



A Partner's Perspective

Over Two Decades of Partnership

Kent Barnds
Executive Vice President of External Relations
Augustana College

Enrollment Services



Augustana

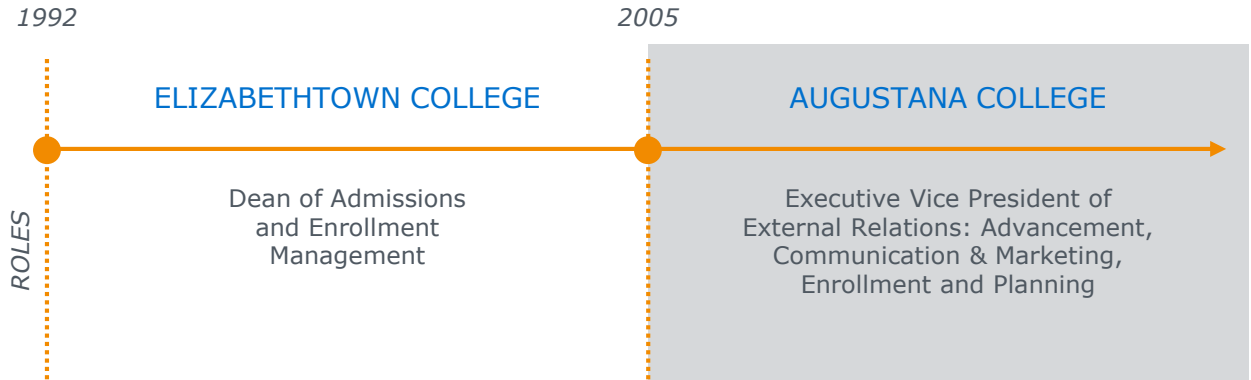
COLLEGE

- 2,600 students
- Located in Rock Island, Illinois
- A Selective, Private Liberal Arts and Sciences College
- Mission is committed to offering a challenging education that develops qualities of mind, spirit and body necessary for a rewarding life of leadership and service in a diverse and changing world
- Ranks #7 in the country, among all NCAA Divisions for Academic All-Americans
- Through Augie Choice offers every student up to \$2,000 for a high-impact experience

