PARTNER CASE STUDY

Enroll360 Solutions

Building a Record Application Pipeline: University of Florida's Full-Funnel Strategy

University of Florida, a Public Flagship Institution in the Southeast



OVERVIEW

Impact Highlights

Full partnership (2023-2026)

43%

Increase in first year applications

15%

Increase in first year enrollments

Challenge: The University of Florida aimed to grow its incoming class, expand national reach, and strengthen academic quality while increasing access for Florida residents. To advance these priorities together, UF sought a partner that could complement their team's expertise with national perspective, analytical depth, and additional capacity. They wanted a collaborative partnership that would support strategic decisions and sustain progress toward their enrollment goals.

Solution: EAB became an extension of UF's team, combining year-round student search, proactive parent engagement, application marketing, and financial aid optimization to drive applications and enrollment. Digital media and email campaigns built affinity and guided students through the application process, while customized aid strategies supported yield. With trusted colleagues to call on, UF gained strategic support and more time to build relationships with students, families, and counselors.

Results: UF increased first-year applications by 43% and admits by 24% from 2023–2026, building a broader pool of qualified applicants to shape its class around enrollment, academic quality, and access goals. Mean SAT scores rose 68 points from 2024–2026, supported by early outreach and targeted scholarships, while Pell Probability modeling enabled earlier aid offers during FAFSA delays. The partnership gave UF the data and guidance to explain performance to university leadership and adjust throughout the cycle.

Goal 1: Grow Applications

Building Early Connections That Fuel Sustained Enrollment Growth

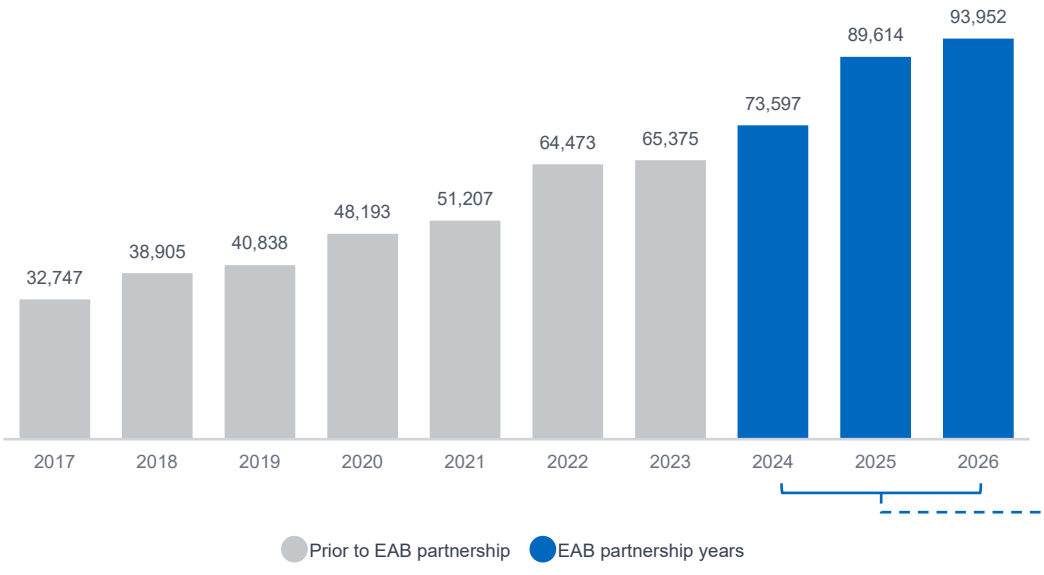


Building UF's Student Pipeline

UF partnered with EAB to drive application growth through year-round student search, proactive parent engagement, and targeted application marketing. Digital media and email campaigns built students' affinity for UF and guided them through the application process. Together, UF and EAB also identified opportunities to deepen the university's presence in existing markets and expand into new ones, informing recruitment travel, event locations, and regional recruiter placement. Evidence of growing demand helped UF secure support for additional admissions staff.

