



Enroll360 Solutions

How HCU and EAB Created Demand and Doubled First-Year Enrollment in a Tough Market

Houston Christian University, a Small Private University in the South



OVERVIEW

Impact Highlights

As of Fall 2026

45%

Increase in enrollment
after growth initiative
(2024-2025)

2X

Increase in enrollment
since beginning of
partnership

Challenge: Houston Christian University faced a difficult enrollment equation: Texas's college-going population was shrinking, while students were applying to more institutions and becoming harder to yield. Sustainable growth would require HCU to reach students earlier, strengthen its presence in Houston, develop new markets, and make every stage of the enrollment funnel work harder.

Solution: HCU partnered with EAB across the enrollment journey, connecting Cultivate, Apply, Yield, and its Appily Tour into a coordinated recruitment strategy. EAB helped HCU create behavior-based, multichannel campaigns that helped the university build affinity earlier, respond to student engagement, and give staff better intelligence for prioritizing outreach.

Results: HCU enrolled 1,001 first-time, full-time students in 2025, more than double the enrollment benchmark from the beginning of their EAB partnership. As of Fall 2025, HCU increased first-year enrollment 36%, while the overall regional private-institution market remained nearly flat. What's more, HCU's total enrollment growth outpaced every major institutional segment. The partnership has given HCU a stronger, more connected pipeline while positioning the university for continued growth in a less predictable market.

How HCU + EAB Built a Connected Recruitment Engine

Priority

Enrollment Solutions & Outcomes

Build *affinity*
earlier

Cultivate + Apply Tours

HCU engaged sophomores, juniors, and families with behavior-based outreach, then gave them an on-demand way to explore the university and assess fit. Through behavior-based, multichannel outreach to sophomores, juniors, and their families, EAB helped HCU increase reach among students by **30% across the past two cycles**.

Turn *interest*
into **action**

Apply

Inquiries from across the recruitment ecosystem flowed into daily, deadline-focused communications that adapted to student behavior and affinity. In the 2026 cycle, HCU generated **more than 18,000 submitted applications, a 35% increase over 2025**, building on an application pool that has more than tripled since 2007.

Prioritize
late-stage
outreach

Yield

Yield helped HCU bring more insight and focus to the final stage of recruitment by identifying enrollment intent among admitted students and helping the team prioritize outreach. That work supported a broader Enroll360 strategy that helped HCU reach **1,001 first-time, full-time enrollments in 2025, more than double since the beginning of their EAB partnership**.



2026 Momentum

+30%

Engaged inquiries
since 2025

+35%

Submitted applications
since 2025

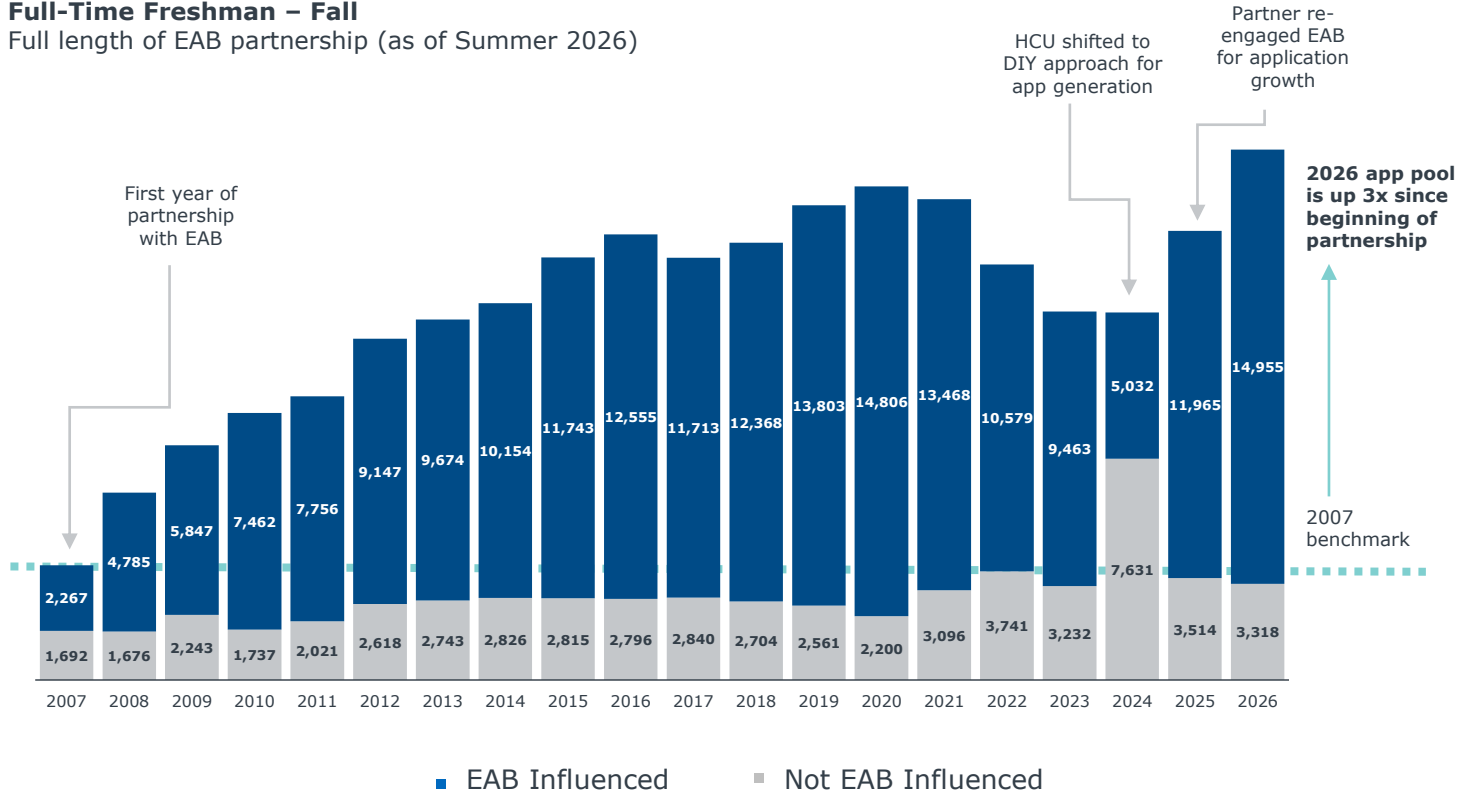
Outcomes from Long-Time EAB Enrollment Partnership

HCU Application Pool Has More Than Tripled Since Beginning of Partnership

HCU has built sustained enrollment momentum through a long-term strategy that strengthens demand and supports growth across the student journey.

Full-Time Freshman – Fall

Full length of EAB partnership (as of Summer 2026)



Houston Christian is Far Outperforming All Segments

HCU's enrollment growth has consistently outpaced the broader higher education market, including institutions with significant scale and brand advantages. This performance shows that HCU's progress reflects a durable enrollment strategy, not simply favorable market conditions.

Percent Change in Total Enrollment (Undergraduate and Graduate), IPEDS, 2010-2023

