



ENROLL360 & APPILY

Outstanding Results from 7 Partner Institutions

2025 Case Study Compendium

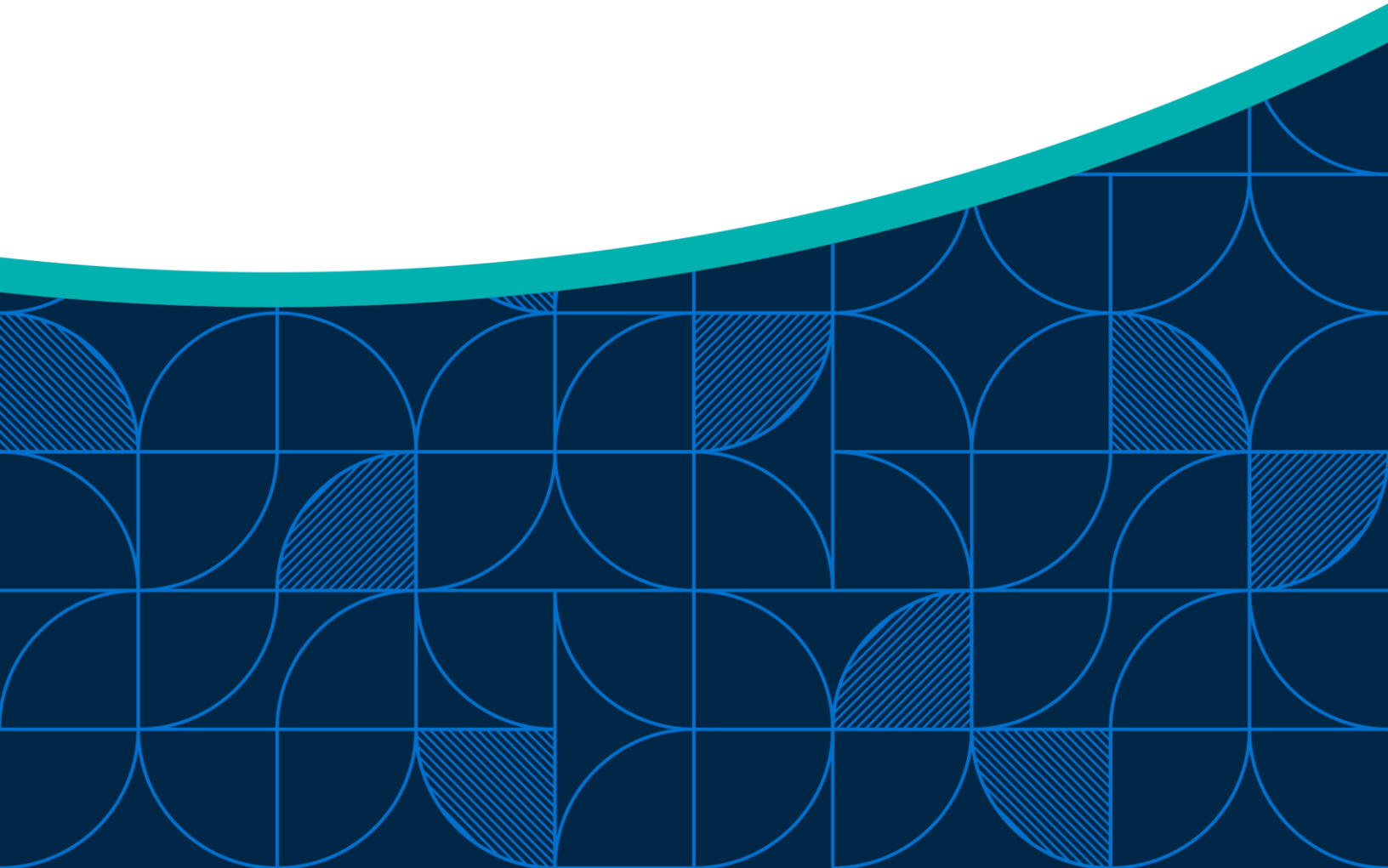


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The Leader in Student-Centric Recruitment



The Enroll360 Difference:

Higher Education's
Largest Student
Dataset



Insights and
Campaigns Driven by
Enterprise-wide AI



A Team of Experts
Ready to Help You
Make the Right Calls

To speak with an expert or schedule a diagnostic conversation, email eabenrollmentcomm@eab.com.

Learn more at eab.com/Enroll360.

Amplify Your Recruitment Strategy with Apply

In today's complicated and competitive recruitment landscape, Apply is the best way find and engage prospective students. Apply gives students all the college-planning resources they need under one digital roof—meaning more opportunities for you to connect with high-intent, college-bound students.



Why Students Love Apply:

- ✓ **College Planning Made Easy:** Apply offers the expert advice students need through a curated collection of articles, how-to guides, immersive virtual tours, and more.
- ✓ **Paving More Affordable Pathways:** Apply helps students estimate cost of attendance and search for merit- and need-based aid through the nation's largest scholarship database.
- ✓ **No More Applications:** Students can receive official admission and scholarship offers without submitting a single application, helping them save time and avoid expensive fees.

A SMARTER WAY TO RECRUIT RIGHT-FIT STUDENTS

Apply equips colleges and universities to attract, engage, and enroll right-fit students on a single platform through four powerful recruitment tools:



APPILY LEADS

Qualified student leads that are backed by machine learning, making them more likely to apply and enroll



APPILY TOURS

Immersive virtual tours that leverage AI to deliver a more personalized digital experience



APPILY MATCH

An award-winning and flexible approach to direct admission for busy enrollment teams



COLLEGE GREENLIGHT

The nation's largest college-access network enabling you to recruit more underrepresented students

How Apply Stands Apart

An Expansive Student Audience



3.5M+

U.S. high school students using Apply



57%

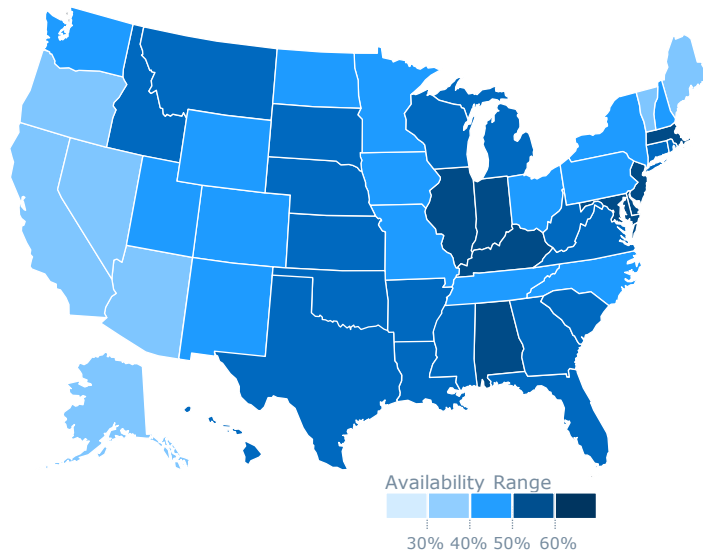
College-bound seniors using Apply



+20%

Anticipated growth in student volume between 2024-2025

College-Bound High School Seniors on Apply Entering Class of 2024 by State as of August 2024



Transformational Results

16:1

Median ROI among Apply Leads partners in 2024

60%

Higher deposit rates among Apply Leads partners whose profiles include virtual tours

88%

of matches are net-new to partner enrollment funnels

4x

More inquiries generated among Apply partners with premium profiles

18%

Average inquiry rate for students who engage with Apply Tours

71%

Average admit rate for Apply Match students in the Entering Class of 2024

“

We enrolled our largest class ever because we had so many people come to visit. I don't think we could have done it had it not been for Apply Leads and Tours.”

