

2022

# Social Impact Report



EAB

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# A Message from Our Chief Executive Officer



**David Felsenthal**  
Chief Executive Officer, EAB

EAB partners with more than 2,500 universities, community colleges, and K-12 districts to support students from enrollment to graduation. We also partner with more than 450 of the world’s best-known companies, helping corporate and education leaders collaborate to close equity gaps in education and the workplace. What guides all our work and inspires our more than 1,700 colleagues is a firmly held belief in the **power of education to transform student lives, help communities thrive, and make our society more equitable.**

In publishing EAB’s first Social Impact Report, we are proud to begin sharing how we’re helping to make education work better for students and society. As you will see in this report, we do so by providing a portfolio of research, technology, and marketing and enrollment solutions to support our K-12 district, college, and university partners, who are the real difference-makers in students’ lives. I’m especially proud of how we’re partnering with colleges, universities, and corporations to expand access to college and elevate graduation rates for historically underrepresented students through initiatives such as:

**Greenlight Match**, a technology-enabled reimagining of college admissions that in its pilot year generated \$135M in scholarships to students who might otherwise not have had a straightforward path to college.

**Way Forward and Progresando Initiatives**, collaborative efforts between EAB and Bank of America to create transformational impact at HBCUs, Tribal Colleges, and HSIs nationwide.

**Moon Shot for Equity**, a national initiative that aims to close equity gaps within regional cohorts of two- and four-year colleges and universities by 2030.

Delivering on our mission to make education work better is possible only with team members who bring a diversity of perspectives to the table and a workplace where each team member feels valued, respected, and heard. I’m proud to report on our progress in hiring a more racially and culturally diverse staff, with people of color comprising 39% of our new hires in the last year. We’ve always been focused on career growth and development—with nearly a third of our staff promoted every year—but I am especially pleased at our progress in advancing women in leadership at the firm. And with our newly launched VIVID program for leaders of color, I am looking forward to reporting on future progress there as well.

Finally, our mission to “make education smarter and our communities stronger” starts in our own backyard, where we work to make our local communities stronger through education-based initiatives. Our Community Impact program supports our many team members who volunteer their time and talent to local organizations and causes they care about. In the past year, our staff volunteered more than 16,000 hours of service and completed more than 40 pro bono consulting projects supporting area nonprofit organizations.

I encourage you to read the full report and, just as important, those that will follow. Because as proud as we are of the impact we’re having—on education, in our own workplace, and in our communities—we know we’re still just at the beginning of a long journey, with a lot of work yet to do. We look forward to sharing our progress with you along the way.

A handwritten signature in black ink that reads "David".

# 2022 Year in Review

## Our people



**58%**  
women

**28%**  
colleagues of color

**30%**  
average annual promotion rate

**49%**  
of executive team are women

**39%**  
of new hires were people of color

**100%**  
of executives and managers completed specialized DEI training

## Our partners



**9M**  
students supported through our Navigate Student Success technologies

**\$135M**  
in scholarships/financial aid awarded to Greenlight Match students

**46**  
HBCUs and Tribal Colleges working together through the Way Forward Initiative

**3–15%**  
increase in graduation rate for Student Success technology partners

**42,000+**  
students at schools participating in the Moon Shot for Equity initiative

**12**  
Hispanic-serving institutions participating in the Progresando Initiative

## Our communities



**16,059**  
Community Impact volunteer hours

**2,389**  
pro bono consulting hours

**140**  
nonprofits awarded an EAB grant

**\$1M+**  
monetized impact of pro bono and board service

**30**  
President's Volunteer Service Award winners

**105**  
most active volunteers earned additional days off



# EAB in Brief



## Your Imperatives Determine Ours

### INSTITUTIONAL STRATEGY

#### Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

### MARKETING AND ENROLLMENT

#### Achieve Your Enrollment and Growth Goals

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

### STUDENT SUCCESS

#### Build a Student-Centric Campus

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

### DIVERSITY, EQUITY, AND INCLUSION

#### Advance DEI on Campus and in Your Community

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

### DATA AND ANALYTICS

#### Embrace Digital Transformation

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

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

**95%+** of our partners return to us year after year because of results we achieve, together.

# Our purpose



# Our Mission and Values

Our Mission Is to Make Education Smarter and Our Communities Stronger

## OUR VALUES



We are **Relentlessly Committed to Success**

We define our success by the success of our partners, working persistently toward shared goals and celebrating shared victories.