RESULTS

Submitted Applications



43%

Increase in **first-year applications** from 2023-2026

UF has achieved record application volume for **three consecutive years**.

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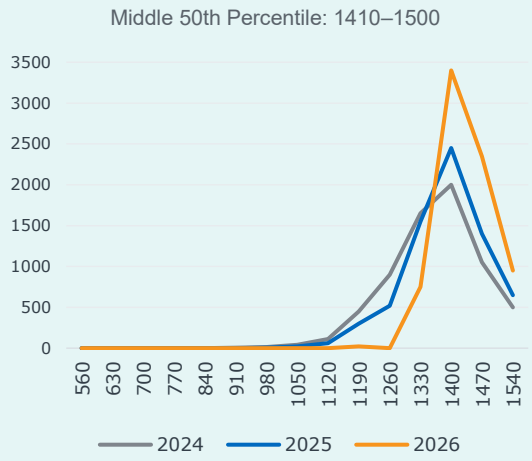
Goal 2: Strengthen Academic Quality

Building a Stronger Applicant Pool and Competing for Top Students

Growing Enrollment *While* Raising Test Scores

A larger pool of qualified applicants gave UF more flexibility to grow its incoming class while strengthening its academic profile. To translate that opportunity into enrollment, UF examined where it was losing high-achieving students and found that some scholarships were less competitive than those offered by peers. Financial Aid Optimization helped the team assess price sensitivity and target scholarship changes where they could influence enrollment. UF also coordinated awards with academic colleges and communicated scholarship opportunities earlier, helping students understand the financial support available.

