EAB

Strategic Advisory Services

EAB Offerings Support Institutions in **Addressing Today's Biggest Challenges**

Institutional Success

Preparing Institutions For the Future

Research focused on driving outsized gains in school strategic and operational performance

~1,100 Institutions

8,000+ Peer-tested best practices

Student Success & Analytics

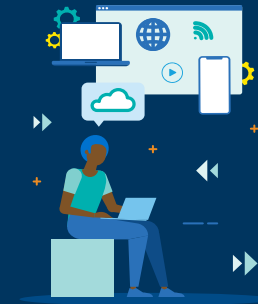**Supporting and Graduating More Students**

Comprehensive technology platforms aimed at increasing student retention and streamlining operations

~1,100 Institutions

9.5M+ Students supported by our SSMS

Enrollment Success

Finding and Enrolling Right-Fit Students

Technology-enabled marketing and analytics offering aimed at enrolling right-fit students

~1,300 Institutions

500+ Innovations tested annually

Serving **2,100+** institutions across North America, UK, Europe and beyond

A **Unique Approach** to Higher Education Research, Strategy, and Support

We Have Line of Sight into Every Aspect of Institutional Operations

Our expertise cuts across all terrains—academic strategy, student experience, finance, facilities, fundraising, IT, and more—to support both specific initiatives and overall goals.

14+

years researching operational, academic, and student challenges

We Harness a Global Network of Sector Leaders

Our proprietary research model seeks out replicable solutions from institutions around the world, uncovering innovative strategies where you may not have known to look.

2,100+

institutional partners around the world

We Offer Unmetered Access to Our Research and Advisory Services

Our partnerships provide everyone on your campus unlimited access to research initiatives, expert consultations, implementation tools, and virtual and in-person events, without per-person fees.

26,000+

campus leaders use EAB research and services in their daily workflows

95%

of our partner institutions continue to work with us year after year because we provide extraordinary value.

What Makes Our Research Unique

A Relentless Focus on Right Answer and a Bias for Action

How We Support
Our Partners

We Are Rooted in Research

The problems we identify and solutions we uncover are always grounded in evidence. We believe in the process of discovery but even more so in the intentional application of well-researched insights.

We Have the Advantage of Scale

By conducting countless research calls each year and by leveraging the industry's largest data set, we have an unrivaled line of sight into how the external market is evolving and where the benchmark has been set for industry best practice.

We Deliver Results

Whether you want to increase enrollments, graduate more students, reduce costs, close equity gaps, or become more efficient, we promise to get you where you need to be.

EAB Research Methodology in Brief

Literature Review and Expert Interviews

We start with an exhaustive literature review and extensive interviews with university administrators, consultants, and experts to help build a deeper understanding of root cause problems and identify potential new ideas.

Exhaustive Screening for Best Practice

We conduct interviews with innovative organizations to assess its relevance: Is the practice truly innovative? Is it transferable? Can it demonstrate results? This process winnows the list to practices most likely to yield transformative results.

Rigorous Analysis and Recommendations

The bulk of our research involves a search for the 'right answer' for our partners. Through root cause analysis and synthesis of all the information at hand, analysts isolate the freshest insights and most original ideas to share with you.

Foresight Is 2020: Window of Opportunity for Change Already at Risk of Closing

The Pandemic Proved That Higher Ed Institutions can be Nimble

- Rapid, large-scale change

- Collaboration and problem-solving across disciplines, departments, and functions

- Decisive action despite imperfect or incomplete information

- Scaled adoption of new technologies and policies

- Unique culture and traditions can transcend physical space

Why Most Will Revert to What *Was* Instead of Embracing What *Could Be*

- ✖ Widespread exhaustion

- ✖ Trust between faculty and administration eroded

- ✖ Federal stimulus minimizes near-term financial pain

- ✖ Worst case enrollment scenarios avoided

55% Of faculty are disengaged or considering leaving higher education

337K Faculty and staff jobs lost in first eight months of 2020

Beyond a Pandemic: No Shortage of Risks

Higher Ed Still Facing Seismic Shifts to Market and Mission and the Time for Action Just Sped Up

Perennial Challenges		New Urgency
Intensifying competition across all segments, markets, and credentials	▶	Other segments encroaching on 2-year value proposition
Demographic decline amid a generational shift	▶	Birth rate dip not a blip; gen Z intro to higher ed marked by the pandemic
Financial impact of two recessions, sustained public disinvestment	▶	State appropriations never to return to pre-recession levels
Industry criticisms about relevance and worth	▶	Primacy of the degree no longer a given
Equity gaps persist despite access efforts and success gains	▶	Everything must be examined when we fail to serve so many

> The Atlantic
>
> " Our industry has been so stable for so long that **we've conflated our *model* with our *mission*.** And no question about it: Our model is under threat. "
>
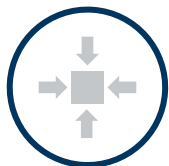> **Michael D. Smith**
> Professor, Carnegie Mellon

Greatest Impediment to Change May Be Ourselves

Shifts to the Higher Ed Model Must Happen on Current Leadership Team's Watch

How We Think and Plan Holds Us Back...