We approach our work with a **Spirit of Generosity**

We treat our partners, colleagues, and communities with an ethos of service that defies expectation. We bring a spirit of kindness to every interaction, always assuming positive intent and acting with empathy.



We believe in the **Power of Insight**

We work tirelessly to discover new insights, innovative practices, and powerful solutions. Beyond discovery, we help schools apply insights to accelerate progress and compel positive change.



We **Think Big**

We are not afraid of big goals nor of the risks, challenges, and failures required to achieve them. We celebrate the people and efforts where extraordinary commitment yields extraordinary results.



We **Act with Speed and Intention**

We are doers and problem-solvers who take action and operate with a strong sense of purpose. We bias courage over hesitation and always act with forward progress in mind.



We are **Built on Connectedness**

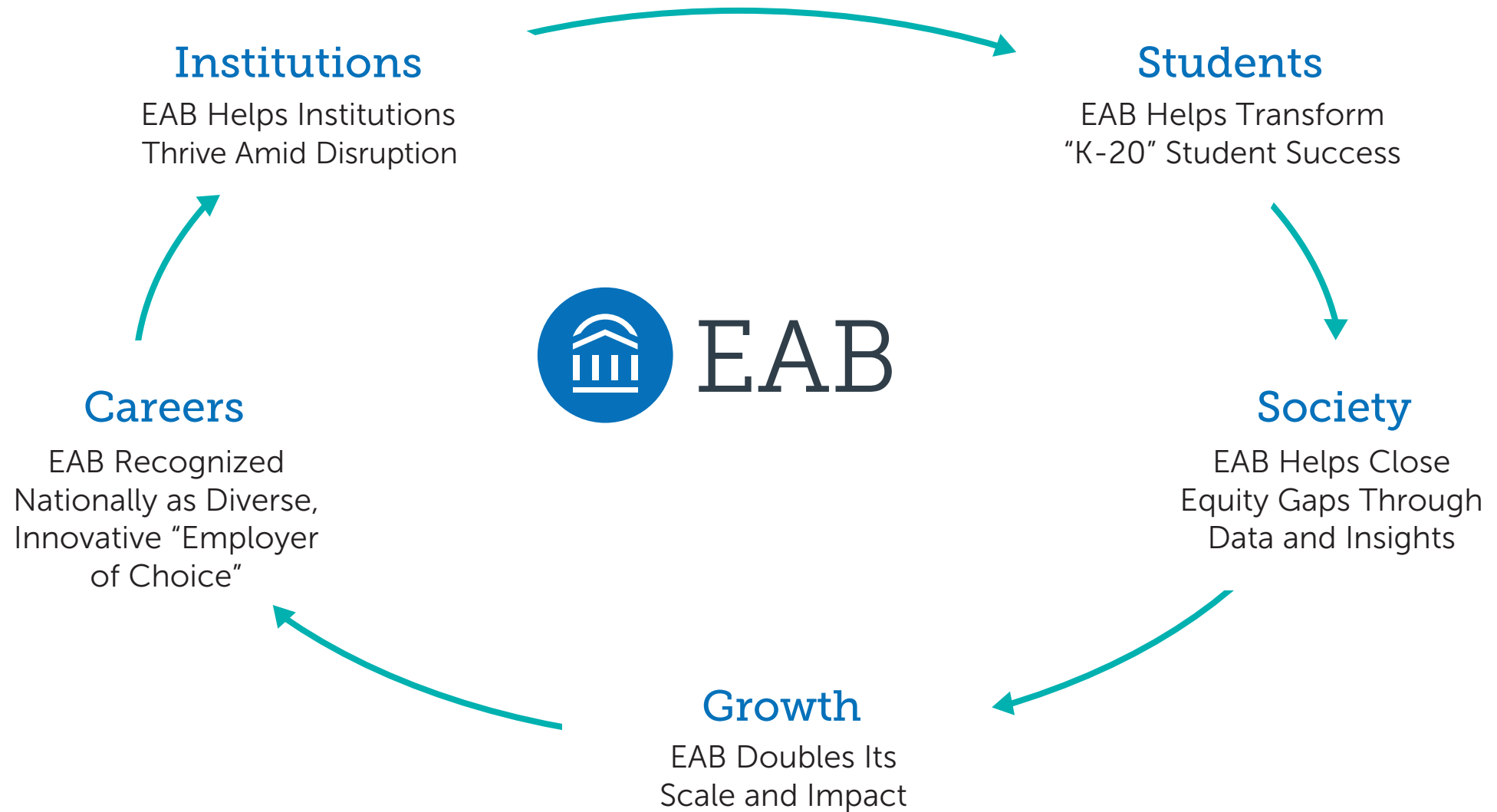
We bring ideas, data, and solutions together in unconventional ways to create transformative value. We build bridges, break silos, and prioritize the success of the whole over individual interests.



