

# A New Strategy to Achieve Sustained Results: The Enrollment Partnership That's Helping One Private University Outpace the Market

*Roosevelt University, a Large Private University in the Midwest*



## OVERVIEW

### Impact Highlights

*As of Fall 2024*

# 73%

Increase in freshman  
enrollments from  
2022–2024

# 81%

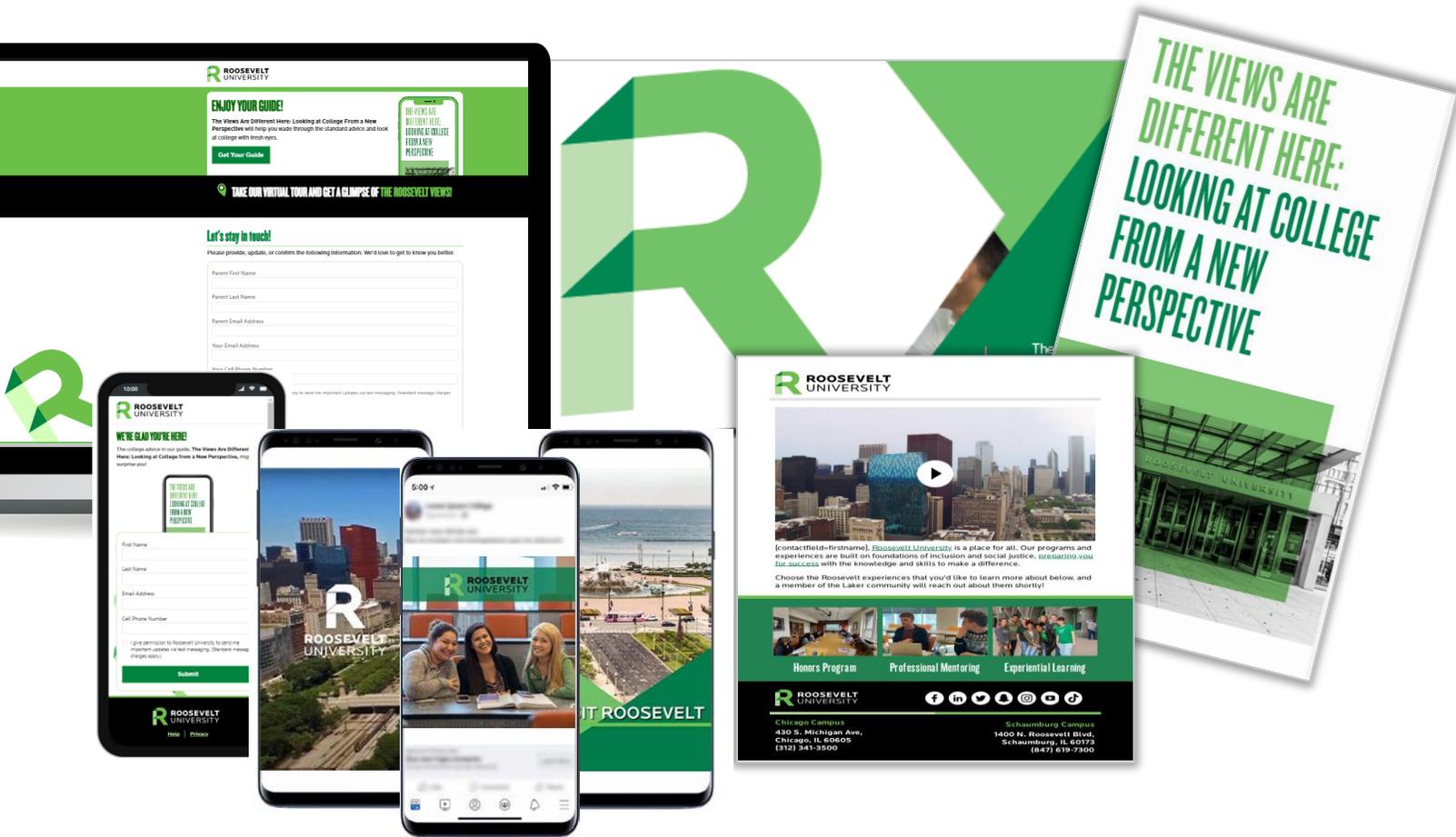
Increase in freshman  
net tuition revenue  
from 2022–2024

**Challenges:** After announcing a tuition reset, this downtown Chicago university sought to align its enrollment and aid strategy with its new pricing. With the price point already established, the challenge was clear: attract students with the ability to pay, while maintaining access and improving retention. At the same time, the university needed to build awareness among sophomores and juniors and find new ways to showcase its vertical, urban campus to prospective students who couldn't visit in person.