Here and Now Fallacy
Markets shift faster than planning cycles

Stay the Course Syndrome
Plans assume future will look like the past

Paradox of Participation
Consensus process leads to "all things to all people"

...and How We're Designed Reinforces Silos

▶ **Faculty Prioritization**
"Faculty identify first and foremost as members of their disciplines."

▶ **Reporting Lines**
"People who need to work together just don't normally communicate."

▶ **Scaling Innovation**
"We've won over one unit to a new initiative...but haven't made progress beyond that."

▶ **Resource Allocation**
"It's hard to make progress on central initiatives when resources are decentralized."

Cabinet Structure and Role
Does the cabinet's work reflect organizational silos or model collaboration and collective ownership for decisions?

Key Imperatives for Higher Education Institutions To Thrive in the Decade Ahead

Financial Sustainability

Revenue Growth

Enrollment Strategy

Program & Portfolio Management

Fiscal Resilience

Administrative & Academic Efficiency

Financial Planning & Budget Models

Student Experience

Diversity, Equity, Inclusion, & Justice

Student Equity & Belongingness

Institutional Diversity, Equity, Inclusion, & Justice

Student Success

Retention & Completion

Mental Health & Well-Being

Student Outcomes

Bold, Adaptive Strategy
Set Institutional Direction

Campus-Wide Clarity
Energize & Empower Stakeholders

Operational Excellence
Ensure Strong Execution

Financial Sustainability

Revenue Growth

Enrollment Strategy

- We have built a **future-oriented strategic enrollment management plan.**
- Our **onboarding process** has been audited and streamlined.
- We **understand our market share** and how projected changes in demand and demographics will impact us.
- We understand the **needs and preferences of current and prospective students** to guide program development, co-curricular experiences, and student services.
- We have built a **robust outcomes marketing** approach.

Program & Portfolio Management

- **Faculty support an annual departmental effectiveness assessment** and participate actively in program improvement.
- We direct resources toward **high-growth and high-potential** academic and workforce development programs.
- Program launch, refresh, and sunset decisions are informed by data and **driven by a broad strategic vision**.
- We have a codified approach to **securing and retaining employer partnerships.**

Fiscal Resilience

Administrative and Academic Efficiency

- We have aligned our **instructional capacity** to meet changing student enrollment We **regularly assess the performance** of each administrative function.
- We continuously seek opportunities to engage in **process improvement**—either through a dedicated central team or rotating taskforce—to improve performance and efficiency.
- We have designed and implemented a mission-aligned **shared services** model.

Financial Planning & Budget Models

- Our budget is a **clear reflection of our strategic priorities.**
- Our budget provides **for investment in key drivers of growth.**
- We actively pursue ways to **restructure our business model and cost structure** for sustained, long-term advantage.
- We have sufficient central funding to **seed growth, encourage innovation, and scale the adoption of worthy ideas**.

Bold, Adaptive Strategy *Set Institutional Direction*	**Campus-Wide Clarity** *Energize & Empower Stakeholders*	**Operational Excellence** *Ensure Strong Execution*

Student Experience

Diversity, Equity, Inclusion, & Justice

Student Equity & Belongingness

- Students with need receive **holistic and in-time support** to maximize persistence.
- We provide ample and accessible support for students experiencing **basic needs insecurity**, and clearly & regularly communicate instructions on easily accessing that support.
- Every student has several **peer-to-peer support** interactions across their first year, especially to support advising and promote help-seeking behavior.

Institutional DEIJ

- **We have a plan** that sets clear Diversity, Equity, Inclusion, and Justice goals and outlines **funded initiatives and KPIs** to measure success.
- Our **faculty and campus leadership reflects the student body** and our region on major measures of diversity, and our hiring practices are built to sustain this.
- Campus leaders **use student, faculty, staff, & other stakeholder feedback** to understand strengths and weaknesses related to DEI and implement improvements.

Student Success

Retention and Completion

- Advisors proactively **use student data to manage interactions** and use advising to **achieve long-term student goals.**
- Our **guided pathways** approach successfully **increases retention and completion, reduces excess credit accumulation,** and allows for greater **major mobility.**
- We have **audited all academic & administrative policies** to eliminate or amend unnecessary friction and stop-out risk.

Mental Health & Well-Being

- We take a broad approach to student wellness, inclusive of but **further reaching than mental health**.
- We serve as a **clearinghouse for the support students need**, whether offered on-campus or by other organizations.

