EAB

New Partner Intensive
Adult Learner Recruitment

SESSION I

Creating a Strategic Roadmap for Adult Learner Growth
High-Level Strategy Session

1:00 p.m.	**Welcome and Opening Remarks**
1:05 p.m.	**The New Blueprint for Graduate Growth** *Predictions for the Pandemic's Impact on Graduate Education* Will Lamb
1:40 p.m.	**Peer Breakout Groups** *Small Group Networking with Cohort Peers and EAB Experts*
2:00 p.m.	**Proven Paths to Early Wins** *5 Best Practices for a Successful Partnership* Amy Luitjens and Savon Sampson
2:25 p.m.	**Closing Remarks: Getting the Most Out of Our Partnership**

Session I

Virtual Event
January 26, 2021
1:00 p.m. – 2:30 p.m. ET

Recommended attendees
include executive sponsors,
such as provosts, deans,
and VPEMs*

TO REGISTER

**Please contact your
Strategic Leader or visit:**

https://eab.com/event/alr-
virtual-new-partner-
intensive/

SESSION II

Marketing and Recruitment Best Practices to Fuel Enrollment
In-Depth Session on Marketing Tactics

1:00 p.m.	**Welcome and Opening Remarks**
1:05 p.m.	**Peer Breakout Groups** *Small Group Networking and Reflections from Session I*
1:20 p.m.	**Leveraging Data Science to Drive Applications** *The Marketing Metrics that Matter Most* Brittany Murchison and Janek Nikicicz
1:50 p.m.	**Finding Your Best-Fit Students: EAB's Approach to Targeting** *Best Practices for Identifying Your Prospective Students* Savon Sampson and Ashley Walker Colquitt, Dean of the College of Graduate Studies at Georgia Southern University
2:10 p.m.	**Meet with Your EAB Team** *Discussions with Your EAB Partners*
2:25 p.m.	**Closing Remarks: Getting the Most Out of Our Partnership**

Session II

Virtual Event
January 27, 2021
1:00 p.m. – 2:30 p.m. ET

Recommended attendees
include VPEMS and
marketing leaders*

TO REGISTER

**Please contact your
Strategic Leader or visit:**

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virtual-new-partner-
intensive/

*While each day's agenda is tailored to a recommended set of participants, we welcome
any interested attendees to join both sessions. Agenda subject to change.*