– Adam Stoltz, Ed.D., Director of Enrollment Marketing
University of Idaho

Scan to learn more or visit eab.com/apply



Large Public University Diversifies Inquiry Pool and Increases Yield in Two Years with EAB Partnership

Auburn University, a flagship land-grant university in the Southeast with 24,900+ undergraduate students

Impact Highlights

As of Fall 2023

73%

Increase in submitted applications between 2021 and 2023

23%

Increase in net deposits from students outside primary market from 2021 to 2023

37%

Increase in net deposits among underrepresented students from 2022 to 2023

Challenge: Prior to their EAB partnership, Auburn University was missing key components of effective enrollment marketing. In addition, they wanted to diversify their recruitment pool, proactively recruit students with existing affinity toward the University, and strengthen their national brand. Auburn sought a dedicated enrollment partner to help them reach these goals.

Solution: What began as an inquiry-focused partnership evolved into a comprehensive, results-focused collaboration. EAB and Auburn cultivated over 100+ touchpoints for sophomores and juniors, crafting messaging on diverse and relevant topics for students. Using these touchpoints and newly-saturated list sources, Auburn communicated with their inquiry pool at scale, including those in key markets with prior affiliations with Auburn. EAB also conducted a thorough review of Auburn's historical data and research, helping them to expand their search to broader markets with promising future efficiency.

Results: After two years of partnership with EAB, Auburn University's new comprehensive enrollment strategy has helped them increase applications by 73% from 2021-2023. This application growth resulted in a 15% increase in overall yield. Additionally, Auburn increased net deposits among underrepresented students by 37% from 2022-2023 and among students with existing affiliations by 11%. Finally, their 23% increase in net deposits among students outside of their primary market reflects Auburn's strengthened national brand.

"As our needs evolve, the collaboration evolved."

—Vice President of Enrollment Management, Auburn University

The Evolution of Auburn's EAB Partnership

1



Nurture and Cultivate

2



Nurture, Cultivate,
Deposit IQ Survey

3



Nurture, Cultivate, Deposit
IQ Survey, Yield and
Financial Aid Modeling

Consistent, Strategic Communication Drives Results

EAB's best practice strategies significantly enhanced Auburn's marketing effectiveness, improving their outreach and resonance across platforms.

Varied Messaging

Communications incorporate a variety of tones, types, and lengths in order to attract and maintain student interest.



Responsive Marketing

Students can choose from different ways to learn more, with tailored follow-up catered to their selection and interest.

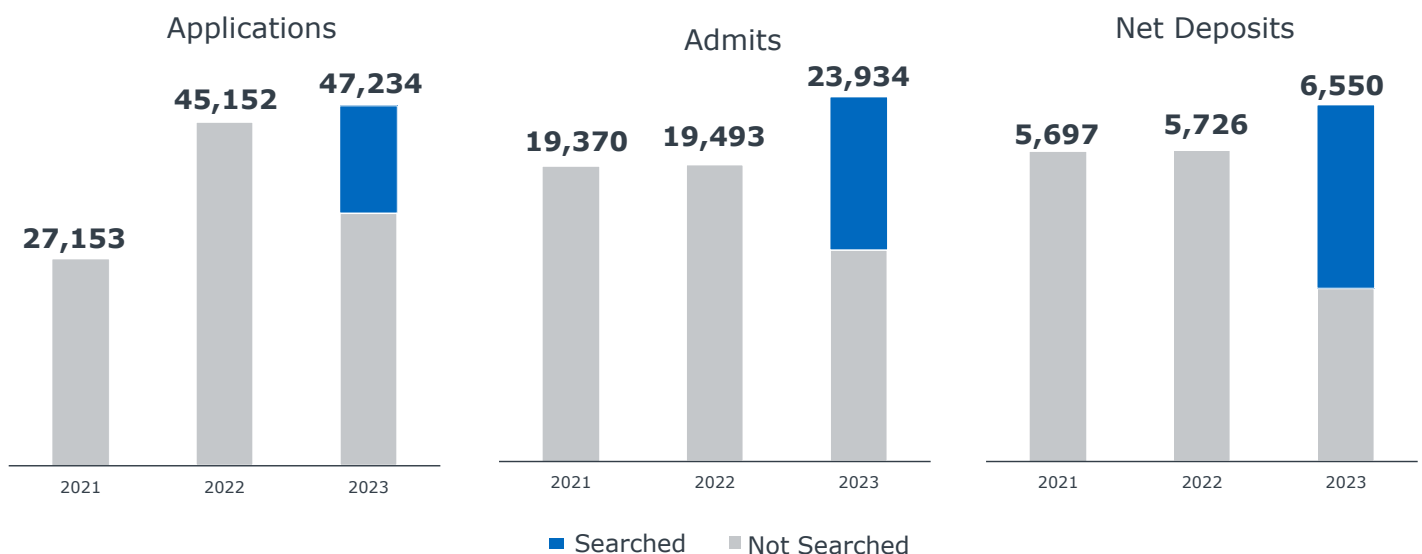
Multiple Channels

Information is provided across the Enroll360 ecosystem, including on .edu, virtual tour, social media, and Appily.

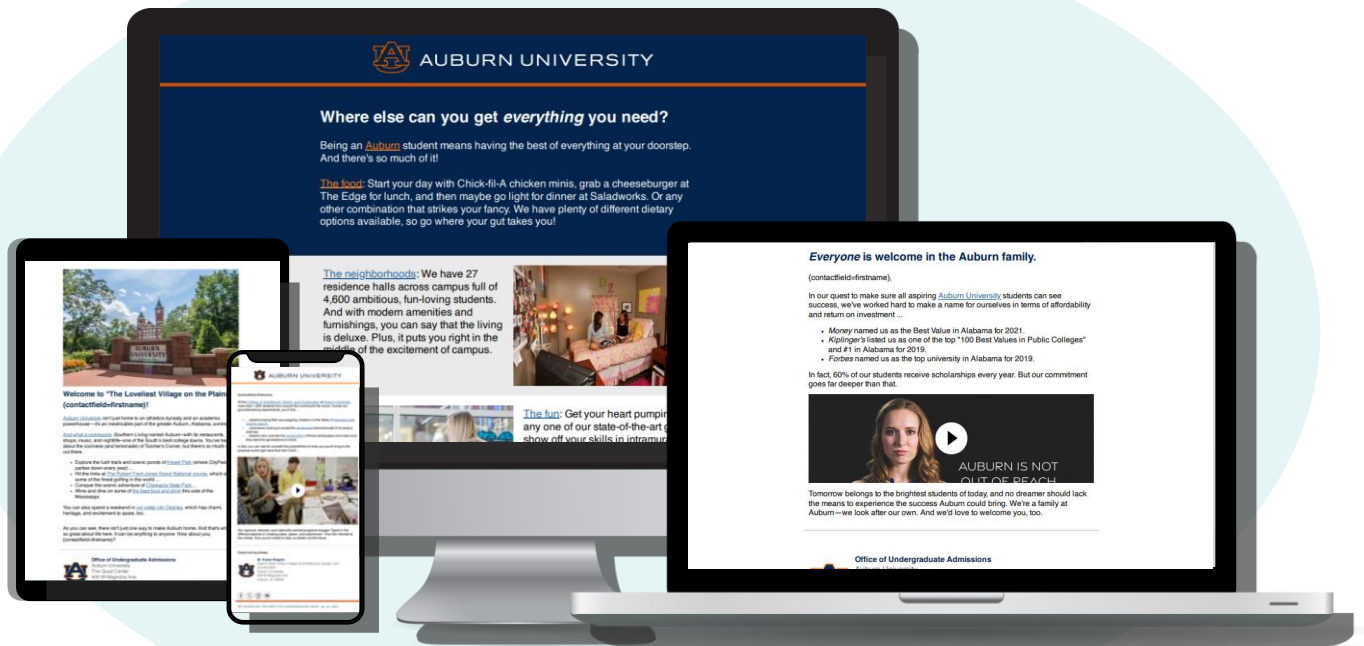
These strategies attracted a broader audience and effectively nurtured prospective students through the enrollment journey, resulting in meaningful growth throughout the enrollment funnel.

