



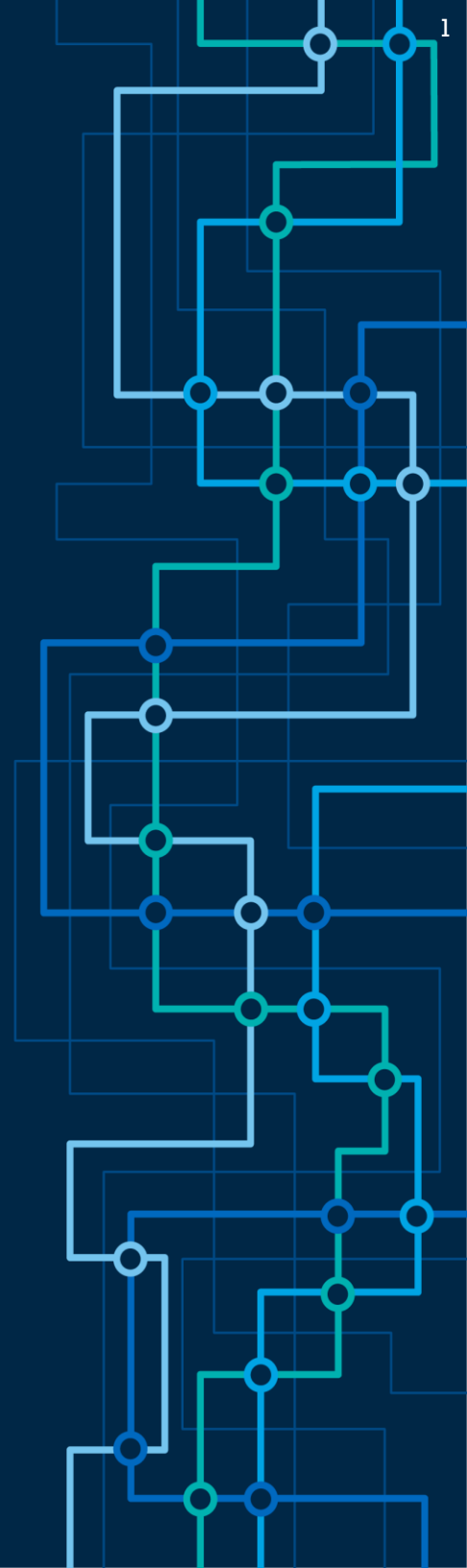
EAB

Partnership Update and Agenda-Setting

Co-Creating the Next Era of Partnership

What we've heard from you:

- 'We need more **prescriptive guidance** for making decisions when our timelines have been cut in half.'
- 'We need more **tailored, on-demand support** aligned to our institutional goals.'
- 'We need more research and insights that reflect our **unique market context**.'



Refining Our Partnership Model For, and With, You

Enabling Leaders to Move from Ideas to Action to Results with Confidence



Deep support for 2-3 strategic priorities on an ongoing basis



On-demand expertise as needs arise via Applied Insights



Global research agenda to keep you informed and prepared

Refining Our Partnership Model For, and With, You

Enabling Leaders to Move from Ideas to Action to Results with Confidence



Deep support for 2-3 strategic priorities on an ongoing basis



On-demand expertise as needs arise via Applied Insights



Global research agenda to keep you informed and prepared



AI Strategy and Implementation

Goals All Institutions Must Pursue

□ Boost academic engagement with AI via literacy and teaching strategies

- Prepare students for the future of work in an AI-driven world
- Increase operational efficiency and effectiveness with AI-enabled improvements
- Advance data governance and management to enable transformation
- Engage leaders across campus in safe, effective, and scalable AI deployment
- Enhance productivity, personalization, and capacity for fundraisers and marketers

Select EAB Support and Resources to Drive Progress

1

Targeted Listening Tour

EAB gathers perspectives from key stakeholders on roadblocks and opportunities for academic staff engaging with AI

2

Presentation: 'From AI Skeptic to Educator'

EAB shares strategies for engaging academics in AI in a series of virtual convenints

3

Top-Down Prioritisation

Determine where to focus top-down energy in supporting and promoting AI across the academy

4

Bottom-Up Staff Engagement

Virtual convenings to discuss opportunities for bottoms-up infrastructure that promotes AI in informal settings

5

Presentation: 'Shaping the Market in the Age of AI'

Deeper dive on how to future-proof your academic portfolio for leaders of market-responsive programmes

6

GenAI Curriculum Risk Assessment

Custom report mapping academic programmes to industry AI usage to identify those most urgently requiring change

7

Curriculum Transformation Sessions

Leaders of programmes identified in the GenAI Curriculum Assessment discuss and prioritise transformation opportunities

Refining Our Partnership Model For, and With, You

Enabling Leaders to Move from Ideas to Action to Results with Confidence



Deep support for 2-3 strategic priorities on an ongoing basis



On-demand expertise as needs arise via Applied Insights



Global research agenda to keep you informed and prepared

Ask EAB First

We Want to Be Your First Port of Call for Questions Big and Small

“Ask EAB” early and often so we can triage support based on our expertise.

