increase in prospects targeted from 2018 to 2019**

- **+89%**

---

1) A pseudonym
Engaging Prospects and Building Application Volume

EAB Introduced Sophisticated, Multichannel Campaigns to Propel Application Activity

Before EAB: Basic Campaigns
Enrollment Marketing, Fall 2018

Emails to application

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

With EAB: Multichannel Campaigns
Enrollment Marketing, Fall 2019

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

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

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

2018 (Before EAB): 140
2019 (With EAB): 146

Actual enrollment: 146
Projected enrollment: 125

More students enrolled than Elm had initially projected for 2019
Growth in enrollment since 2018

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 students\(^1\)

7:1 ROI from Elm’s partnership with EAB

1) Percentage-point increase

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Growing Enrollment Through an Integrated, Personalized Marketing Strategy

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

• **About:** Red Pine University is a public university in the Mountain West. Their College of Pharmacy enrolls about 260 students.

• **Challenge:** With the dramatic decline of students enrolling in pharmacy schools nationwide, coupled with increased competition in nearby areas, Red Pine University experienced severe drops in pharmacy program enrollment.

• **Solution:** Red Pine knew that the shifting market required a more strategic approach to marketing, but they lacked the staff capacity and expertise to effectively revamp their strategy. They partnered with EAB to introduce a more personalized and integrated approach that would increase engagement, application activity, and ultimately enrollment.

• **Impact:** Red Pine saw substantial growth in application volume and yield rate, leading to a 27% increase in enrolled students in one year.

**How EAB Helped Red Pine Reverse Declining Enrollment**

**BEFORE**
*Red Pine’s Historical Approach to Recruitment*

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

**AFTER**
*Strategies Implemented to Increase Prospect Engagement*

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

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

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

**Impact Highlights**

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

**IMPACT**
*New Enrollment*

<table>
<thead>
<tr>
<th>Year Prior to EAB</th>
<th>Year 1 of Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>61</td>
</tr>
</tbody>
</table>

¹ A pseudonym
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Growing Graduate Enrollment by 10% with Strategic Targeting and Intent Marketing

Cherry State University,¹ a Large Public University in the Mid-Atlantic

• **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.

**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.

**Impact Highlights**

- **10%** Increase in enrollment
- **64%** Increase in out-of-state enrollment

**RESULTS**

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>259</td>
<td>284</td>
</tr>
</tbody>
</table>

+10% Increase in enrollment

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

¹ A pseudonym

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eab.com
CASE STUDY

Reversing Graduate Enrollment Declines with Out-of-State Growth

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

• **About:** Hickory University is a private university located in a metropolitan area in the Mountain 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.

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*

- **Before EAB Partnership**
  - 55% out of state

- **Year 1**
  - 61% out of state

- **Year 2**
  - 69% out of state

**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

¹ A pseudonym

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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

<table>
<thead>
<tr>
<th>Year Prior to EAB</th>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>1140</td>
<td>1393</td>
<td>1418</td>
</tr>
</tbody>
</table>

+24% increase

Admits

<table>
<thead>
<tr>
<th>Year Prior to EAB</th>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>693</td>
<td>796</td>
<td>856</td>
</tr>
</tbody>
</table>

+24% increase

Deposits

<table>
<thead>
<tr>
<th>Year Prior to EAB</th>
<th>Year One</th>
<th>Year Two</th>
</tr>
</thead>
<tbody>
<tr>
<td>412</td>
<td>448</td>
<td>517</td>
</tr>
</tbody>
</table>

+25% increase
How One Law School Reversed Enrollment Declines and Increased Selectivity

Holly University,¹ a Medium-Sized, Private University in the Mid-Atlantic

**About:** Holly University is a medium-sized, private university in the Mid-Atlantic, with a law school enrollment of about 400.

**Challenge:** Holly’s School of Law was experiencing a decline in enrollment. Law school leadership sought to turn their enrollment around and increase the quality of their incoming class. However, their admissions team is small, and while they had a good regional footprint, Holly needed help driving awareness outside of their region.

**Solution:** Holly partnered with EAB, who used a comprehensive and customized approach to optimize Holly’s marketing campaigns and expand their reach and allowed them to be more selective with admits. EAB also used micro-surveys to uncover admitted students’ intent to enroll, allowing Holly’s small team to put resources towards the students most likely to attend.

**Impact:** In just two years of partnership with EAB, Holly Law increased application volume by 78% and enrollment by 42%. They also increased the median LSAT score for their incoming class by 3 points.

Two-Year Results: Growth in Enrollment and Academic Quality

*Intent-Based, Multi-Channel Marketing Campaigns Allowed Holly to Grow Enrollment*

**RESULTS**  
2020-2022

<table>
<thead>
<tr>
<th>Applications</th>
<th>Enrollment</th>
<th>Entering Class Median LSAT Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-EAB</td>
<td>Year 1</td>
<td>Year 2</td>
</tr>
<tr>
<td>1,212</td>
<td>1,516</td>
<td>2,163</td>
</tr>
<tr>
<td>118</td>
<td>160</td>
<td>168</td>
</tr>
<tr>
<td>156</td>
<td>158</td>
<td>159</td>
</tr>
</tbody>
</table>

Impact Highlights

2020 vs. 2022

+42%  
Growth in enrollment

+3 points  
Increase in median LSAT score

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¹ A pseudonym

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How EAB Helped One Master of Law Program Grow Enrollment

Sycamore University, a Large, Public University in the Mid-Atlantic

• **About:** Sycamore University is a public university located in the Mid-Atlantic, with a total enrollment of approximately 40,000 students.