Freshman Enrollment Funnel

Full-Time Freshman, Fall



Building a Diversified Inquiry Pool at Auburn



The Critical Role of Nurture Campaigns for Underrepresented Students

Recruitment efforts for underrepresented student populations cannot be limited to a onetime campus experience. Ensuring potential applicants feel Auburn is within reach required strategic, ongoing campaigns to build affinity and awareness.

134%

Increase in submitted applications from **underrepresented students** between 2021 and 2023

37%

Increase in net deposits among underrepresented students from 2022 to 2023

Selective University Boosts Underrepresented Student Recruitment Outcomes with Cultivate

Agapanthus University, a flagship university in the south with 42,000 undergraduate students*

Impact Highlights

As of Fall 2022

7%

Increase in enrollment from 2020 to 2022

12%

Increase in enrollment from students of color from 2020 to 2022

2.8x

Increase in search responders from 2019 to 2022

Challenge: As an existing EAB partner, Agapanthus University wanted to shift their focus from yield management to pipeline development. They primarily wanted to recruit more underrepresented students, particularly students of color and Latine students. To accomplish this, they leaned on EAB, their trusted enrollment partner, to help expand the university's outreach and promote inclusivity in order to create a more representative academic community.

Solution: Utilizing a mix of EAB's Enroll360 solutions, including Cultivate, Appily (formerly Cappex), Virtual Tours, and College Greenlight, Agapanthus University developed a new market strategy primarily focused on underrepresented in-state students. Additionally, the Enroll360 team helped the university refresh their creative strategy—incorporating meaningful storytelling themes across their communications—and adopt best practices for communicating to parents and families.

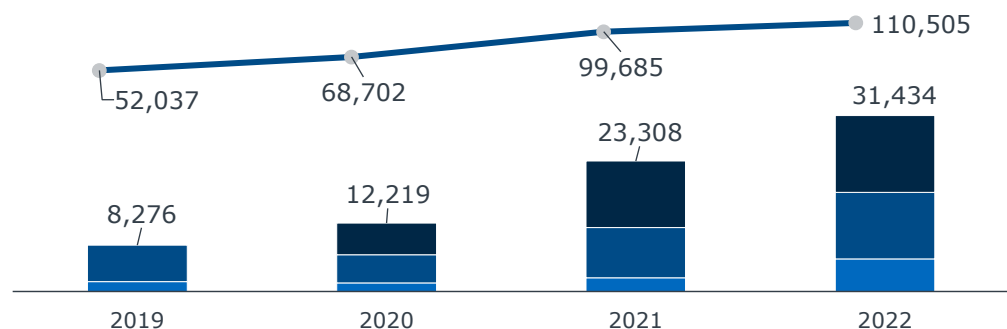
Impact: With a new in-state market strategy, engaging creative, and an eagerness to innovate, Agapanthus University expanded and built affinity with their underrepresented student pipeline. Over three years, the university increased their total enrollment by 7% and their enrollment of students of color by 12%. Additionally, the university more than doubled their inquiry pool of underrepresented students, and with their refreshed approach, they nearly tripled their response rate from this group.

Enroll360 Cultivate Initiative Grows Underrepresented Student Inquiry Engagement

Search Contacts

Search Responders

- Juniors
- Sophomores
- Freshmen



*A pseudonym.

How Coastal Carolina University Enrolled Their Largest Class Ever with Apply Leads

Coastal Carolina University, a large public university in the southeast with 11,000+ undergraduates

Impact Highlights

Entering Class 2023

27:1

ROI on Apply Inquiries

82%

Of the partners' Apply inquiries were first-source

29%

Of the Apply inquiries who gained admission chose to deposit

Goal: With about 60% of their undergraduate population coming from out-of-state, Coastal Carolina University relies on a strong national strategy to meet and exceed their ambitious enrollment goals. As such, their enrollment team prioritizes lead generation platforms that allow them to source geographically diverse prospects who are more likely to apply, gain admission, and enroll.

Solution: Coastal Carolina maintains a well-curated profile on Apply.com, allowing them to share key information with prospective students who are actively engaging in their college search. They also utilize custom search criteria for Apply inquiries, choosing to connect with students who have a 2.5+ GPA in grades 9-12 from all 50 states. Once inquiries are received, Coastal Carolina also runs segmented marketing campaigns for in-state and out-of-state students in order to highlight specific value propositions for each audience.

Impact: Of the 9,168 inquiries that Coastal Carolina sourced from Apply, 19% went on to apply. Of those applicants, 92% gained admission and 29% of the admitted students chose to enroll. Apply inquiries made up 23% of their overall inquiry pool and 33% of their deposit pool. In 2023, Coastal Carolina enrolled 2,775 new undergraduate students, achieving record high enrollment for the third year in a row.

How Coastal Carolina Leveraged Apply to Enroll Their Largest Class Ever

Coastal Carolina University engaged with students on Apply through:



A Premium College Profile

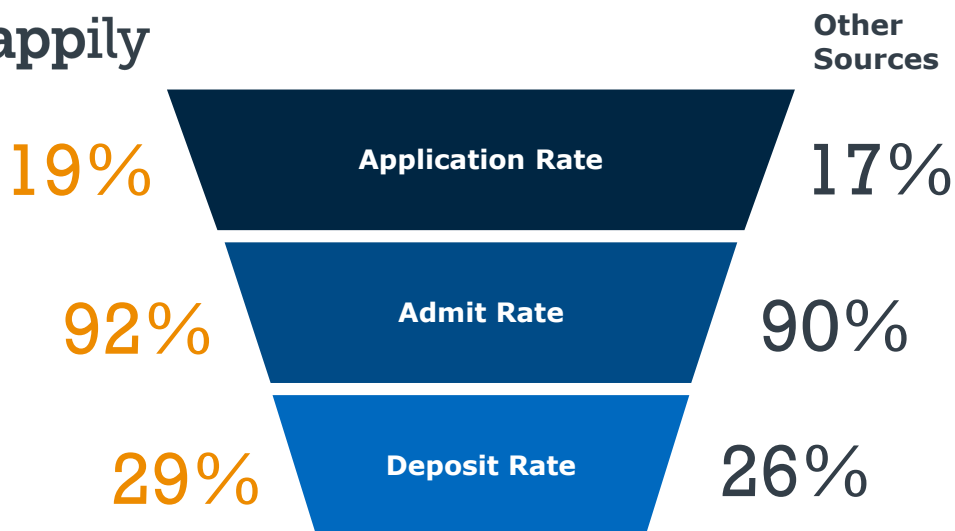


HS Inquiry Subscription



More Powerful Results

In a competitive higher education market, optimizing performance at every stage of the funnel is critical for enrollment success. Coastal Carolina saw Apply inquiries outperform other sources at every stage, indicating a stronger connection with more right-fit students.



Nationwide Representation

States Represented Among Apply Inquiries who Enrolled at Coastal Carolina in Fall 2023

30+

States represented
among the Apply
inquiries who enrolled

- ✓ Colorado
- ✓ Hawaii
- ✓ New York
- ✓ Ohio
- ✓ Pennsylvania
- ✓ Minnesota
- ✓ New Mexico
- ✓ South Carolina

“

We've partnered with Apply for over a decade. We get calls every week from other vendors who want us to try something new, but we're very selective about who we work with. Apply inquiries consistently convert better at every stage of the funnel – not to mention the Slate integration and ability to adjust our search criteria at any time. It's clear why we've chosen to stick with it for so long.”



