

CASE STUDY

Providing Full Funnel Support Amid Enrollment Crunch

Quince University,¹ Private University, Southeast

About: Quince University enrolls 2,200 undergraduate and 800 graduate students as of fall 2018.

Challenge: Quince looked to a longtime enrollment vendor for guidance on their overarching enrollment strategy. However, amid a host of internal organizational changes within the vendor, Quince missed their 2017 enrollment goals.

Solution: Quince turned to EAB to ensure their 2018 priorities were achieved. EAB implemented Application Marketing, Search, and Yield to assure Quince would recover from the 2017 errors.

Impact: EAB's recruitment strategies centered on identifying students with a strong affinity to Quince and reaching them with a campaign message that would build an early and meaningful relationship. Quince also used yield scoring to guide counselor's outreach efforts. This resulted in a 180% increase in submitted applications and 56% increase in in-state deposits in just one year.

Impact Highlights

180%

Increase in submitted applications from 2017 to 2018

105%

Increase in admits from 2017 to 2018

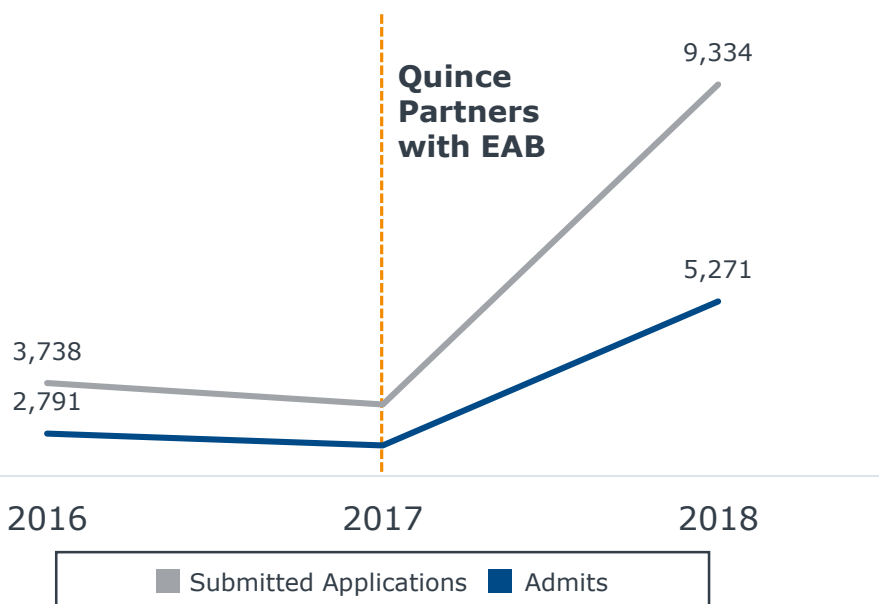
56%

Increase in in-state deposits from 2017 to 2018

Making Impressive Gains Across the Funnel

Fall Freshman Enrollment Funnel

Entering Classes 2016–2018



34%

increase in **deposits** from 2017 to 2018