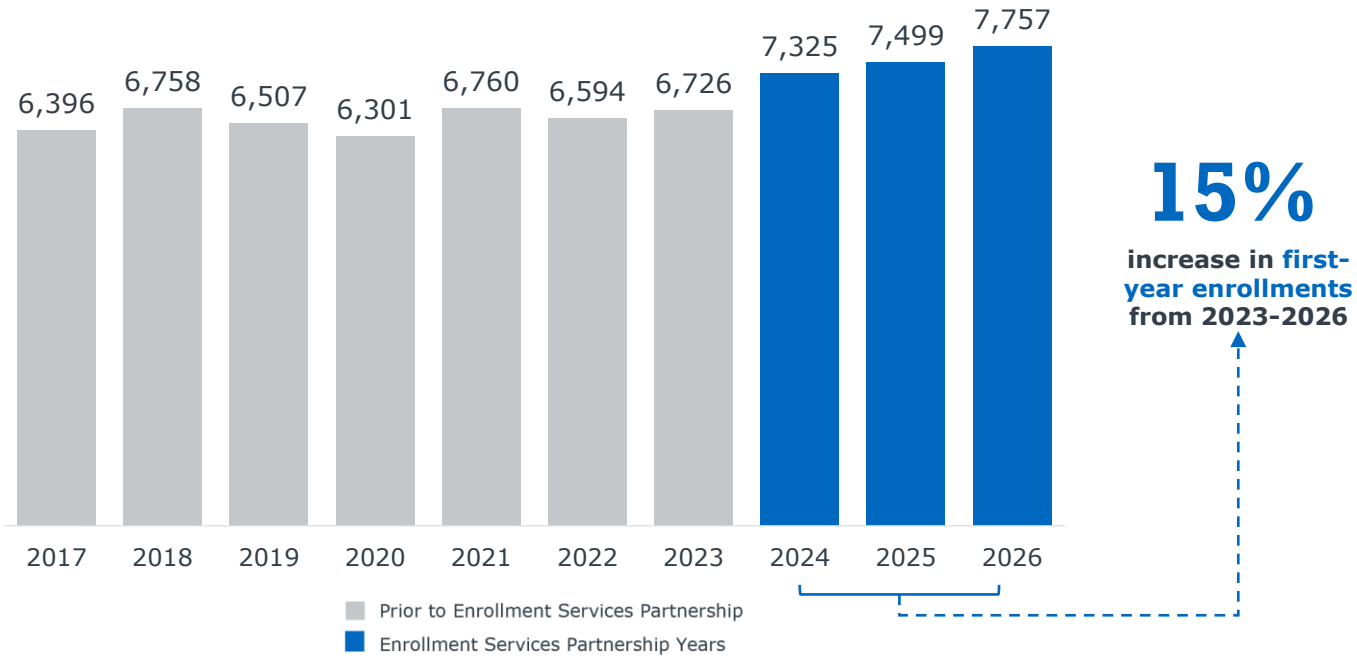
Enrolled by Test



68 point gain in the **mean SAT Score** among enrolled students from 2024-2026

RESULTS

Enrollments



15%

increase in first-year enrollments from 2023-2026

Preliminary Analysis - Data as of 6/19/2026

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Goal 3: Improving Access

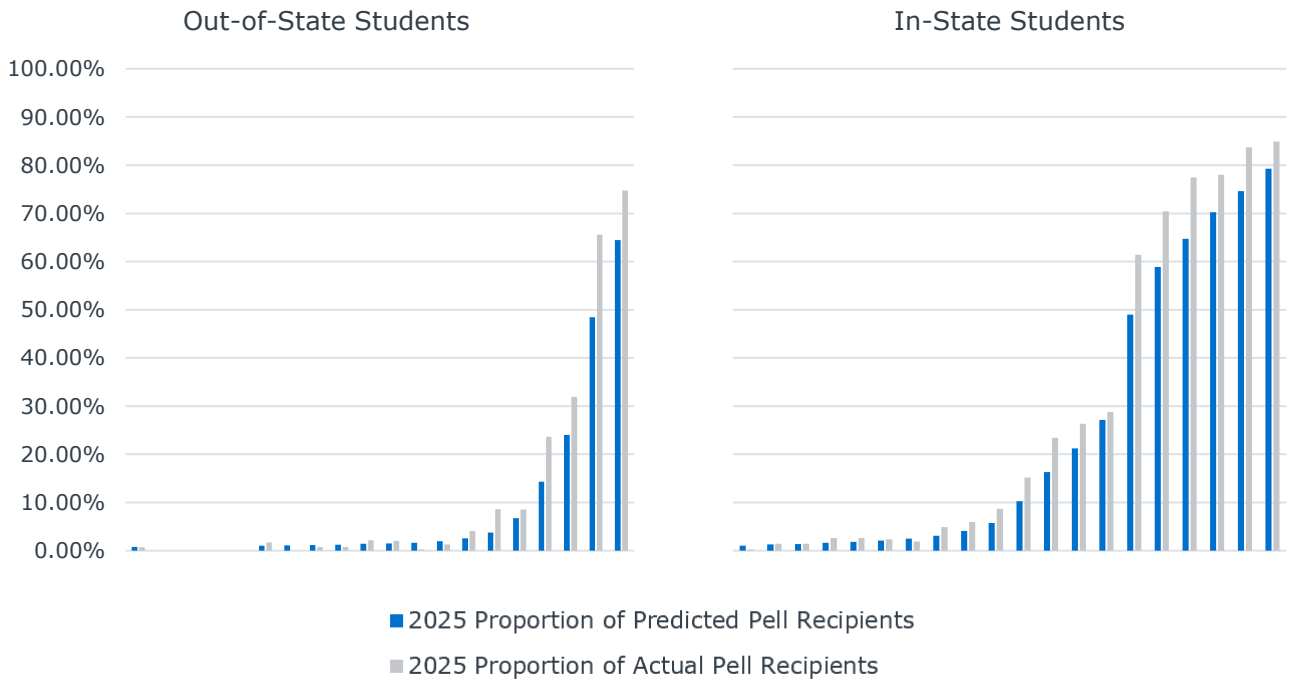
Effectively Reaching Pell-Eligible Students

Connecting with a Mission-Critical Student Population Earlier and at Scale

UF committed to covering the full cost of attendance for low-income Pell students without student loans. When FAFSA delays left families uncertain about affordability, the university used Pell probability modeling to make early aid offers. UF honored those commitments even for the few students who ultimately did not qualify for federal aid. Pairing that financial reassurance with personal outreach made it clear that students were wanted at UF and would receive the support they needed to succeed.