- Amanda Craddock
VP for Enrollment Management

To learn more about Apply inquiries can support your unique enrollment goals, visit eab.com/student-leads

How Knox College Achieved Newsworthy Enrollment Results Within One Year of Enroll360 Partnership

Knox College, a regional private institution with 1,100+ undergraduate students

Impact Highlights

As of Fall 2024

60%

Increase in first-year enrollment

29%

Increase in net tuition revenue

143%

Increase in international enrollment

Challenge: Knox College struggled with a limited student search strategy, ineffective recruitment messaging, and a financial aid approach that failed to address student cost concerns. These issues led to an 8% drop in enrollments and a 16% decrease in net tuition revenue between 2021 and 2023. Faced with increasing competition and a delayed FAFSA launch, Knox needed to make significant changes to reverse their downward enrollment trends.

Solution: Knox College partnered with EAB to expand their student search efforts, improve recruitment messaging, and optimize financial aid offerings. Through Enroll360 Cultivate and Apply campaigns, EAB and Knox College adjusted market targeting and introduced student-centric campaigns to strengthen their funnel. Using the Enroll360 Aid data tools, they tailored financial aid strategies to prospective students' needs while prioritizing institutional growth.

Results: Within a year, Knox saw a 60% increase in first-year enrollments and a 29% rise in net tuition revenue. Their international enrollment surged by 143%. The revamped strategy helped Knox regain market share and achieve success despite challenging conditions.

Big Problems Required **Bold Solutions**

1 Name-Buy Strategy

Expanded search to reclaim market share lost in previous cycles

2 Marketing Campaigns

Focused on crafting student-centric, data-backed recruitment campaigns

3 Student Aid

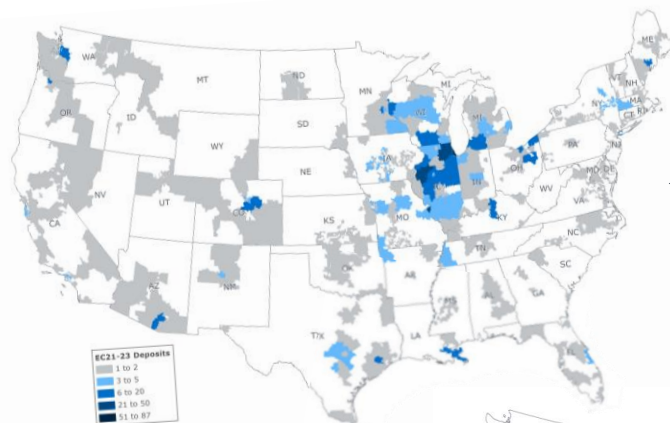
Optimized strategy to respond to cost concerns and meet institutional growth needs

Name-Buy Strategy

Expanded search to reclaim market share lost in previous cycles

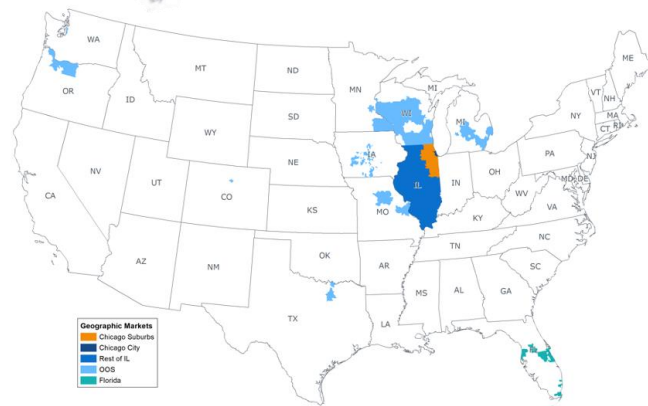
Key Focus Areas

- ✓ Expanded scope of search and rebalanced key markets and recruiting territories
- ✓ Increased resources, staffing, and travel to recruit those students
- ✓ Recruited international students with a similar strategy, leading to a **143% increase in international enrollment**



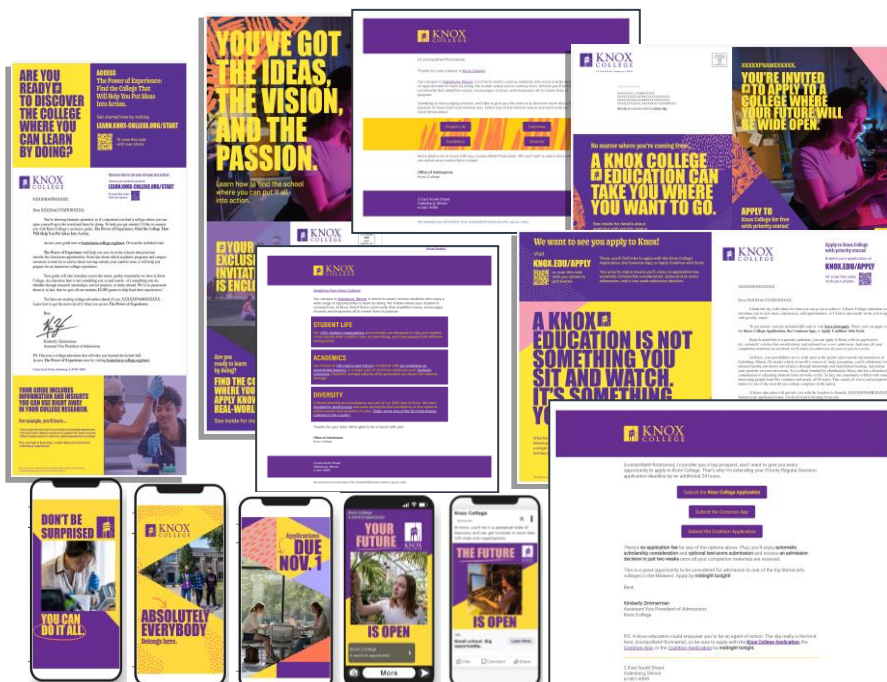
Enrollment Density by Market

Stratified Target Markets



Marketing Campaigns

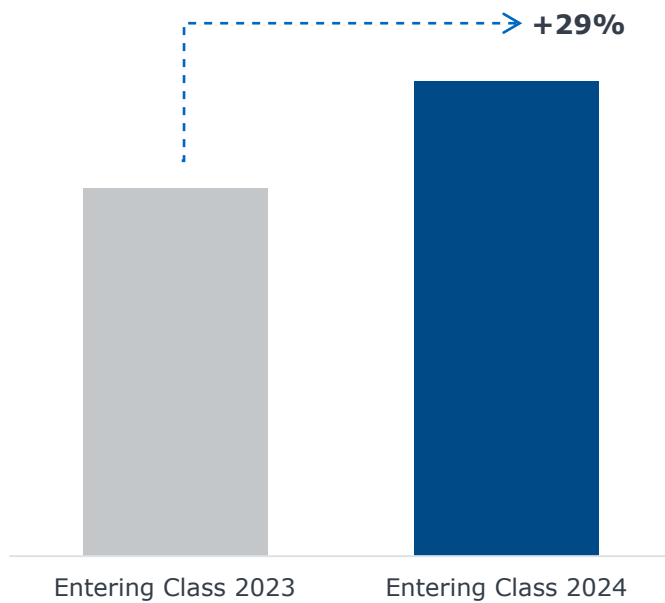
Focused on crafting student-centric, data-backed recruitment campaigns



