

CASE STUDY

How a Small, Undergraduate-Focused College Grew Graduate Enrollment by 35% in One Year

Cashew College¹, a Small, Private University in the Northeast

- **About:** Cashew College is a private institution in the Northeast with a total enrollment of about 2,000, including 50 graduate students.
- **Opportunity:** Historically, Cashew College served a predominantly undergraduate population. They felt there was an opportunity to grow enrollment by focusing on the graduate market but lacked a clear strategy and dedicated team to do so.
- **Solution:** Cashew College partnered with EAB to grow graduate enrollment. As an extension of Cashew’s enrollment team, EAB strategically expanded their prospect pool by introducing new audiences, implemented a robust communication strategy based on each student’s unique behavior and intent, and drove urgency to apply and enroll via multiple application deadlines and surveys to gauge intent to enroll.
- **Impact:** In one year of partnership, Cashew College saw a 117% increase in applications, allowing them to grow graduate enrollment by 35%.

Impact Highlights
2022 vs. 2023

+35%

Increase in enrollment

+117%

Increase in applications

How EAB Supported Cashew College’s Graduate Goals

BEFORE

Cashew’s Previous Approach



- Lack of expertise in graduate lead generation strategy
- No formal strategy to conduct outreach to prospects
- Relied only on word-of-mouth marketing

AFTER

EAB’s Strategies to Expand and Engage Cashew’s Prospect Pool



Expand Audience Sources

EAB experts used data-driven strategies to identify prospects from new and known audience sources such as digital ads, GRE registrants and test-takers, and recent alumni.

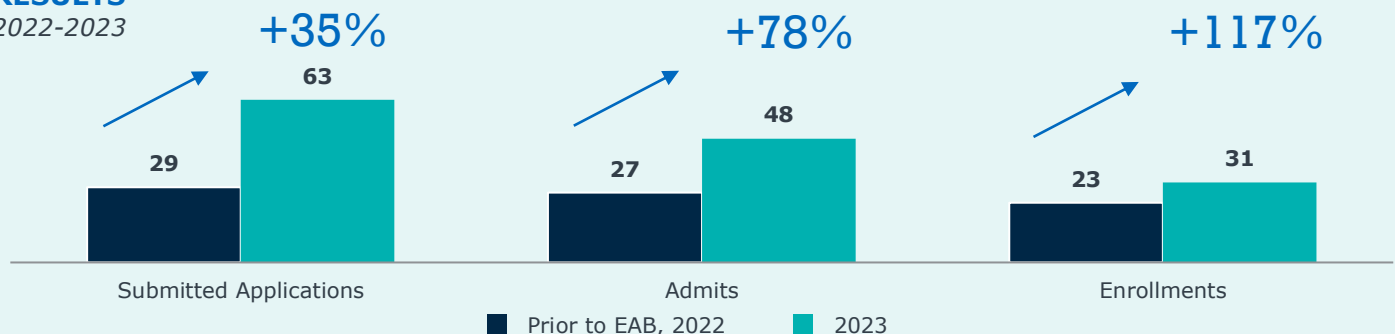


Personalized Marketing

EAB’s analytics and marketing teams used prospects’ psychographic, demographic, and real-time behavioral data to develop customized marketing.

RESULTS

2022-2023



1) A pseudonym