Hear what our values mean to  
colleagues, in their own words



# Our Aspirations



# Our people



## 2022 HIGHLIGHTS

**58%**

women

---

**49%**

of executive team are women

---

**28%**

colleagues of color

---

**39%**

of new hires were people of color

---

**30%**

average annual promotion rate

---

**100%**

of executives and managers completed specialized DEI training

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# Living Our DEI Promise

We strive for a workplace that:



Values differences in opinion and embraces everyone's unique perspective



Allows employees to bring their full selves to work each day



Acknowledges biases as a part of the human experience but guards against them negatively impacting productivity, engagement, and innovation



Is full of empathy, respect, and inclusivity with respect to our colleagues, partners, and communities



Has a strong firm culture but also continually grows and adapts to reflect new viewpoints

# Supporting an Inclusive Culture

At EAB, we believe that to fulfill our mission to “make education smarter and our communities stronger” we need team members who bring a diversity of perspectives to the table and a workplace where each team member is valued, respected, and heard.

Our team is comprised of motivated employees with a deep commitment to our partners and a desire to pursue growth and leadership opportunities throughout their career journey. We are invested in hiring racially and culturally diverse individuals in order to drive innovation, enhance our solutions, and maximize our impact.

**39%**  
of 2022 new hires  
were people of color

## Employee Resource Groups

Healthy  
**MINDS**  
@EAB

HealthyMinds elevates conversations about mental health and connects those who are passionate about this topic.

**MOSAIC**  
@EAB

MOSAIC focuses on building connections and educating colleagues about racial and ethnic diversity.

**OUT**  
@EAB

OUT@EAB drives positive impact for LGBTQ+ individuals at the firm and within our broader communities.

**WOMEN**  
@EAB

Women@EAB promotes gender equity and helps increase women’s advancement and engagement.





# Supporting Employee Growth

At EAB, we are focused on creating a **people-first culture with career growth at the forefront**. Our career development resources support the unique goals, passions, and personal needs of employees. Managers are engaged in career development—with employees in the driver’s seat.

## Learning and Development Resources

EAB team members have numerous ways to accelerate their growth and development. Our skilled learning and development team ensures everyone can reach their potential by:

- ▶ Bridging gaps in knowledge and skills, including a differentiated DEI training curriculum
- ▶ Teaching and facilitating adult learning to drive outcomes
- ▶ Activating strategic initiatives at the firm, team, and individual levels

We foster a culture of continual learning and growth. Our approach promotes individual development and recognition through a variety of investments, including onboarding support, continuous learning, leadership development cohorts, and career exploration.

## Leadership Development Programs

Our annual leadership development programs are an investment in our people, offering skill development, networking, and exposure to senior leaders to help cohort members build lasting and impactful careers at EAB.

**Accelerator Program** ▶▶▶

The EAB **Fellowship**

**EMERGING LEADERS**  
Connect • Learn • Grow

**Women in Leadership**  
@EAB

### INAUGURAL COHORT

**VIVID**  
Leadership through Diversity

Through VIVID, leaders of color have opportunities to gain exposure to different divisions of the firm, build meaningful relationships with executives and peers, grow leadership skills, and have open and productive conversations around challenges faced in the workplace.

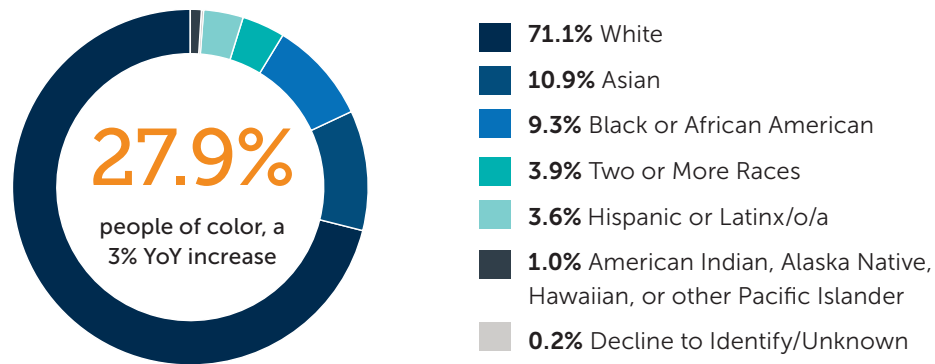
Programming includes live leadership workshops, 360-degree assessment, executive sponsorship, access to executive forums, an external coach, community impact activities, and quarterly meetings with EAB’s CEO.