Data-Backed Marketing Strategies

- ✓ College search guide presented Knox College as a reliable source of information
- ✓ Content responded to Gen Z's concerns about real-world applications
- ✓ Student and parent comms offered personalized experiences
- ✓ Ads featured student-centric messaging across platforms
- ✓ Continued experiential and value-focused messaging through application
- ✓ Multiple free options to submit an application

Change in First-Year Net Tuition Revenue



Focused on growing headcount to support financial goals



Made net cost of attendance clearer for students



Repackaged scholarship aid to meet student need



Ensured students had adequate support amid FAFSA delays

Bold Solutions Resulted in Newsworthy Enrollment



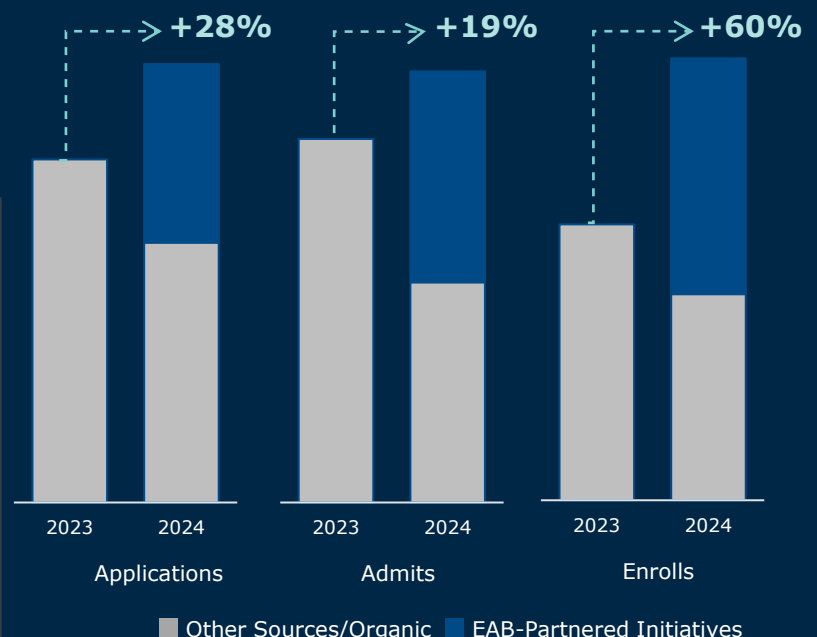
After such a low number of new students last year, to what does McGadney attribute the spike up this year? He says looking at and improving things the college has been doing, as charged by the Board of Trustees.

"The things that we touched upon were systems, were staffing, the way that we looked at the packaging of our scholarship aid, our marketing materials, how we sourced students" said McGadney. "Literally, a soup to nuts transition."

McGadney says it's made more remarkable that the students are still coming to Knox in the midst of continued problems with the Free Application for Federal Student Aid, or FAFSA.

He says many students signed on the dotted line after being told dollar for dollar what it will cost to attend Knox.

Enrollment Summary, Full-Time First-Year Students Entering Class 2023-2024



The Strategy Behind Elmira College's 49% Enrollment Increase

Elmira College, a regional private college in the northeast

Impact Highlights

*EAB partnership,
Fall 2022–Fall 2024*

49%

increase in first-year enrollments

>40%

increase in deposits in primary and secondary markets

60%

increase in deposits in expansion markets

Challenge: Elmira College faced declining enrollment and needed a strategic partner to rebuild their application pool and improve yield. While early efforts expanded the pool, Elmira struggled to convert these applications into meaningful enrollment growth. They required a more targeted and collaborative approach to optimize resources and drive sustainable results.

Solution: The arrival of a new Vice President of Enrollment Management (VPEM) transformed the partnership into a high-functioning collaboration. The new VPEM prioritized breaking down silos within the admissions office and fostering alignment between Elmira's internal strategies and EAB's support. By creating a culture of collaboration and focusing the team on shared enrollment goals, Elmira maximized EAB's resources and guidance. EAB supported Elmira College using a senior-focused Apply campaign, data-driven insights, and enhanced yield modeling to target high-priority segments and improve engagement. Elmira College's enrollment management leadership complemented these efforts by restructuring their admissions team, emphasizing affordability messaging, and hosting impactful yield events to drive up conversion rates.

Results: Through this partnership, led by the VPEM's vision and EAB's expertise, Elmira College achieved a 49% increase in first-time, full-time enrollment. Among these enrollments, there was significant growth across nearly every distance and market, including a 60% increase in deposits from EAB-identified high-affinity expansion markets. This success also translated into financial gains, with a reduced discount rate and increased net tuition revenue.

“

A strategic, collaborative, and trusted partnership exists between the Elmira College and EAB Enroll360 teams. Over the past two enrollment cycles, we have combined our strategic planning, communications, and timely deliverable services to achieve a common goal. As a result, Elmira College has exceeded its budgeted targets for new and overall full-time enrollment.

Dennis Kelly, Vice President of Enrollment Management at Elmira College

”

Elmira College's Success Story: Collaboration in Action

EAB

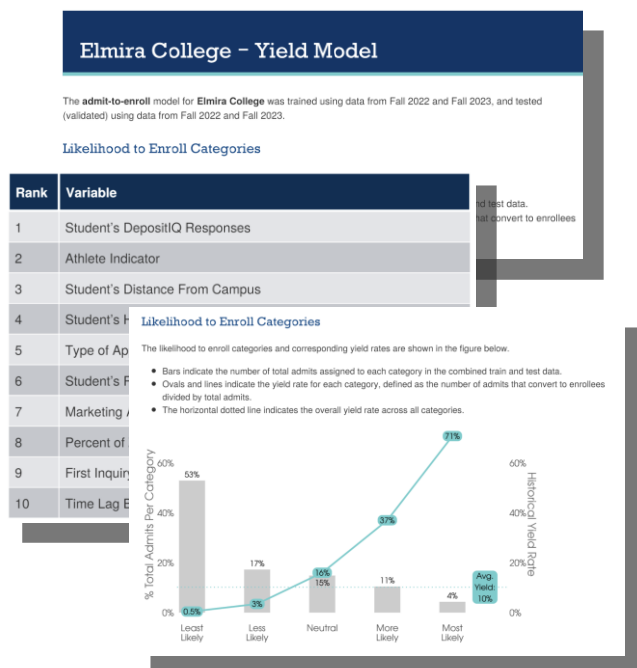


Elmira College

- Provided robust data to help Elmira concentrate outreach on core markets while identifying and pursuing new, high-affinity markets for enrollment growth.
- Supported Elmira in refining their outreach efforts through enhanced yield modeling, enabling more strategic and effective engagement with prospective students.
- Delivered year-round support to address emerging challenges, such as navigating FAFSA delays and adapting communications during the yield season, ensuring strategies remained agile and impactful.
- Collaborated closely with Elmira's team, fostering a true partnership by responding to every challenge with tailored guidance and leveraging expertise to empower Elmira's success.

- Realigned the admissions office to leverage team members' strengths and passions, ensuring a more efficient and effective approach to enrollment efforts.
- Focused outreach on key markets with clear financial aid information and strategic incentivization to emphasize affordability for prospective students and families.
- Increased emphasis on yield in high-priority markets, including hosting highly productive events that strengthened engagement and conversion rates.
- Brought energy and focus under the leadership of the new VPEM, who unified the team, inspired collaboration, and built a culture of partnership with EAB to drive results.