Recent questions from partners:

- *How do other institutions structure their resource allocation models to fund central strategic initiatives?*
- *How should we recruit for and define the role of a Chief Marketing Officer?*
- *Where have ‘smart’ devices had the biggest impact on energy and space utilisation in the sector?*
- *What mechanisms are other universities using for evaluating new programme proposals?*
- *How can we better engage our global alumni to cultivate a donor pipeline?*
- *How should our website evolve to meet new student expectations?*

Possible support levers:



Best-practice report from the EAB library



Facilitated workshop to educate and make a decision



Expert consultation to share unbiased advice



Diagnostic tool, audit, or implementation guide



Sector-wide networking with relevant institutions



Responsive research projects aligned with your needs

Responsive Research Reports



Short, tailored research reports with tactical information to help you make better decisions

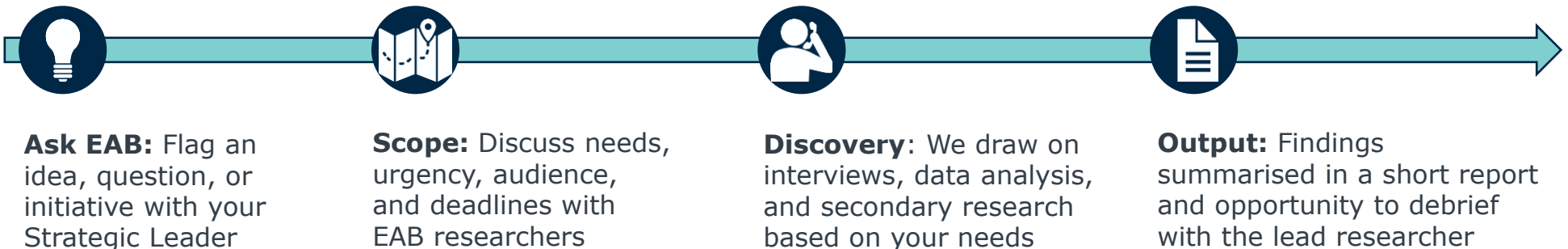
Where we excel in supporting your decision-making:

- Profiles of best practice to build a case for change
- Evaluation of proposed models, policies, or structures
- Communication and stakeholder buy-in guidance
- Documenting missteps and failure paths that stall progress

Report outputs:

- Executive briefing
- Actionable recommendations
- Profiles of exemplar practitioners
- Custom data cuts
- Networking contacts
- Project plan analysis

Responsive Research Project Logistics



Refining Our Partnership Model For, and With, You

Enabling Leaders to Move from Ideas to Action to Results with Confidence



Deep support for 2-3 strategic priorities on an ongoing basis



On-demand expertise as needs arise via Applied Insights



Global research agenda to keep you informed and prepared

Driving Everything We Do: Best Practice Research and Insights

Leaving No Stone Unturned...



Interviews with sector leaders



Publicly-available and proprietary data



Out-of-sector perspectives



Industry and secondary literature

...Yields Ideas Worth Acting On



Is it impactful?

Strategy or practice has demonstrated clear results



Is it innovative?

Strategy or practice represents a new approach for solving a problem



Is it replicable?