**Solutions:** In 2022, the university partnered with EAB to tackle these issues. Using Enroll360's Aid Solution, the university optimized its financial aid strategy to attract students who could afford the new price point, supporting access and retention. Through Cultivate, the university launched a focused campaign targeting sophomores and juniors, expanding reach into Michigan and generating a dramatic increase in early-funnel engagement. A new virtual tour also helped bring the downtown campus experience to life for prospective students across the country.

**Results:** From 2022 to 2024, submitted applications increased 7%. First-year enrollment rose 73% during this time period, with an additional 4% increase projected in 2025. Net Tuition Revenue increased by 81% from 2022 to 2024, with an additional 30% of growth anticipated into 2025. EAB's partnership has equipped the university with the tools and insights necessary to drive enrollment and financial success well into the future.

# Cultivate Drives Early Engagement to Fuel the Funnel

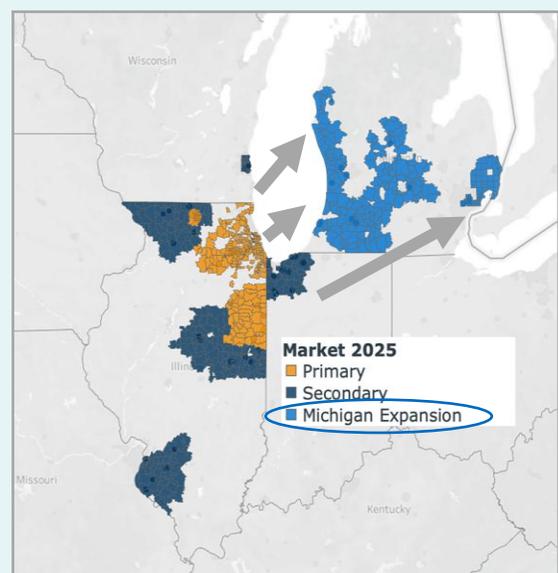


## Creative Strategy Meets Market Insights

To strengthen early-funnel engagement, the university partnered with EAB to launch a customized Cultivate campaign, a behaviorally-responsive campaign targeting sophomores, juniors, and their parents. Together, EAB and Roosevelt:

- ✓ **Built awareness** early in the college search process
- ✓ **Expanded reach** into new markets, including Michigan
- ✓ **Delivered personalized messaging** based on student behavior
- ✓ **Generated new inquiries** and kept the university top of mind

In a crowded market, Cultivate helped the university break through noise and build a stronger, earlier connection with future applicants.