Maximizing Yield with Strategic, Data-Driven Insights



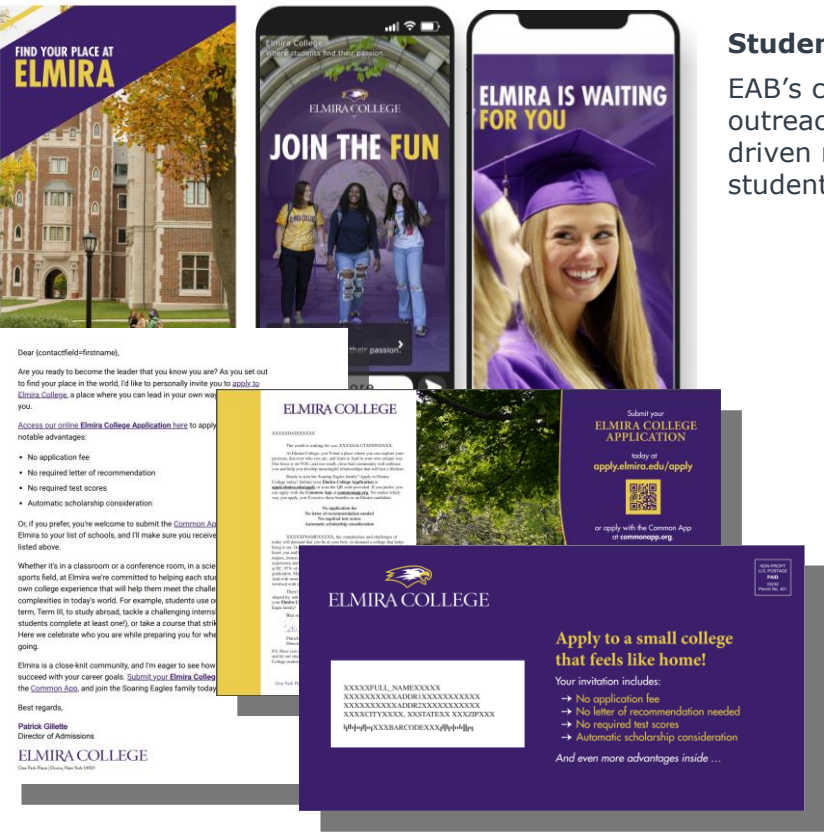
EAB's yield modeling helped Elmira College strategically focus their outreach by identifying key factors that influence a student's likelihood to enroll.

Using data-driven insights, the model categorized admits by their enrollment probability based on key variables such as:

- ✓ **Deposit indicators** to gauge intent
- ✓ **Distance from campus** to understand geographic trends
- ✓ **Engagement patterns** to measure student interest

This approach enabled Elmira to prioritize high-yield segments of their admit pool, refine messaging for students in the "neutral" or "more likely" categories, and allocate resources effectively to maximize enrollment outcomes.

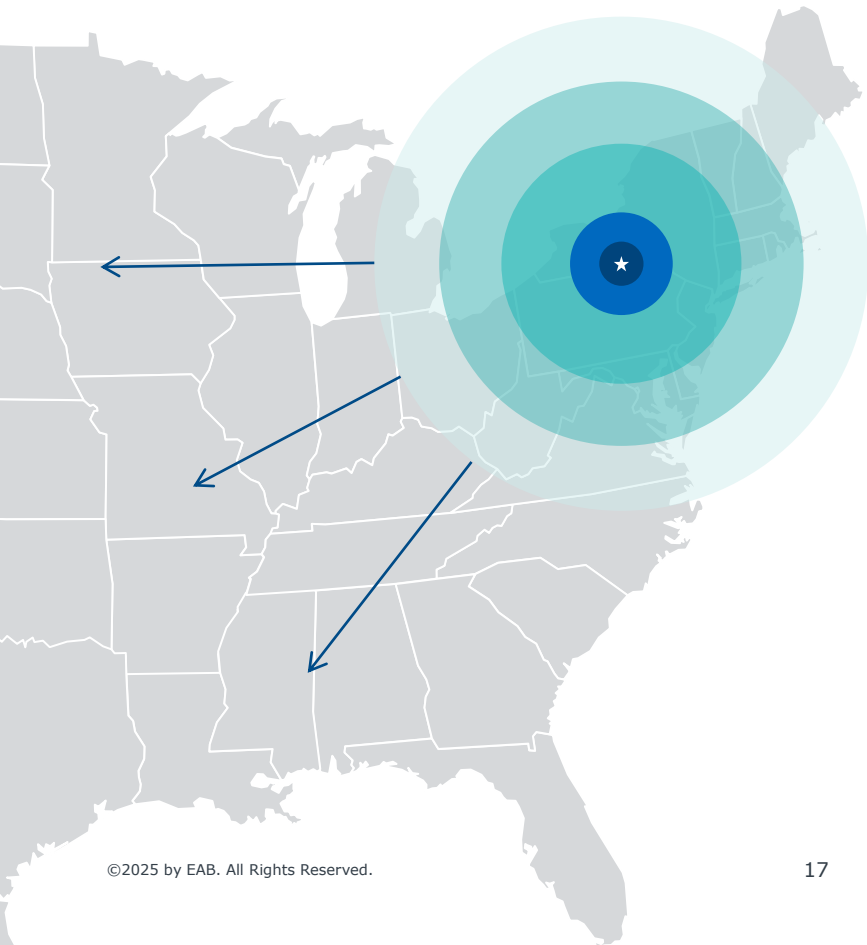
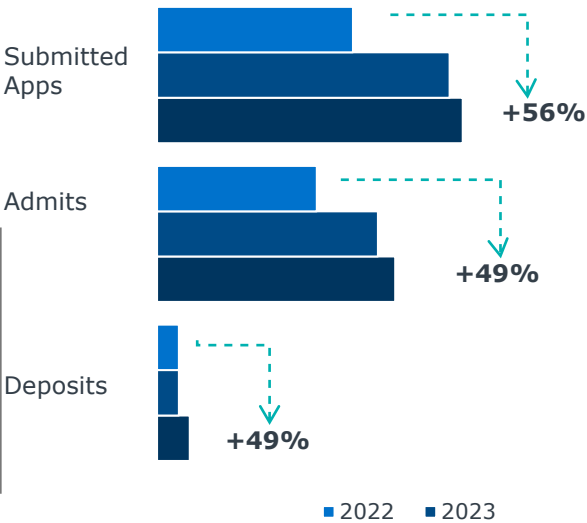
Enrollment Growth via Strategic Outreach and Creative



Student-Centered Application Marketing

EAB's creative strategies have enhanced Elmira's outreach campaigns by delivering compelling, data-driven messaging that resonates with prospective students and drives engagement in key markets.

Enrollment Funnel
Full-time first-years 2022-2024



In partnership with EAB, Elmira College refocused efforts on their primary and secondary markets, in addition to identifying high-affinity seniors in expansion markets to support enrollment growth goals.

As a result, deposits increased at nearly every distance and in nearly every market from 2022 to 2024.