Successful implementation not dependent on unique circumstances

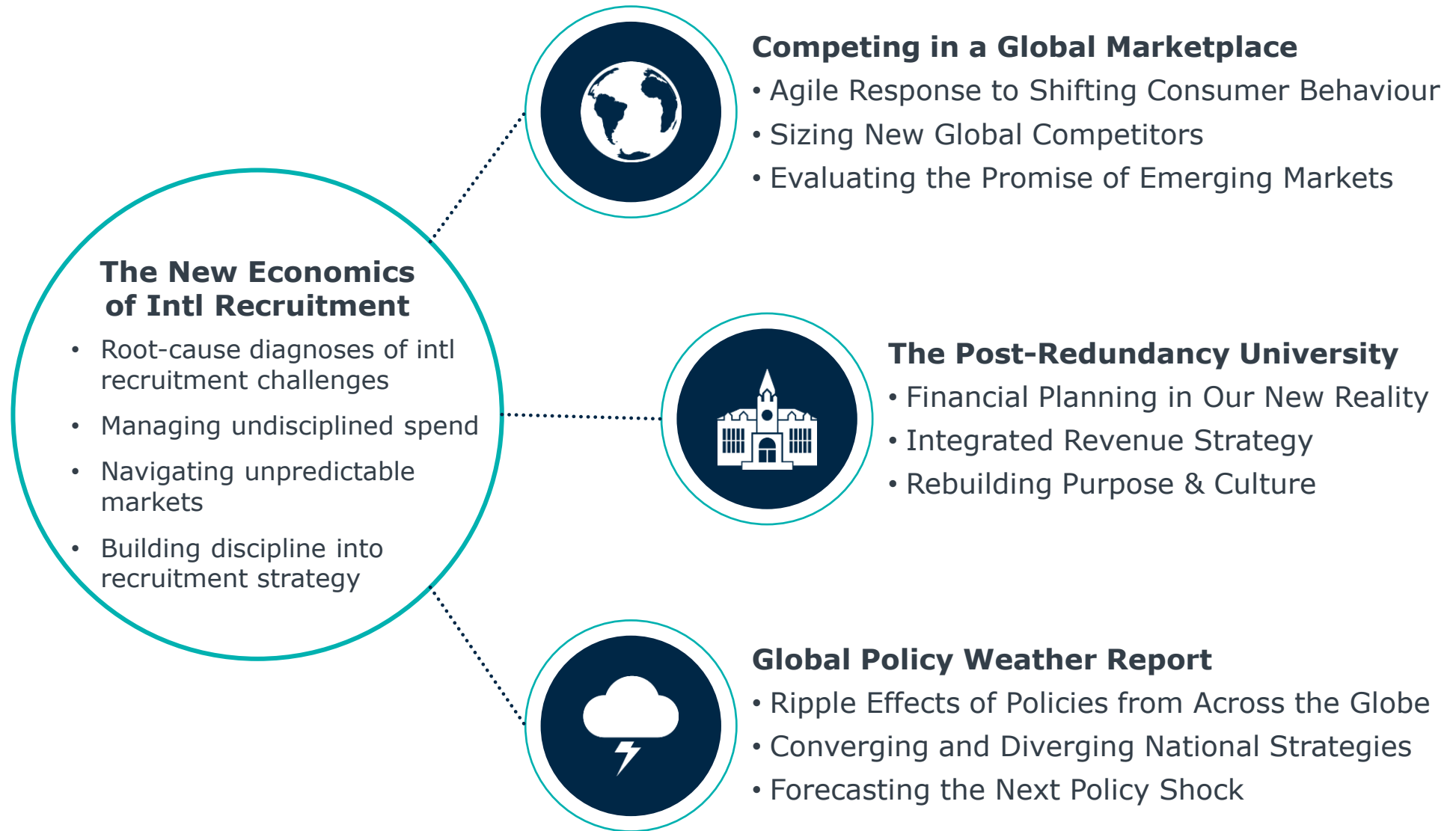
We Put Our Research into Practice via...

Expert-led advisory and consultative support for campus-wide initiatives

Diagnostics and decision tools to support planning and implementation of best practices

A **global network** to elevate and connect innovation across the sector

Help Shape EAB's Future Research



10 Ways EAB Can Support Your Work On Campus, Today

Educate Stakeholders to Set Strategy and Align on Action

- 1 Conduct and summarize **stakeholder interviews** on critical campus initiatives
- 2 Design and facilitate **senior leadership retreats**
- 3 **Educate governing bodies** about today's biggest higher education topics
- 4 Support rising leaders stepping into new roles with **1:1 coaching and education**

Provide Data and Insights to Guide Decision-Making

- 5 Facilitate **pre- and post-mortems** of strategic initiatives
- 6 **Connect fellow travelers** working to solve a common issue
- 7 Benchmark **org structures and practices** in select functional areas

Offer Guidance that Accelerates Progress on Key Initiatives

- 8 Fortify high-stakes presentations and meetings with **talking points and slides**
- 9 Provide **feedback on plans, proposals, and strategies** at any stage
- 10 Lend a third party, expert voice to **difficult conversations**

Put the 'Ask EAB' mentality to the test – jot down a question you and your team have been thinking about on your follow-up form!



202-747-1000 | eab.com

 [@eab](https://twitter.com/eab)  [@eab_](https://www.linkedin.com/company/eab_)  [@WeAreEAB](https://www.facebook.com/WeAreEAB)  [@eab.life](https://www.instagram.com/eab.life)

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.