My Professional Background

Over Two Decades of Experience in Higher Education

A Simplified Career Timeline

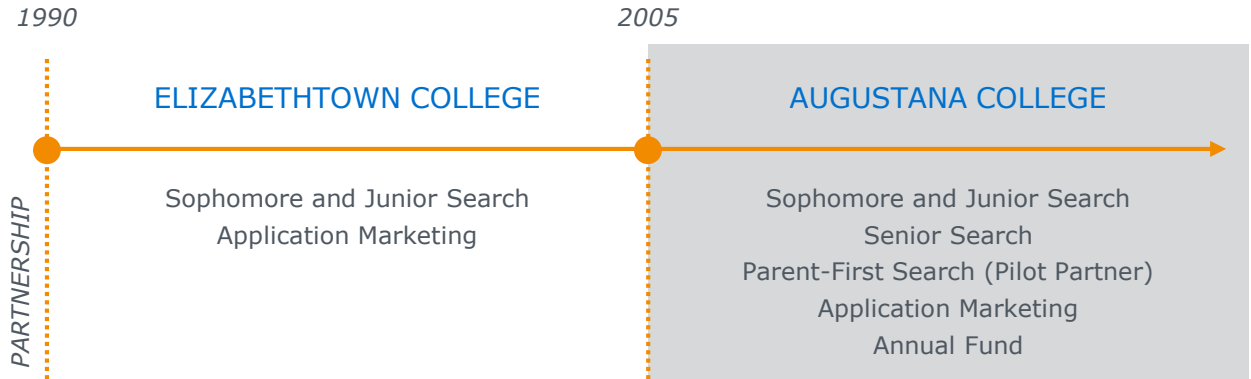




My Partnership History with EAB

Over Two Decades of Partnership with EAB

A Simplified Partnership Timeline

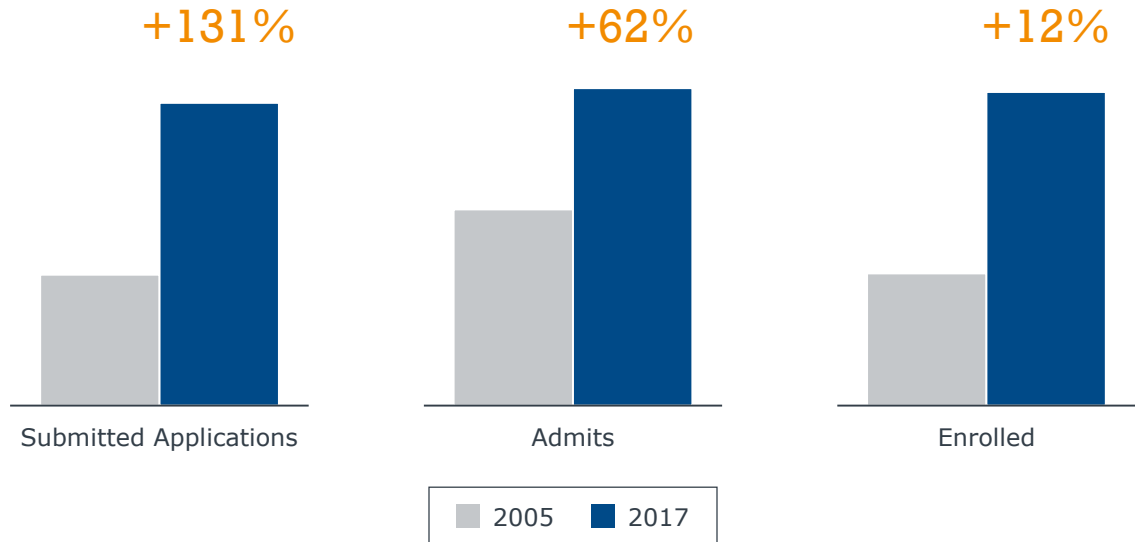


AC and EAB's Partnership History

Pivotal Change Over the Decade

Fall Freshmen Enrollment Summary

Entering Classes 2005 vs. 2017

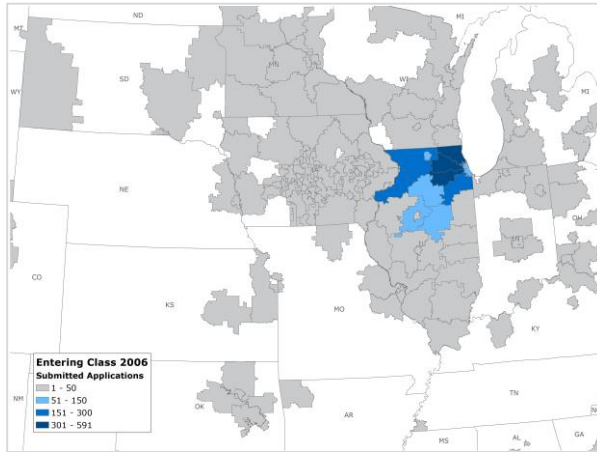


AC and EAB's Partnership History

Embracing Our Primary Market

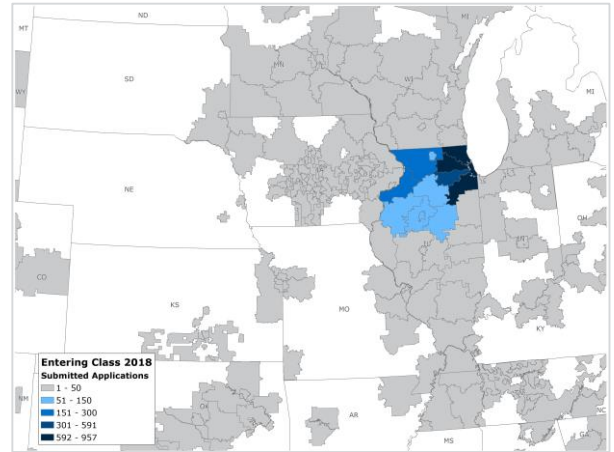
Historical Application Market

Entering Class 2006



Historical Application Market

Entering Class 2018

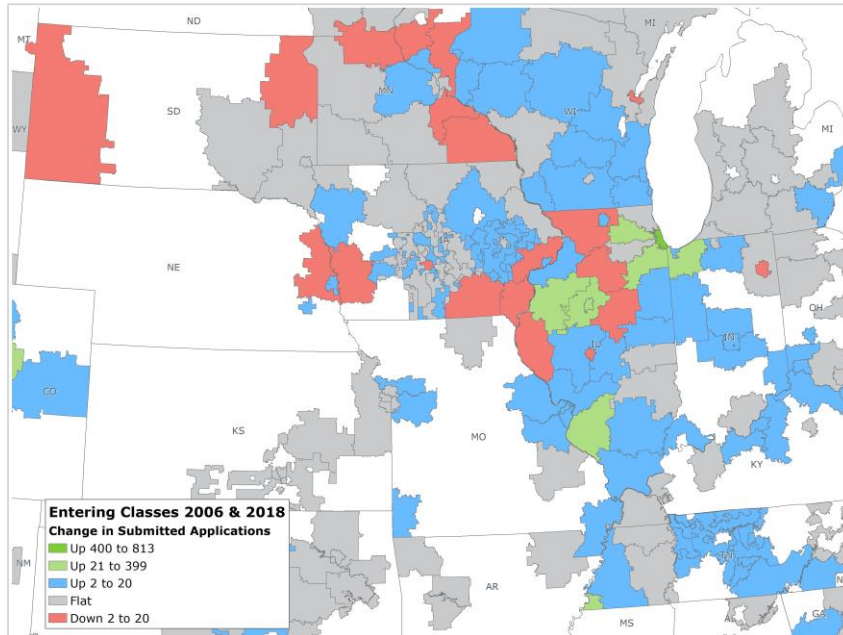


AC and EAB's Partnership History

Embracing Our Primary Market

Fall Freshmen Applications

Entering Classes 2006 & 2018



A Peak into Augustana's Success to Date

Recent Results

EC 2018 Contribution



57%

Of applicants received application marketing

60%

Of enrolls were influenced by campaigns

6

The number of life-time enrolls needed to break-even on campaign investment

Digital Activity



5,209

Students directly responded to 2019 Search using a mobile device

40%

Of total Search response

1 M+

Viewable impressions for display ads in Search

7.7%

Unique Click Through Rate on Facebook

Parent Email Activity



6,762

Parent addresses were generated for Entering Classes 2020 and 2021

53%

Of students who provided a parent email were more likely to apply

26%

Of students who provided a parent email were more likely to enroll

Recap

A Few Points I'd Like to Leave You With

1



**Excellent research capacity
and market insights
“The Big Brain”**

2



**Great track record of
partnership success**

3



**Easy to measure return
on investment**

4



**Dedicated problem
solvers and support
for my teams**



Washington DC | Richmond | Birmingham | Minneapolis

202-747-1000 | eab.com