By Distance (mi)	By Market
0-10 +180%	Primary +49%
11-25 +35%	Secondary +41%
26-50 +113%	Expansion +60%
51-150 +57%	
151-250 +51%	
251-500 +20%	
501-1,000 +120%	
>1,000 -25%	

How Simpson College Reinvigorated Their Enrollment Strategy, Grew Enrollments and NTR with EAB

Simpson College, a regional private institution with 1,200+ undergraduate students

Impact Highlights

Since beginning of EAB partnership (2021–2024)

43%

Increase in freshman net tuition revenue

33%

Increase in enrollments

8pt

Increase in Iowan inquiries

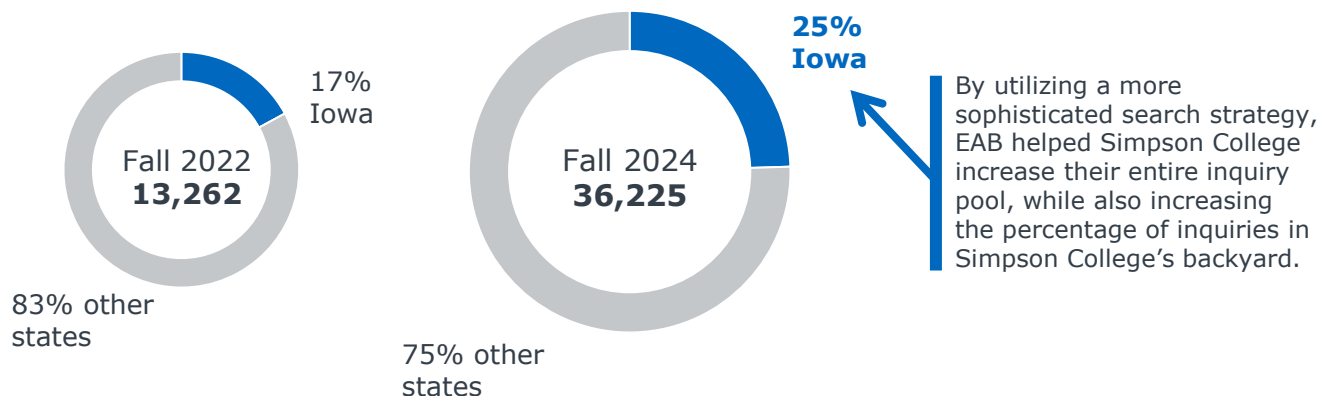
Challenge: As the effects of the pandemic settled upon Simpson College, they faced significant challenges that inhibited their enrollment outcomes. They lost brand awareness in their backyard and struggled to build relationships with sophomores and juniors through targeted search campaigns. Recruitment and financial aid strategies for seniors were focused on a broader geographic area, which put a strain on limited resources. In 2021, the school established an enrollment partnership with EAB to address these challenges.

Solution: EAB worked with Simpson College to develop an engaged pool of inquiries in their backyard, build robust marketing campaigns that solidified their brand and addressed student and parent concerns, and balance new aid offerings with revenue goals and headcount targets. During the partnership, the delayed FAFSA rollout presented additional challenges to their usual awarding activities. In response, Simpson College began awarding aid via All-In for Iowa campaign including an enhanced Simpson Promise program, which leveraged EAB's live aid simulation dashboard to assess student needs and establish a strategy to address them.

Results: Through Simpson College's four-year partnership with EAB, they've experienced year-over-year growth throughout the entire enrollment funnel. Simpson College's inquiry pool is now more representative of their backyard (25% Iowans in 2024 vs. 17% Iowans in 2022). Interested students and their parents receive marketing materials throughout students' high school careers, strengthening Simpson College's brand and bottom line, with a 33% increase in enrollments throughout the partnership. Finally, robust financial initiatives resulted in a 43% increase in freshman net tuition revenue.

Increased Interest in Simpson College's Backyard

Search Contacts by state, EC22 to EC24



Key Components of Simpson College's Aid Strategy



Leveraging Aid Partnership for Data

Relied on EAB expert analysis to respond to unexpected market challenges



Meeting Need Strategically

Committed at the beginning of EAB partnership to improve award effectiveness.



Raising Merit Threshold

Willing to discount students at mid-to high-income levels with merit awards



Getting Scrappy amid FAFSA Obstacles

Utilized multiple tools to assess risk/reward of "going big"

Simpson Promise

Scholarship using federal and state aid awards with Simpson scholarship funds to cover full tuition.

Specifically, Simpson now offers awards to students with family-adjusted gross income less than or equal to \$100k.

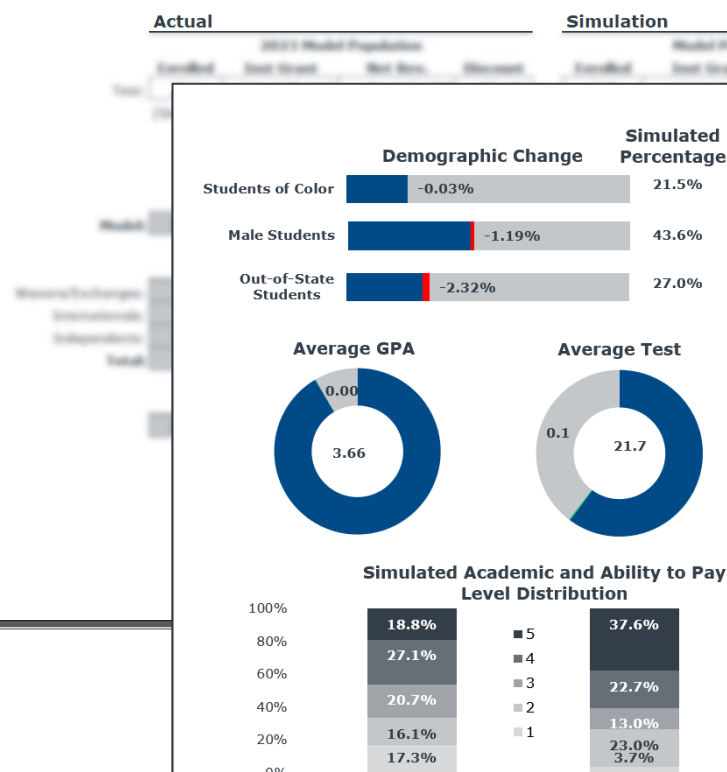
- Aggressive response to FAFSA challenges
- Tested different cutoffs of AGI
- Blended Aid and Marketing strategy
- Modeled using tools from NASFAA and EAB's live simulation and descriptive analysis

EAB's Live Aid Simulation

- Gives insight to proposed policy and award changes
- Helps institution balance high-impact aid promotions, revenue goals, and headcount targets
- Year-round modeling helps school pivot strategy when encountering the unexpected