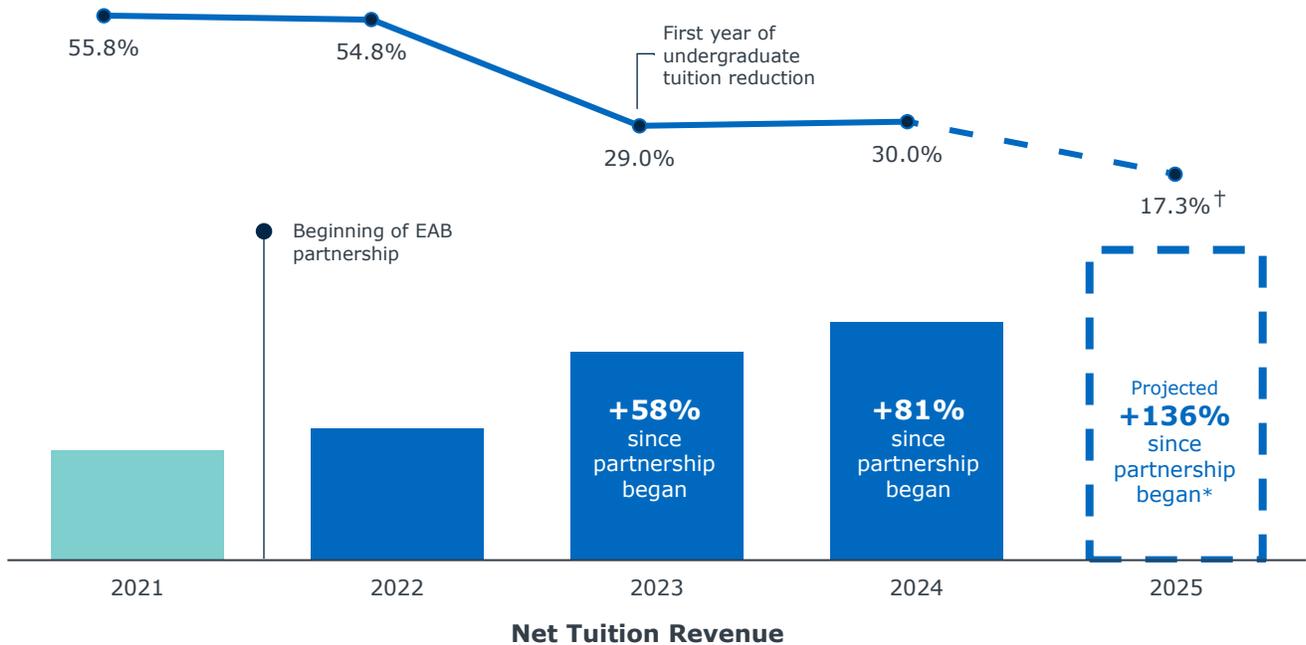


# Elevating the Role of Financial Aid in Institutional Success

## Full Time First-Years

\*Data reported April 24, 2025

### Discount Rate



†Discount rate based on projected enrollment growth for EC2025

## Financial Aid That Fuels Growth

EAB's Aid solution helped the university take a data-driven approach to financial aid, sourcing students with income levels amenable to the university's tuition. This strategy aimed to help the university increase tuition revenue while sourcing students who are less likely to "melt" for financial reasons. Together, EAB and Roosevelt:



**Built tailored aid models** and aligned policy strategy with enrollment goals



**Monitored award activity** to stay responsive throughout the cycle



**Increased net tuition revenue** significantly over two years, with more growth projected in EC25



**Continued to lower the discount rate** even after a bold tuition reset



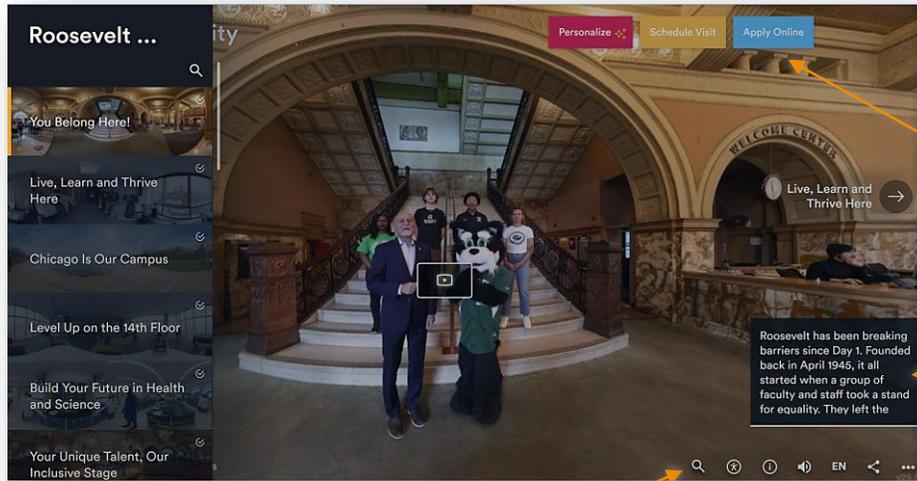
**Improved student quality**, reaching an average GPA of 3.08 in 2024 and projected 3.11 in 2025

By understanding their inquiry pool and shaping aid strategy in real time, the university turned financial aid into a lever for long-term success.