# Workforce Representation Data

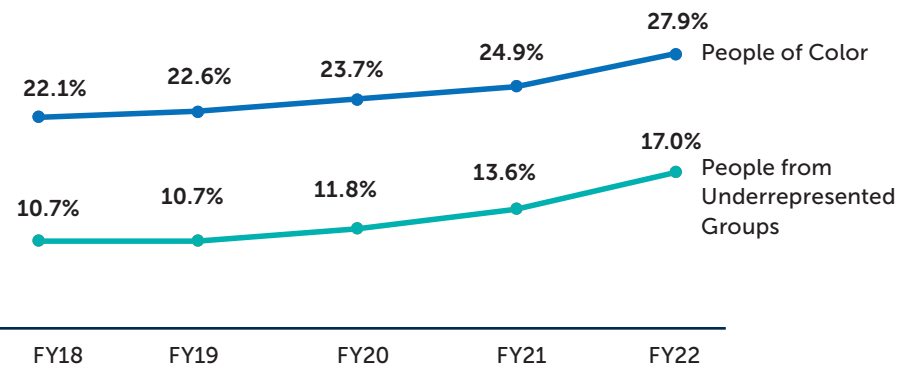
## Firmwide Representation by Race

n = 1,755 as of 7/1/22



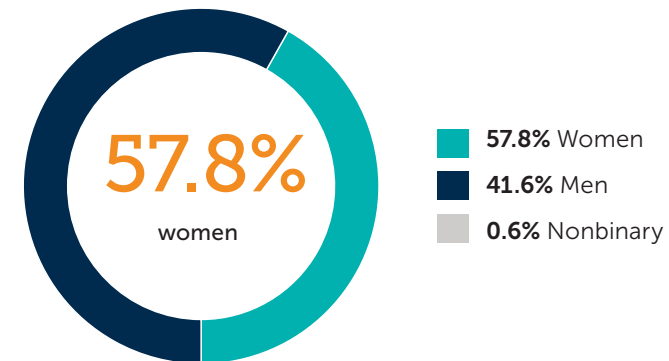
## Firmwide Representation Trends

as of 7/1/22



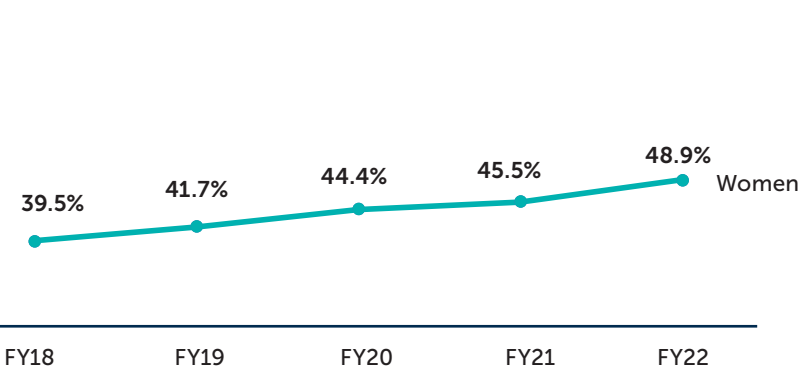
## Firmwide Representation by Gender Identity