Simpson College Proposed Policy for Fall 2024

All First-Years



A Seamless Marketing Campaign Strategy with Results

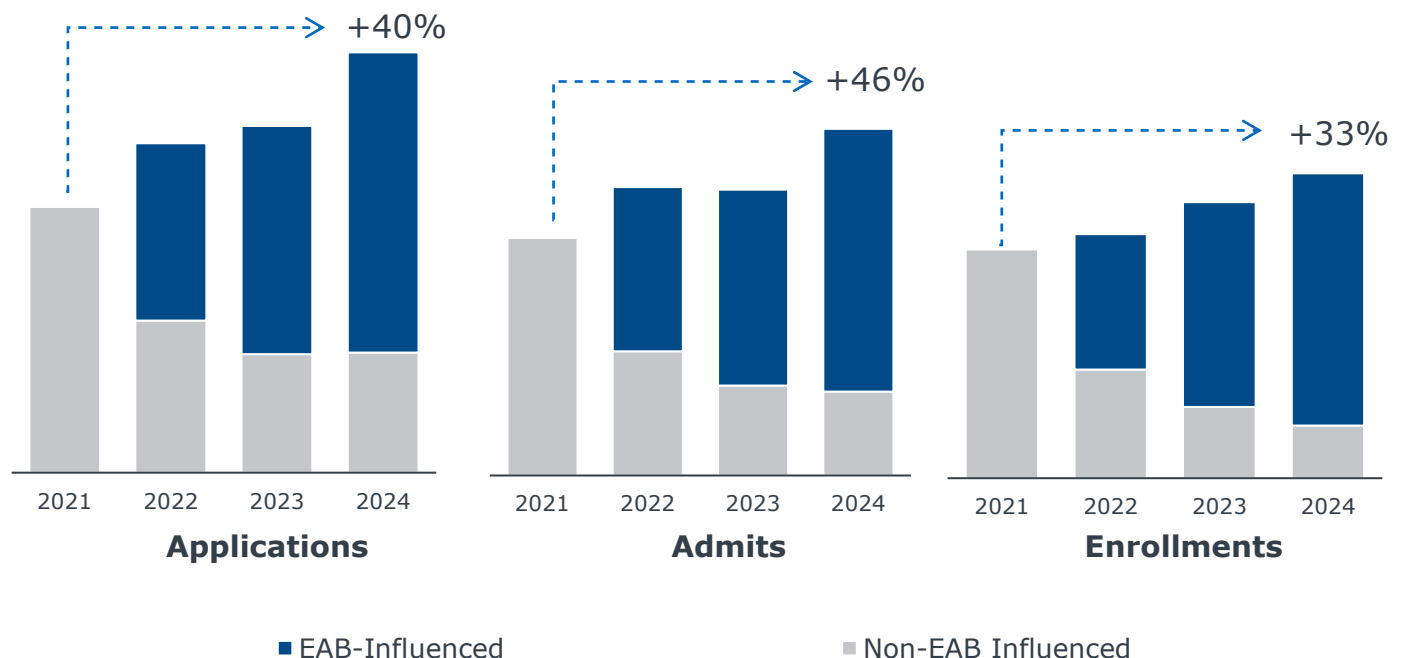


Nurturing Sophomores and Juniors with Cultivate Campaigns

Continued Momentum for Seniors with Apply Campaigns

High-Intent Inquiries Commit to Simpson College After Nurturing Campaigns

Holistic marketing efforts to sophomores, juniors, and seniors resulted in sustained growth throughout Simpson College's enrollment funnel during their entire EAB partnership.



How Lewis University Leverages a Multi-Tour Strategy to Support Enrollment Growth

Impact Highlights

Entering Class 2024

14%

Inquiry rate

11%

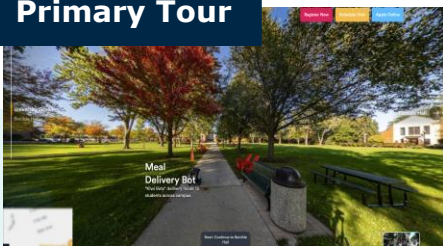
Inquiry-to-application rate

Lewis University became an Appily Tour partner (formerly YouVisit) in 2013. Over the years, their virtual tour strategy has evolved to support their unique enrollment goals, including program-specific growth.

In 2017, they added specialty tours for their aviation and nursing programs. Their aviation tour has been particularly effective, helping to drive a 22% increase in program enrollment since its inception.

Their primary virtual tour continues to play a pivotal role in their recruitment strategy, serving as the first point of contact for many students. For the entering class of 2024, 169 inquiries were first-source from their virtual tour.

Primary Tour



- ✓ Inquiry form seamlessly maps to the university's CRM, allowing leads to be easily attributed to the virtual tour.
- ✓ Tour hotspots point out innovative campus features, such as the "Kiwi Bots" meal delivery system, showcasing how the university caters to students' needs, both in terms of convenience and campus life.

Aviation Tour



- ✓ 360-degree tour stops in-and-out of the classroom showcase aircraft and advanced flight simulators, offering students insight into the hands-on training experience.
- ✓ The tour highlights Lewis' partnerships with major airlines and the FAA, showing students a direct pathway into the aviation workforce.

Nursing Tour

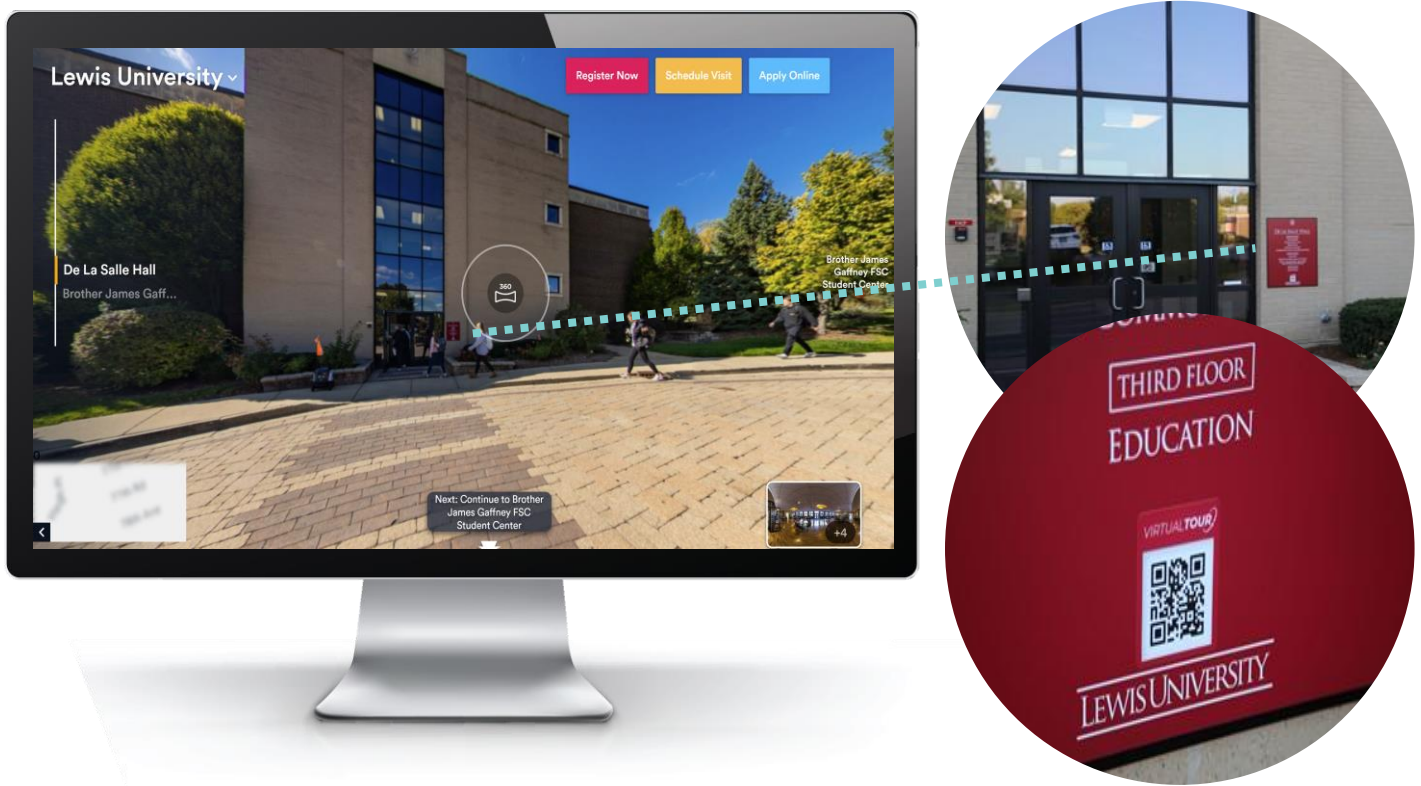


- ✓ The Nursing tour highlights state-of-the-art simulation labs, offering students a glimpse into real-world, practical training.
- ✓ An audio guide emphasizes the program's accreditation and strong reputation, providing students with confidence that they will receive a quality education recognized by top employers.

Lewis University Focuses on Strategic Tour Placement

QR Integration Expands Tour Access and Meets Modern Student Expectations

Strategically placed QR codes offer easy access to interactive maps and detailed building information, enabling a seamless self-guided tour. Combined with the immersive virtual tour, prospective students can explore the campus at their own pace, whether in-person or remotely.



The QR code technology allows visitors to learn more about our campus buildings on their own without the need for a tour guide to be present. We have visitors attending athletic/admission events over the weekends and this offers a nice way for them to get to know what Lewis offers.

-Syl Goyette, Executive Director of Web Services, Lewis University

[SEE THE TOUR](#)

[REQUEST A DEMO](#)



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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.