

CASE STUDY

Engagement Strategies One Graduate School Used to Increase Enrollment by 32% in One Year

Acorn University¹, a Medium-Sized, Private University in the Mid-Atlantic

- **About:** Acorn University is a private, medium-sized, religiously affiliated university in the Mid-Atlantic with a total enrollment of ~3,000 students.
- **Opportunity:** Acorn saw a decline in graduate enrollment and struggled with limited staff capacity and resource constraints. They recognized the need for strategic support to navigate these issues, enhance their recruitment efforts, and achieve sustainable enrollment growth despite resource limitations.
- **Solution:** To help Acorn achieve their graduate growth goals, EAB expanded and diversified their pool of right-fit prospective students. From there, EAB introduced consistent, personalized outreach at scale, freeing up time for Acorn's enrollment team to focus on deeper relationship-building efforts.
- **Impact:** In one year of partnership with EAB, Acorn increased their graduate enrollment by 32%, with 44% of enrollments influenced by EAB's campaigns, and increased their yield rate by 4 percentage points.

Impact Highlights
2023-2024

+32%

Increase in enrollment

+4 pts

Increase in yield percentage

EAB Strategies Complement Acorn's to Create a Collaborative Enrollment Plan


Top EAB Strategies and Impact on Recruitment Team



EAB used best-practice research, custom market analyses, and organizational benchmarking data to **assess program demand** and help Acorn **strategically allocate resources**.

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Acorn was able to make data-backed programmatic decisions and invest in high-potential programs.



Using data science and machine learning, EAB generated detailed, customized student profiles and created **target audience lists** from their proprietary database.

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Instead of relying on a small pool of known prospects, Acorn's team reached a wider audience of stealth applicants through [Apply Advance](#), digital ads, and more.



Using a multichannel approach and micro-surveys to gauge interest, EAB **choreographed campaigns** with personalized imagery and language, dynamic landing pages, and custom applications that **drove conversions**.

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While EAB focused on the marketing campaign, Acorn staff spent time on high-touch, personal interactions.