n = 1,755 as of 7/1/22



## Executive-Level Women Representation Trend

as of 7/1/22



# Featured Workplace Awards



**Top Workplaces USA**  
Top Workplace 2022



**Mental Health America**  
Platinum Bell Seal for Workplace Mental Health



**Human Rights Campaign**  
Best Places to Work for LGBTQ Equality



**Richmond Times-Dispatch**  
Top Workplaces 2022



**The Washington Post**  
Top Workplaces 2022



**Top Workplaces**  
Work Life Flexibility 2022



**Top Workplaces**  
Top Managers 2021



**Top Workplaces**  
DE&I Practices 2021



# Our partners



## 2022 HIGHLIGHTS

**9M**

students supported through our Navigate Student Success technologies

**3–15%**

increase in graduation rate for Student Success technology partners

**\$135M**

in scholarships/financial aid awarded to Greenlight Match students

**42,000+**

students at partner schools in the Moon Shot for Equity initiative

**46**

HBCUs and Tribal Colleges working together through the Way Forward Initiative

**12**

Hispanic-serving institutions participating in the Progresando Initiative

# Partnering to Drive Transformational Impact

EAB is a mission-based business that partners with education institutions and employers to deliver positive societal impact. We support K-12 districts, colleges, and universities as they work to ensure equitable access and educational outcomes for all students. With our recent acquisition of Seramount, the leading provider of diversity, equity, and inclusion (DE&I) services for corporations, we're helping companies create more inclusive workplaces and looking to bridge equity gaps from college to career.

## Extending Our Impact—from College to Career

Combining EAB's education expertise with Seramount's 40 years of qualitative and quantitative data on the employee experience will help schools and employers work together more effectively to eliminate opportunity gaps. [Read the press release.](#)

We are proud to support institutions at the forefront of closing equity gaps in higher education

**64**  
HBCUs

**117**  
Hispanic-Serving  
Institutions

**458**  
Community  
Colleges

**5**  
Tribal  
Colleges



## Combined expertise will help schools and employers eliminate opportunity gaps

Our partners' definition of student success is expanding to include not just graduation rates but also employment outcomes. Seramount's corporate partners are seeking to build talent pipelines and recruit diverse candidates as part of their broader strategies to create inclusive workplaces. Together with Seramount, EAB will be better positioned to help college graduates attain better and more equitable employment outcomes that reflect their career aspirations. In addition, Seramount's thought leadership on DE&I and proven best practices, as well as their team of industry experts, will enable EAB to further elevate and expand the scope of our equity research.

# Helping Both Colleges and Their Students Succeed

Like our partners, EAB is dedicated to eliminating inequities in education by expanding access to college, improving graduation rates, and ensuring early career success, especially for historically underrepresented students. We do so both by partnering directly with colleges and universities to advance student success and by helping them thrive so they can better support their students.

## Collaborating with Our Partners to Advance Student Success

We work directly with our partner colleges and universities on initiatives to promote expanded access to higher education and to ensure more students succeed. **Among these are the following initiatives:**

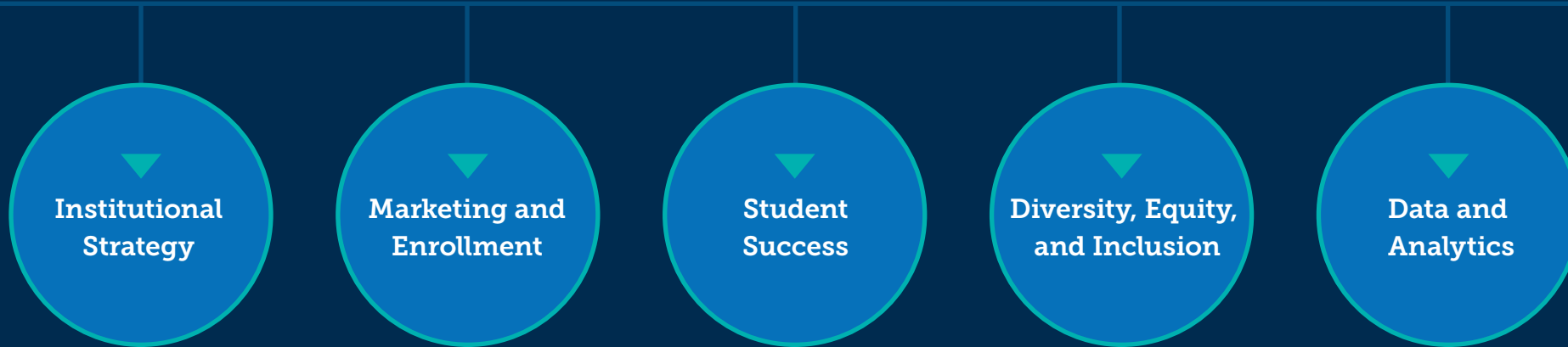
## Helping Our Partners Thrive

Our K-12 schools, colleges, and universities are asked to do so much and all too often without the support and resources they need. EAB provides a portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every partner we serve. We help schools achieve their enrollment goals and provide practices and strategies to build a student-centric campus, manage costs, advance DEI, and guide digital transformation. [Learn more about EAB services and solutions.](#)



# Partner Impact

See how EAB has helped partner institutions accelerate progress and enable lasting change.



