PARTNER CASE STUDY

Large Public University Diversifies Inquiry Pool and Increases Yield in Two Years with EAB Partnership

Auburn University, a flagship land-grant university in the Southeast with 24,900+ undergraduate students

Challenge: Prior to their EAB partnership, Auburn University was missing key components of effective enrollment marketing. In addition, they wanted to diversify their recruitment pool, proactively recruit students with existing affinity toward the University, and strengthen their national brand. Auburn sought a dedicated enrollment partner to help them reach these goals.

Solution: What began as an inquiry-focused partnership evolved into a comprehensive, results-focused collaboration. EAB and Auburn crafted over 100+ touchpoints for sophomores and juniors, creating messaging on diverse and relevant topics. Using these touchpoints and newly-saturated list sources, Auburn communicated with their inquiry pool at scale, including those in key markets with prior affiliations with Auburn. EAB also conducted a thorough review of Auburn's historical data, helping them to expand their search to broader markets with promising future efficiency.

Results: After two years of partnership with EAB, Auburn University's new comprehensive enrollment strategy has helped them increase applications by 73% from 2021-2023. This application growth resulted in a 15% increase in overall yield. Additionally, Auburn increased net deposits among underrepresented students by 37% from 2022-2023 and among students with existing affiliations by 11%. Finally, their 23% increase in net deposits among students outside of their primary market reflects Auburn's strengthened national brand.

Impact Highlights

As of Fall 2022

73%

Increase in submitted applications between 2021 and 2023

23%

Increase in net deposits from students outside primary market from 2021 to 2023

37%

Increase in net deposits among underrepresented students from 2022 to 2023

"As our needs evolve, the collaboration evolved."

—Vice President of Enrollment Management, Auburn University

The Evolution of Auburn's EAB Partnership

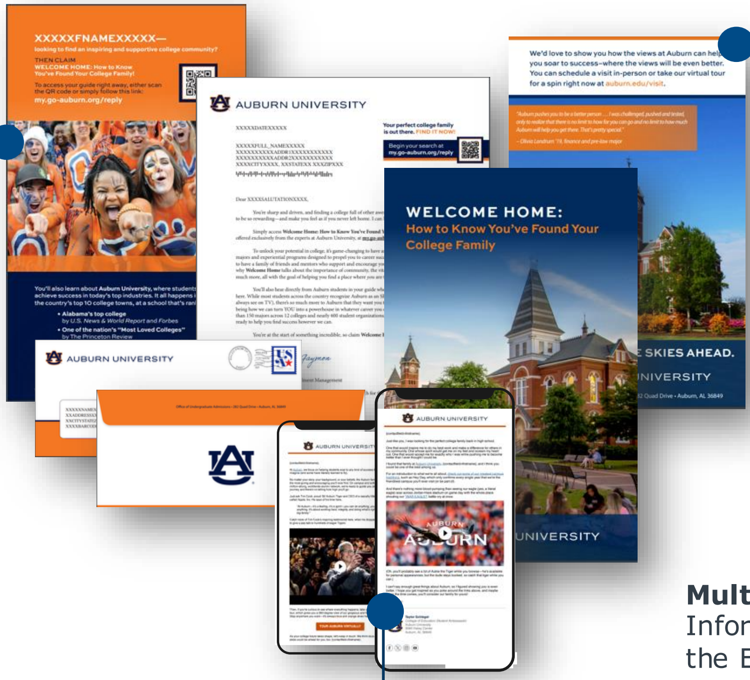
Cultivate

Cultivate, Deposit IQ Survey

Cultivate, Deposit IQ Survey, Yield and Financial Aid Modeling

Consistent, Strategic Communication Drives Results

EAB's best practice strategies significantly enhanced Auburn's marketing effectiveness, improving their outreach and resonance across platforms.

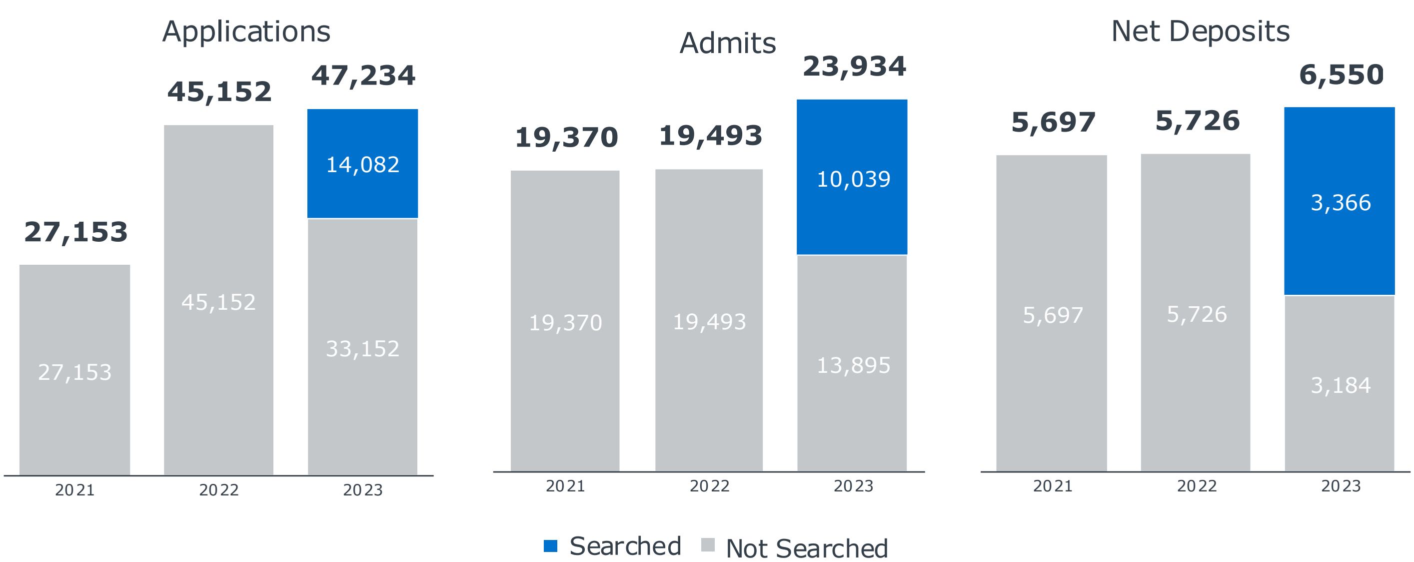


Varied Messaging
Communications incorporate a variety of tones, types, and lengths in order to attract and maintain student interest.

Responsive Marketing
Students can choose from different ways to learn more, with tailored follow-up catered to their selection and interest.

Multiple Channels
Information is provided across the Enroll360 ecosystem, including on .edu, virtual tour, social media, and Apply.

These strategies attracted a broader audience and effectively nurtured prospective students through the enrollment journey, resulting in meaningful growth throughout the enrollment funnel.



Building a Diversified Inquiry Pool at Auburn

The Critical Role of Nurture Campaigns for Underrepresented Students

Recruitment efforts for underrepresented student populations cannot be limited to a onetime campus experience. Ensuring potential applicants feel Auburn is within reach required strategic, ongoing campaigns to build affinity and awareness.

134% Increase in submitted applications from underrepresented students between 2021 and 2023

37% Increase in net deposits among underrepresented students from 2022 to 2023