RESULTS

Probability of Pell Eligibility: 2025 Admits Predicted vs Actual



By identifying likely Pell-eligible students earlier, UF could engage families when uncertainty was highest, reinforcing affordability and support throughout the decision process.

Predictions were intentionally conservative, prioritizing fewer false positives.

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The Value of a Strategic Partnership

Trusted Colleagues at Every Stage of the Enrollment Journey

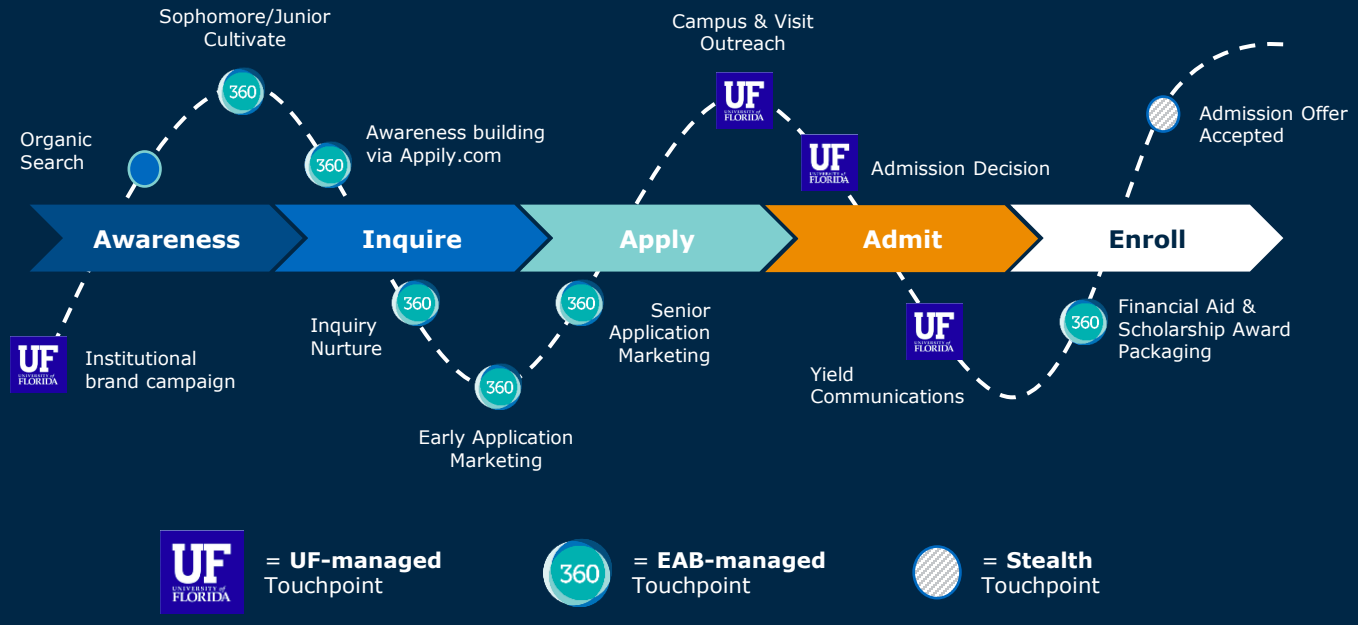
"The value of this relationship is the thought partnership. You have different experts in different areas coming together, thinking about how to help you meet your enrollment goals. When I call and say, 'I'm nervous about this. Here's what I'm seeing,' we can have that conversation. ***As the leader who has to explain where we are with enrollment goals, having the data and being able to talk about the strategies we're going to employ is really important.***"



Dr. Mary Parker
Vice President and Chief Enrollment Strategist, University of Florida

Putting it All Together

UF's progress came from aligning recruitment, financial aid, and personal outreach around shared goals, with each team's work strengthening the next. EAB brought experienced colleagues and ongoing support to that effort, giving UF's leaders trusted partners to work through decisions and keep improving together.



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