# Creating Transformational Impact at HBCUs, Tribal Colleges, and HSIs

In collaboration with Bank of America

## Way Forward Initiative

As part of its **\$1 billion, four-year commitment** to advance racial equity and economic opportunity, Bank of America (BOA) is investing in Historically Black Colleges and Universities (HBCUs) and Tribal Colleges. HBCUs and Tribal Colleges play a critical role in creating opportunities for communities of color. They, along with many higher ed institutions, face unprecedented challenges, which have been exacerbated by the pandemic. With BOA's sponsorship, cohorts of Tribal Colleges and HBCUs will partner with EAB to secure long-term financial sustainability, empower their students and communities to thrive, and deliver on their mission across the decades to come.

The Way Forward initiative is powered by **EAB's Global Research Partnership (GRP)**. EAB is helping each school chart a new strategic direction, make accountable progress as a cohort, and expand their leadership teams' capacity to accelerate change across the organization.

### Our participating partners include these schools:

- American Indian Higher Education Consortium colleges
- Central State University
- Claflin University
- Harris-Stowe State University
- Huston-Tillotson University
- Le Moyne-Owens College
- Savannah State University
- Tuskegee University
- Virginia Union University



## Progresando Initiative

Early this year, BOA once again invested to support communities of color by promoting the social and economic mobility of Hispanic adults through the **Progresando Initiative**. Progresando provides an array of support, including funds for paid internships and scholarships, as well as consulting, market research, and marketing to ensure programs are set up to drive student success and robust employment outcomes. Our collective goal is to advance the number and impact of Hispanic learners who seek to serve their communities in the critical arena of health care.

A three-part initiative to expand education access and transform communities is powered by our graduate and adult education solutions:

Employability	Student Support	Representation
Upskill and re-skill Hispanic adult learners to serve as leaders in health care.	Remove barriers to student progress and align programs and credentials with local workforce needs.	Enroll and guide Hispanic students to grow their participation in health care.

8

HBCUs

37

Tribal Colleges

12

HSIs



# Greenlight Match

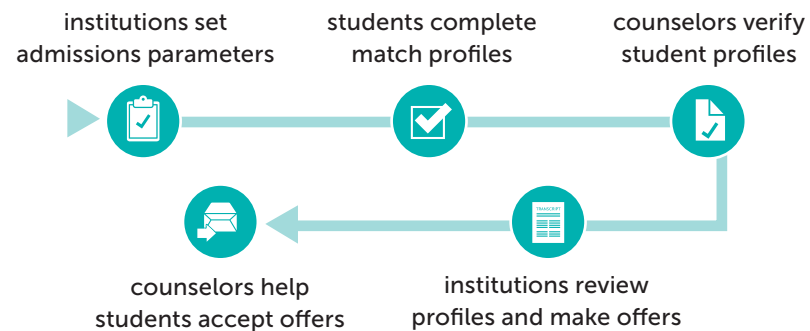
Reimagining the college admissions process through an equitable, student-centric approach

Greenlight Match increases access to higher education with a streamlined admissions process that connects students and colleges in a uniquely powerful way. By leveraging College Greenlight’s network of 1,500+ college access organizations and Concourse’s innovative technology, EAB is creating new pathways for students to find their best college fit.

## Earlier, shorter timeline creates additional time to focus on affordability for students

Greenlight Match represents a huge step toward a more equitable, accessible, and inclusive admissions process—one where doors are opened for more students who might not otherwise have a straightforward path to college. College and university partners who join our efforts will be integral to maximizing the program’s local impact and building long-term recruitment relationships. We look forward to seeing an increase in equitable enrollment outcomes alongside the growth of Greenlight Match next year and beyond.

### How it works:



“Many of our students have not been exposed to the various college options that are available to them as well as the opportunities for financial support at these institutions. Greenlight Match provided this opportunity to our students by bringing colleges to them and not only did our students receive various college enrollment offers but also almost \$11 million dollars in scholarship offers as well.”