# A Campus Like No Other, Just a Click Away

Bringing Roosevelt's Unique Campus Experience to Students, Wherever They Are

Tour stops focused on students' top questions and interests

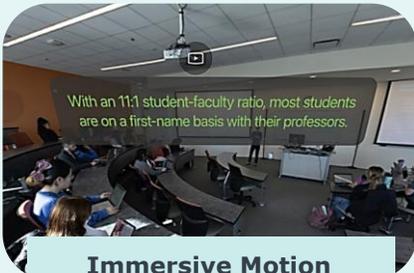


Direct CTAs guide visitors to engage with the university and apply online

Audio guide provides more details about each tour stop

Multiple opportunities for visitors to personalize their experiences within the Apply ecosystem

## Student-Focused Tour Stop Features



**Immersive Motion Graphics (IMGs)** add supplemental information to tour stops



**Featured videos** link branded university videos on a range of topics students are interested in



**Virtual class demos** give students a virtual look at a typical on-campus experience



Using **two dozen tailored tour stops**, Roosevelt University highlights the many student experiences that unfold across its one-of-a-kind skyscraper campus.

**Take Virtual Tours** →

Feel the energy and vibe of a school, and see the spaces and places that matter most to you.



**See why this tour is featured on the homepage of Apply.com**



# Collaborative EAB Partnership Yields Results



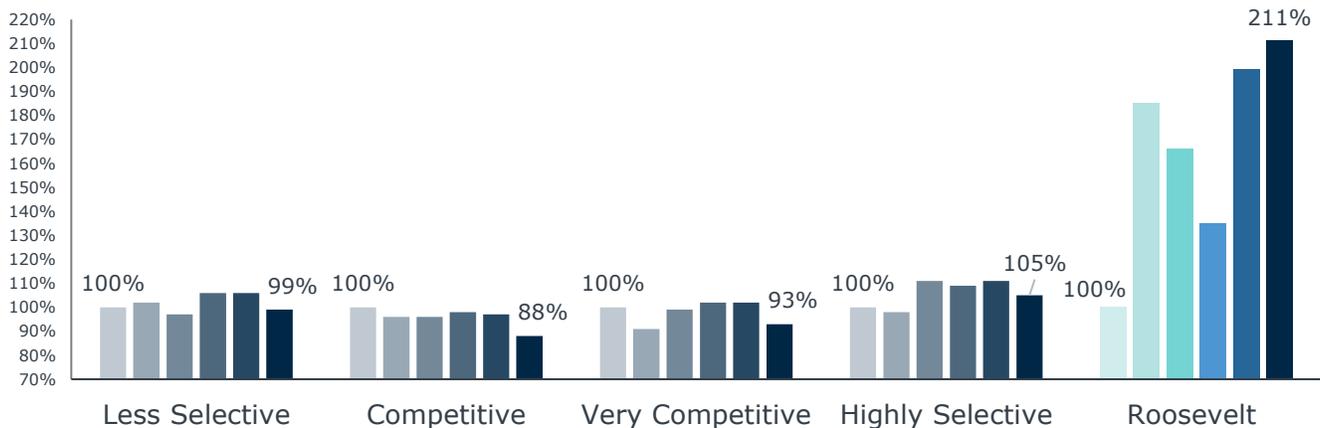
## Beyond the Partnership

In addition to Enroll360 initiatives, EAB provided training sessions for staff focused on yield strategies and conducted workshops for the Cabinet and the president on emerging trends and future-proofing the institution.

Over two years, EAB representatives visited Roosevelt University three times, fostering hands-on support and collaboration.

## Roosevelt University Outpaces Private Institution Competitors in Every Market Segment

*Change in First Year Enrollment, Private Institutions, Entering Classes 2019 –2024, Indexed Relative to 2019*



This partnership reflects a **collaborative approach grounded in shared insight, trust, and strategic alignment**. EAB worked alongside the university as a thought partner, supporting them in navigating complex challenges with greater clarity and focus. More than a typical vendor relationship, this collaboration contributed to meaningful outcomes and helped strengthen the university’s capacity to adapt and lead in a competitive environment.