• **Challenge:** Sycamore sought to grow enrollment in their newly created Master of Law program, but the small team supporting this program was stretched thin. Resource constraints further limited the Sycamore team’s ability to focus on marketing, resulting in a decentralized and noncomprehensive approach to recruitment.

• **Solution:** Sycamore University partnered with EAB to expand their audience of best-fit students across multiple sources. EAB also supports Sycamore in the early stages of launch by implementing an intent-based marketing campaign and equipping Sycamore’s team with marketing best-practices.

• **Impact:** In one year of partnership, EAB helped Sycamore increase enrollment in their Master of Law program by 62%, leading to a $435K increase in net tuition revenue. EAB also helped Sycamore expand funnel activity among key cohorts, including out-of-state students.

EAB’s Comprehensive Approach to Lead Generation

*Expanding Sycamore’s Prospect Pool Through the Addition of New Sources*

**BEFORE EAB**

*Sycamore’s Approach to Lead Generation*

- Limited staff capacity and resources to conduct comprehensive outreach
- Relied primarily on word-of-mouth and undergraduate connections to find new leads
- No real recruitment campaigns deployed

**WITH EAB**

*New Lead Sources to Reach More Prospective Students*

**Digital Marketing**

Multi-step digital strategy, including robust LinkedIn and Facebook campaigns

**GRE List**

Expansive list of GRE test-takers who may have interest in Master of Law program

**Alumni**

Regular outreach to Sycamore’s recent graduates

**Inquiry Pool**

Augmented follow-up across the student journey

Impact Highlights

*Fall 2021 – Fall 2022*

+62%

Growth in enrollments

$435K

Net tuition revenue influenced by EAB

+82%

Growth in out-of-state applications
Responsive, Multi-Channel Marketing Catalyzed Rapid Enrollment Growth

Marketing Best Practices Implemented to Improve Engagement Across the Funnel

**Deploy Micro-Surveys**
- Uncover student interests and concerns
- Use findings in multi-channel campaigns

**Implement Data-Driven Messaging**
- Ad imagery and messaging informed by student profiles and micro-surveys

**Increase Number of Application Deadlines**
- Strategically timed deadline campaigns create urgency to apply
- Application reminders informed by student behavior drive applications across key cohorts (e.g., out-of-state students)

One Year of EAB Partnership Led to Full-Funnel Growth Across the Country

**Out-of-State Applications By Campaign Influence**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>Non-EAB</td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>EAB</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

**Enrollment Funnel Activity By Campaign Influence**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2021</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications</td>
<td>35</td>
<td>48</td>
</tr>
<tr>
<td>Admits</td>
<td>26</td>
<td>19</td>
</tr>
<tr>
<td>Enrollment</td>
<td>9</td>
<td>14</td>
</tr>
</tbody>
</table>

+82% Growth in out-of-state applications

+62% Growth in enrollments
How One Law School Exceeded Their Geographic and Racial Diversity Goals

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

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

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

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

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

Robust Lead Generation Allowed Basswood to Grow Prospect Pool Diversity

**Increased Class Diversity**

- **Share of underrepresented students, 2020 vs. 2021**
  - **Pre-EAB:** 17.5%
  - **With EAB:** 24.0%
  - **Increase in enrollment from underrepresented groups: +6.5%**

**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

**Impact Highlights**

- **2020 vs. 2021**
  - Overall increase in enrollment: +11%
  - Increase in enrollment from students outside the NE: +43%
  - Increase in Fall 2021 applications, compared to 24% for law schools nationally, according to LSAT reporting +32%
Intent Marketing Helped Basswood Attract High-Performing Prospects

How EAB Campaigns Increased Engagement and Enrollment

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

### Consideration
- Use surveys to create campaigns based on student intent and preferences
- Multichannel campaigns to nurture applicants
- Regularly delivered campaign and enrollment reports

### Decision
- Promoted benefits specific to high-ability prospects
- New-in-kind outreach to admit pool, including upfront diversity information
- Strategically timed deadline campaigns

EAB’s Intent Surveys Allowed Basswood University To...
1. Identify a prospect’s program of interest
2. Understand where a prospect is in their decision-making process
3. Re-engage non-responders

EAB’s Deadline Campaign Helped Basswood...
1. Create urgency to apply through persistent reminders
2. Drive deadlines across key cohorts (e.g., early binding decisions, accelerated JD applicants)

Scorecard: Basswood’s 2021 Campaign Performance

*With EAB Support, Basswood Met and Exceeded Enrollment Targets*

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

Teak University, a Small, Public University in the Pacific West

- **About:** Teak University is a small law school in the Pacific West, with an 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.