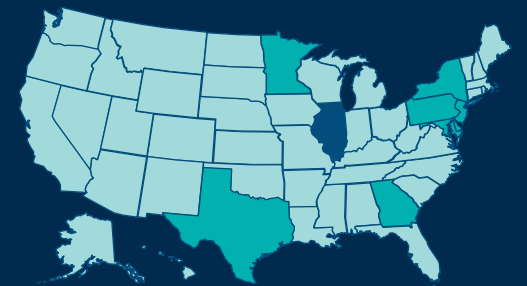
Jason Carter, Director of College Access, College Possible Chicago

“I’ve got to screenshot this and show my mom. I said, ‘Mom I’ve already been accepted to five colleges!’ It was only mid-October and it all happened so fast.”

Jamiah  
Greenlight Match Student



Expansion to six new cities for FY23



Atlanta | Chicago | Dallas-Ft. Worth | Houston | Philadelphia | New York City | Minneapolis/St. Paul

### Pilot Year Outcomes

**12** Participating Colleges and Universities

**24** Participating CBOs

**1,960** Admissions Offers Made by Colleges

**726** College-Student Matches

**\$135M** Scholarships Awarded

# Our communities



## 2022 HIGHLIGHTS

**16,059**

Community Impact volunteer hours

**\$1M+**

monetized impact of pro bono and board service

**2,389**

pro bono consulting hours

**30**

President's Volunteer Service Award winners

**140**

nonprofits awarded an EAB grant

**105**

most active volunteers earned additional days off



# Community Impact

## We empower colleagues to give back to their communities

### How we achieve impact and build community

Community has always been at the heart of what we do. Giving back to the communities where we live and work is central to EAB's mission of "making education smarter and our communities stronger."

Every day, EAB volunteers are helping to improve communities, whether mentoring students, assisting in a classroom, or designing and coding a website. Over the last year alone, our team members have volunteered more than 16,000 hours in the community, devoting their time, skills, and resources to support nonprofits and causes that are important to them. Through Community Impact—EAB's corporate social responsibility program—employees have access to a variety of community engagement opportunities including hands-on service, pro bono consulting, mentoring, seasonal volunteer campaigns, ERG-sponsored events, Board placement, and more.

## Colleagues serve; we give

EAB is committed to providing the flexibility, resources, and support our team members need to make a difference. We build a culture of service by offering generous volunteer policies, awards, and grant programs.

- ▶ **Daytime Volunteer Leave Policy:** Up to 10 hours of paid daytime leave/month
- ▶ **Comp Time:** Employees can earn up to three additional days off by volunteering 50–100+ hours across the year
- ▶ **Dollars for Doers Program:** Annual grants are awarded to organizations where EAB employees volunteer the most hours
- ▶ **President's Volunteer Service Award:** EAB nominates our most active volunteers for national recognition



# Making Our Communities Stronger

## CEO Mentor Corps

The CEO Mentor Corps is a special opportunity created by EAB’s CEO for team members who serve as mentors to local students across the school year, providing much-needed emotional and social support and guidance. Our CEO hosts networking and professional development opportunities for members of the Corps to enhance their mentoring experience and recognize their service commitment.

## Think Big Grants

EAB awards annual grants to support college access and persistence for local high school students engaged with an EAB mentor.

2022 THINK BIG GRANT WINNERS

**Anura Sharma**  
Georgetown University  
Mentor: Megan Dwoskin

**Elvin Grande Mendez**  
University of DC  
Mentor: Zach Maslia

## Pro Bono Consulting

EAB facilitates pro bono consulting projects that allow our employees to leverage their professional skills (e.g., marketing, communications, data analysis, strategic planning) to support local organizations. This win-win structure provides direct value for our community partners and our team members. This year, EAB colleagues participated in 43 pro bono consulting projects, supporting organizations that include:



“I really enjoyed working with the EAB team. They were thorough and organized throughout the entire project, and what they delivered exceeded my expectations. I was extremely satisfied with the high-quality recommendations; **it has been a value add to help me achieve our organizational goals.** I feel more prepared to begin my outreach and marketing to elevate Urban Ed’s Tech Resolve business.”

Roxanne Williams, President,  
Urban Ed

# Volunteer Appreciation

## EAB's impact in our communities

would not be possible without the many team members who volunteer their time, talent, and support to local organizations and personal causes they care about. During National Volunteer Appreciation Week, we recognize, thank, and celebrate our extraordinary volunteers and their impact.

## VOLUNTEER SPOTLIGHT



### Shilpee Arora

Senior Project Manager  
(Accessibility)

"Volunteering for me is a way to make a difference and contribute to causes I am passionate about. I feel a sense of purpose, get to learn new things, gain new connections, and feel accomplished by giving back a little of my time to my community."

