



# Translating Insights Into Action

Bringing Lessons Learned Back to Campus

Deans Advisory Services



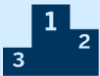
# Your Priorities, Our Mandate

## Core Areas of EAB Research, Support, and Services for Deans



### Future-Focused Revenue Engine

*Set sustainable growth targets, optimize academic portfolios, and activate the fundraising engine essential for long-term resilience*



### Market Relevance and Differentiation

*Expand research excellence and impact, build faculty distinctiveness, and grow partnerships with the stakeholders that matter most*



### Strategic Leadership, Capacity, and Culture

*Deepen your and your team's strategic discipline and institutional influence to drive durable change in an era of uncertainty*



# Future-Focused Revenue Engine

Core Capabilities for Every Dean

EAB Support and Resources to Drive Progress

**□ Deliver high-demand programs that deliver positive net revenue**

- Reinvest in the portfolio to strengthen financial and academic performance
- Accelerate philanthropic giving through targeted fundraising capability
- Shore up progression and completion to protect enrollment-driven revenue
- Expand external support through sponsored funding and partnerships

1

## Market Opportunity Scan

Identify fields and programs with growth opportunities that align with current strengths

2

## New Program Launch Process Review

Review, discuss, and avoid common mistakes that result in failed launches or “profitless growth”

3

## Proposal and Evaluation Templates

Align your pro forma with best practices on assessing demand, cost, design, and cannibalization

4

## Market Demand and Feasibility Check

Assess student demand, employer relevance, and earnings potential with EAB’s Market Insights

5

## Employer Validation Playbook

Incorporate employer input to boost skills relevance, credibility, and partnership opportunities

6

## Program Approval Pathway Review

Clarify decision roles, sequencing, and inputs to move priority programs from concept to launch

7

## Post-Launch Lookback Analysis

Establish a process based on EAB’s best practices on post-launch tripwires and ongoing assessment



# Future-Focused Revenue Engine

## Market Insights

- ▶ Custom analysis and consultation to validate program and portfolio growth strategy
- ▶ Concrete recommendations and honest assessments of risks and unknowns

### Three Sources of Inputs

- 1) External Demand Signals
- 2) Competitive Landscape Factors
- 3) Portfolio and Program Expertise



## Market Insights Reports for Every Need

### Market Opportunity Scan

Identify new program opportunities matched to regional labor needs

### Program Feasibility Study

Validate market demand and curricular content for a new academic program

### Portfolio Health Check

Evaluate performance against workforce demand and competitive field

### 360° Program Assessment

Assess existing strengths through review of workforce, competitors, and web presence

Core Capabilities for Every Dean

EAB Support and Resources to Drive Progress

## Clarify market positioning to differentiate and prioritize investments

- ❑ Strengthen the research enterprise to enhance competitiveness and reach
- ❑ Attract and retain high-impact faculty to elevate distinction
- ❑ Design signature curricular and co-curricular experiences that set programs apart
- ❑ Build strategic partnerships with industry and beyond to expand impact

1

### Strategy Pre-Mortem

Facilitated look-back to anticipate (and avoid) stall-points in articulating a college strategy

2

### Dynamic Strategy Research Report

Learn why deciding where to compete, lead, and invest is critical to effective strategy

3

### College Strengths and Assets Assessment

Identify your college's competitive standing and strengths in a facilitated SWOT workshop

4

### Student Persona Workshop

Explore the practical, emotional, and social benefits students derive from affiliation with your college

5

### Differentiator Exploration Workshop

Learn the building blocks of distinctive, relevant, and provable value propositions

6

### Differentiator Stress Test and Feedback

Refine true and aspirational differentiators with review and feedback from colleagues and EAB

7

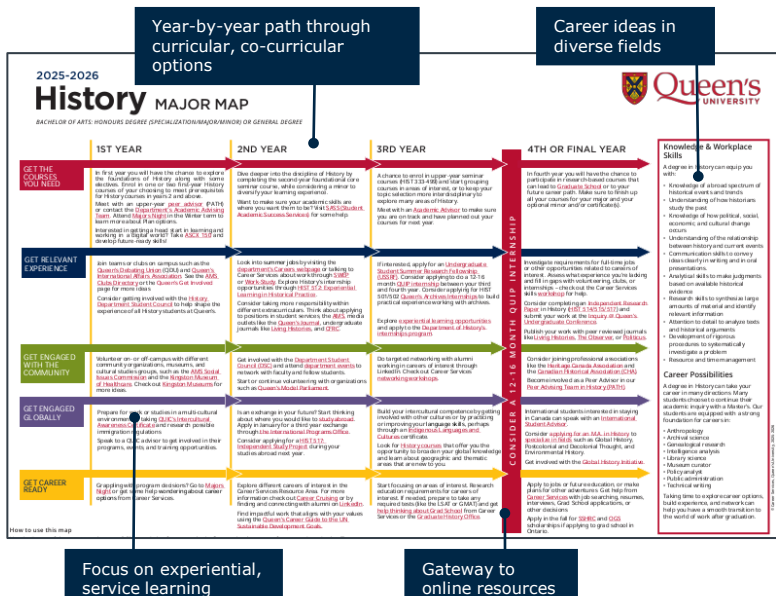
### Strategy Setting Intensive

Articulate the initiatives, investments, and metrics to make aspirational differentiators a reality

# Market Relevance and Differentiation

## Major Maps

Scale the experience of your most engaged students through structured pathways available to all