Multi-Channel Campaigns Drove Results Across the Funnel

*How EAB Campaigns Increased Engagement Overall*

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

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

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

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

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

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

How EAB Helped Teak Recruit More Diverse Students

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

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

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

**Increasing Applicant Quality**

*Average LSAT, 2019 vs. 2020*

<table>
<thead>
<tr>
<th>Year</th>
<th>LSAT Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>156.2</td>
</tr>
<tr>
<td>2020</td>
<td>158.7</td>
</tr>
</tbody>
</table>

Increase in median LSAT: **+2.5 pts**

*Average GPA, 2019 vs. 2020*

<table>
<thead>
<tr>
<th>Year</th>
<th>GPA Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>3.04</td>
</tr>
<tr>
<td>2020</td>
<td>3.35</td>
</tr>
</tbody>
</table>

Increase in average GPA: **+.31**

**Enrollment Results**

2019 vs. 2020

- **+11%** Increase in enrollment
- **+100%** Increase in deposits from LSAT top quartile candidates
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.

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

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

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

• **About:** Maple University is a private university located near a large city in the northeast, with a law school enrollment of about 800 students.

• **Challenge:** Due to intensifying competition in the region, Maple’s law school experienced multiple years of enrollment declines and struggled to maintain its standing in national rankings.

• **Solution:** Maple partnered with EAB to grow law school enrollment and raise the academic profile of their incoming class. EAB helped Maple better engage prospects and increase application volume by launching strategic, multichannel campaigns that implemented intent marketing and other proven best practices in recruitment marketing.

• **Impact:** Over four years of partnership, Maple’s application volume increased by 41% and median LSAT score improved by four points.

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

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

**Elements of Integrated Campaigns**

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

**LSAC Applications by Date**

*1 Year Prior to Partnership vs. Year 1*

- **EAB Campaign Launch**

---

¹ A pseudonym
Implement Marketing Best Practices to Raise the Academic Profile of the Class

Maximize Engagement with High-Performing Prospects

How EAB Helped Maple Enroll Highly Sought-After Prospects

Deployed Intent Marketing Campaigns
EAB launched multichannel campaigns that nurtured each applicant according to their unique intent signals.

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

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

Multiyear Results: Growth in Enrollment and Academic Quality

Enrollment Increased Among Higher LSAT Bands

Enrollments by LSAT Score Band, Entering Classes 2017-2020

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

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

Impact Highlights

+4 pts Increase in median LSAT over 4 years
+34% Increase in enrollment over 4 years
64% Share of EAB-influenced enrollments since 2018
Increasing Law School Applicant Quality and Admissions Selectivity

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

• **About:** Cottonwood University is a private university with a law school enrollment of about 450 students.

• **Challenge:** Cottonwood sought to raise the academic profile of their entering class and increase selectivity while maintaining current class size.

• **Solution:** After assessing Cottonwood’s current recruitment practices, EAB recommended strategic changes to find and attract more top applicants. Key changes included a data-driven expansion of targeting, strategic deadline marketing, and personalized, multichannel campaigns that incorporated proven marketing techniques.

• **Impact:** EAB helped Cottonwood grow application volume by 13% overall, with a 33% increase in applicants with LSAT scores of 160 or above. These changes in application volume and quality ultimately enabled an 18% decrease in admit rate and a one-point increase in median LSAT score among depositing students.

How EAB Helped Cottonwood Law Recruit More Top Applicants

*A More Comprehensive Approach to Targeting and Engaging Highly Qualified Prospects*

**New Strategies Implemented**

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

- **Strategic Deadline Marketing**
  EAB helped Cottonwood craft a new deadline cadence and corresponding marketing plan to boost application activity.

- **Personalized, Multichannel Messaging**
  EAB launched integrated marketing campaigns with content tailored to attract top candidates.

**Year One Results**

**Application Growth**

13%

Overall increase in application volume

+33%

Applicants with 160+ LSAT

**Academic Quality**

16%

Increase in deposits with 160+ LSAT score

**Admissions Selectivity**

18%

Decrease in admit rate from 2018 to 2019

1) A pseudonym
Size & Setting Methodology

**Size Classification**

To determine the size of an institution, this compendium follows guidelines set by ACE’s Carnegie Classification of Institutions of Higher Education. Classifications are designated based on the institution’s enrollment at the time of publication.

<table>
<thead>
<tr>
<th>FTE Enrollment</th>
<th>Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 1,000 students</td>
<td>Very Small</td>
</tr>
<tr>
<td>1,000-2,999 students</td>
<td>Small</td>
</tr>
<tr>
<td>3,000-9,999 students</td>
<td>Medium</td>
</tr>
<tr>
<td>&gt; 10,000 students</td>
<td>Large</td>
</tr>
</tbody>
</table>

**Setting Classification**

This compendium uses the map below to determine the setting classification for institutions residing in the United States.
Learn More

To find out how EAB can help you meet your graduate, online, and adult enrollment goals, visit [EAB.com/ALR](http://EAB.com/ALR) or email [LexRubyHowe@eab.com](mailto:LexRubyHowe@eab.com).
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