"I feel when we give our time for the benefit of others, we send out good karma which finds its way back to us, making us happier and fulfilled...it's a win-win situation."



## Spotlight Story of Impact



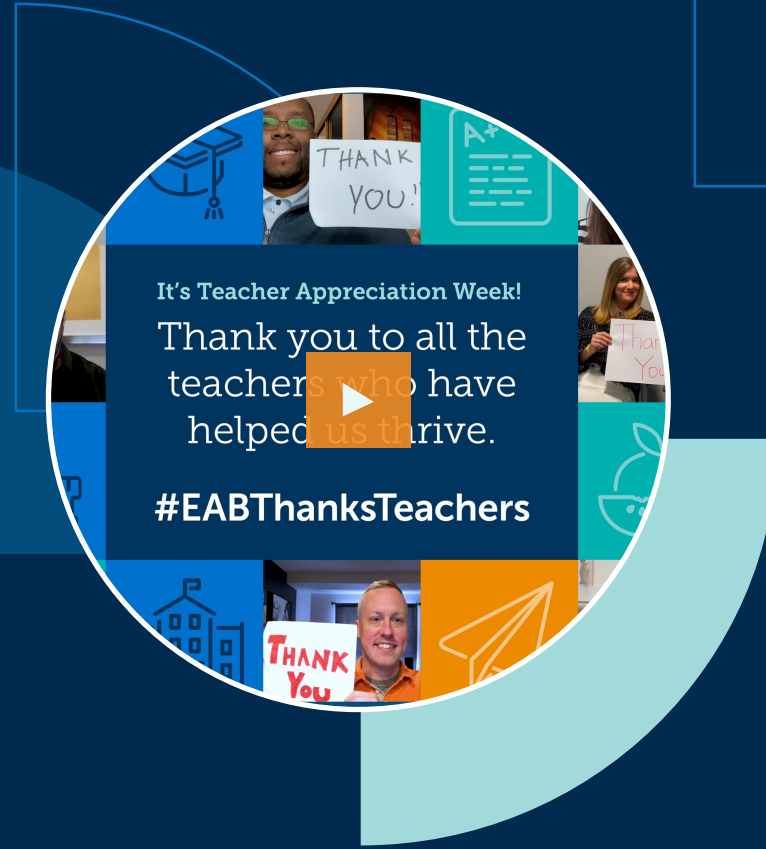
**Jane Wilson**

Senior Director, Quality Assurance

“Finding ways to support the dreams of others is a reward in itself. **I am grateful that EAB supports my volunteer activities, including serving as a mentor to a DC high school student.** My mentee shared with me that my greatest gift to him was being his greatest cheerleader, especially when things got challenging and college aspirations felt out of reach. I shared EAB college resources and connected him with colleagues to discuss application requirements, majors, and future careers. I am proud that his hard work paid off—he received two scholarships and is currently living on campus at a large, regional university!”

# Teacher Appreciation

As a firm we want to express our gratitude to the teacher community and all the teachers who have touched the lives of our colleagues. During Teacher Appreciation Week, we shared this video through our social media channels as part of a larger campaign to celebrate educators. #EABThanksTeachers was about recognizing the people who dedicate their lives to empowering and educating students.



## **Project Director**

Cara Weiman

## **Contributing Consultants**

Scott Fassbach

Michelle Paquin

## **Designer**

Joy Drakes

### LEGAL CAVEAT

EAB Global, Inc. ("EAB") has made efforts to verify the accuracy of the information it provides to partners. This report relies on data obtained from many sources, however, and EAB cannot guarantee the accuracy of the information provided or any analysis based thereon. In addition, neither EAB nor any of its affiliates (each, an "EAB Organization") is in the business of giving legal, accounting, or other professional advice, and its reports should not be construed as professional advice. In particular, partners should not rely on any legal commentary in this report as a basis for action, or assume that any tactics described herein would be permitted by applicable law or appropriate for a given partner's situation. Partners are advised to consult with appropriate professionals concerning legal, tax, or accounting issues, before implementing any of these tactics. No EAB Organization or any of its respective officers, directors, employees, or agents shall be liable for any claims, liabilities, or expenses relating to (a) any errors or omissions in this report, whether caused by any EAB Organization, or any of their respective employees or agents, or sources or other third parties, (b) any recommendation by any EAB Organization, or (c) failure of partner and its employees and agents to abide by the terms set forth herein.





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