## Step-by-Step Guidance for Building Major Maps

- 1 Assemble the right stakeholders
- 2 Determine the key pillars of the student experience
- 3 Collect core academic, co-curricular, and support info
- 4 Populate maps with collected information
- 5 Solicit feedback and approval on draft maps
- 6 Distribute and maintain maps



# Strategic Leadership, Capacity, and Culture

Core Capabilities for Every Dean

EAB Support and Resources to Drive Progress

## □ Sharpen skills and support to lead and sustain change across the school

- Improve administrative operations to enhance efficiency and focus
- Build implementation discipline to move priorities into action
- Leverage sector intelligence to anticipate risks and opportunities
- Navigating upward and downward politics, pressures, and personalities

### *For Deans and Associate Deans*

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**Written feedback** on plans, proposals, and strategies at any stage

**Coaching on upward management** and positioning for provost and president

**Co-designed leadership away-days** to prioritize decision-making

**Talking points and slides** to fortify high-stakes presentations and meetings

Facilitated **pre- and post-mortems** of strategic initiatives

### *For Chairs and Faculty*

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**Stakeholder education** on critical higher education topics and today's biggest trends

**Interactive workshops** on building compassionate and resilient leadership

**Department Chair Academy** to improve leadership culture and confidence



# Strategic Leadership, Capacity, and Culture

## Department Chair Academy

- ▶ Supports new and returning chairs step into leadership, strengthen department culture, and navigate institutional priorities

### Core Components



**Collaborative, 3-workshop series** for department chairs across diverse institutions



**Interactive virtual workshops** delivered by EAB experts



Oriented around **real-world higher ed scenarios** and hands-on application

### "Need-it-Now" Curriculum:



#### **Embracing Positional Power and Building a Culture of Trust**

Lay the foundation for collaboration by hardwiring trust, communication, and healthy disagreement.



#### **Bridging Department and Institutional Priorities**

Prioritize responsibilities in the context of your university's strategy and departmental needs.



#### **The Art and Science of Behavioral Change**

Identify and avoid common change management pitfalls in moving your department forward.



# Bring Roundtable Insights Back to Campus

Presentations, Consultations, and Workshops for Yourself, Your Department Chairs, and Select Faculty

1

**Complete the service form** to tell us how we can support your work and priorities

2

**Share relevant resources** with your colleagues

3

**Schedule your follow-up call with your Service Leader** to take the next steps

Deans Advisory Services

### Translating Insights Into Action

Name:

Institution:

College:

Bringing Lessons from the Executive Roundtable Back to Campus

Please indicate which presentations, consultations, or workshops you are interested in for yourself, your department chairs, or select faculty by marking an "X" in the corresponding box.

<input type="checkbox"/>	<b>2025 - 2026 State of the</b>
	Educate your leadership in accessibility, financial aid, position your college for resilience
<input type="checkbox"/>	<b>Navigating What's Next</b>
	Examine evolving donor expectations, financial aid, position your college for resilience
<input type="checkbox"/>	<b>Leveraging Story Science</b>
	Equip deans, chairs, and advisors using practice, real greater role clarity in two
<input type="checkbox"/>	<b>The Dean's Playbook for Student Interest and Value</b>
	Learn the strategies behind accessibility, modernize on student interest and engage
<input type="checkbox"/>	<b>Undergraduate Perform</b>
	Turn data into action through benchmarking, labor market sustainability
<input type="checkbox"/>	<b>Program Revitalization</b>
	Apply the lessons learned program renewal strategies
<input type="checkbox"/>	<b>Righting the Program</b>
	Discover practical options effectively, and strengthen

Top Service Requests from Peer Deans Advisory Services Partners

Please indicate which presentations, consultations, or workshops you are interested in for yourself, your department chairs, or select faculty by marking an "X" in the corresponding box.

<input type="checkbox"/>	<b>Privileged Differentiation Workshops</b>
	Develop actionable student personas, clarify and validate differentiated value propositions, and identify priority investments to strengthen your college's (and programs') competitive position.
<input type="checkbox"/>	<b>Experiential Major Maps Collaborative</b>
	Align academic, co-curricular, and career pathways—strengthening student outcomes and program visibility—with state-by-state support and practice tools to coordinate stakeholders and implement experiential maps across departments.
<input type="checkbox"/>	<b>Department Chair Academy</b>
	Prepare new and aspiring chairs to lead effectively by strengthening departmental culture, managing conflict, and aligning department goals with college and institutional priorities.
<input type="checkbox"/>	<b>Financial Performance Collaborative</b>
	Develop an annual program assessment process that allows you to improve academic performance and strategically capture cost savings through a structured, four-part collaborative.

Broader Support Across Core Areas of EAB Research and Services for Deans

Please select which core area of support is currently your top priority by marking an "X" in the corresponding box.

<input type="checkbox"/>	<b>Future-Focused Revenue Engine</b>
	Setting sustainable growth targets, optimizing academic portfolios, and activating the fundraising engine essential for long-term resilience.
<input type="checkbox"/>	<b>Market Relevance and Differentiation</b>
	Expanding research excellence and impact, building faculty distinctiveness, and growing partnerships with the stakeholders that matter most.
<input type="checkbox"/>	<b>Strategic Leadership, Capacity, and Culture</b>
	Deepening your and your team's strategic discipline and institutional influence to drive durable change in an era of uncertainty.

**I would appreciate resources and support to help me accomplish the following priorities:**

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