Student Outcomes

- **Experiential learning** is embedded within all programs, including those that are not pre-professional.
- We assess and **award academic credit for competencies and experiences gained prior to enrollment** to promote access and shorten time and cost to degree.

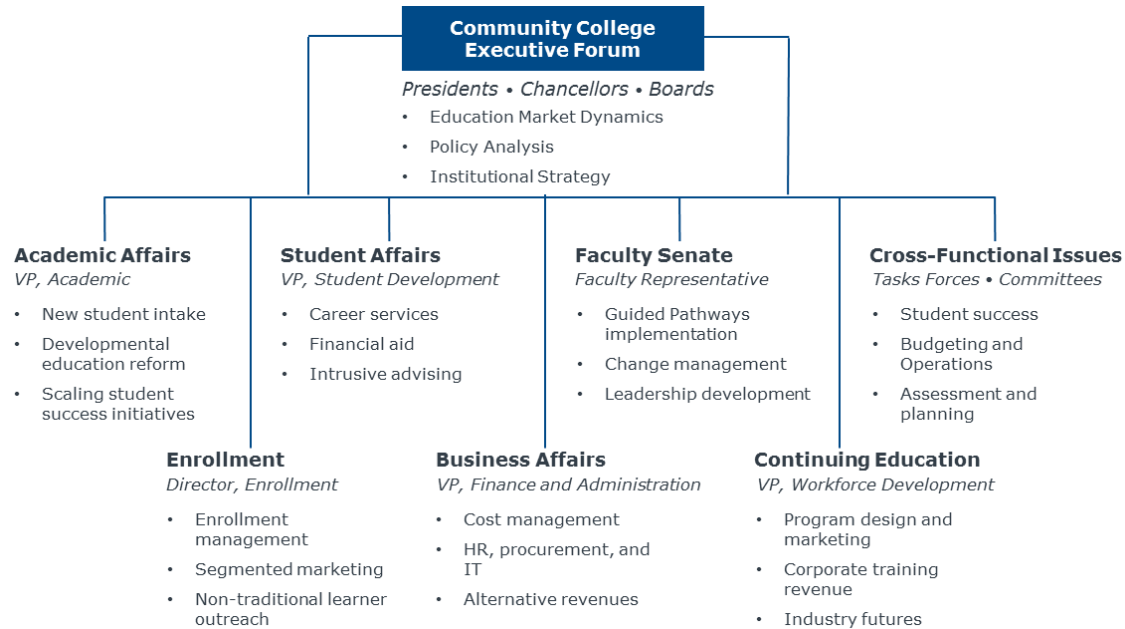| **Bold, Adaptive Strategy** *Set Institutional Direction* | **Campus-Wide Clarity** *Energize & Empower Stakeholders* | **Operational Excellence** *Ensure Strong Execution* |

Strategic Advisory Services

A Holistic Advisory Partnership

> We provide support across the cabinet on the issues that matter most to you.

Community College Executive Forum

Presidents • Chancellors • Boards
- Education Market Dynamics
- Policy Analysis
- Institutional Strategy

Academic Affairs
VP, Academic
- New student intake
- Developmental education reform
- Scaling student success initiatives

Student Affairs
VP, Student Development
- Career services
- Financial aid
- Intrusive advising

Faculty Senate
Faculty Representative
- Guided Pathways implementation
- Change management
- Leadership development

Cross-Functional Issues
Tasks Forces • Committees
- Student success
- Budgeting and Operations
- Assessment and planning

Enrollment
Director, Enrollment
- Enrollment management
- Segmented marketing
- Non-traditional learner outreach

Business Affairs
VP, Finance and Administration
- Cost management
- HR, procurement, and IT
- Alternative revenues

Continuing Education
VP, Workforce Development
- Program design and marketing
- Corporate training revenue
- Industry futures

Evergreen Terrains

- Institutional Strategy
- Student Success and Equity
- Enrollment and Outreach
- Workforce Development
- Administrative Excellence
- Program Innovation

Working with 240+ Community College Leaders Nationwide *(Representative List)*

Alabama Community College System
Alamo Community College District
Anoka-Ramsey Community College
Bergen Community College
Berkshire Community College
Bossier Parish Community College
Broward College
Central Arizona College
Chemeketa Community College
Colorado Community College System
CUNY Queensborough Community College
Dallas County Community College District
Delaware County Community College
El Camino College
El Paso Community College

Georgia State University
Harrisburg Area Community College
Henry Ford College
Hill College
Houston Community College System
Ivy Tech Community College-Northeast
Jackson State Community College
Johnson County Community College
Kentucky Community and Technical College System
Lake Land College
Lakeshore Technical College
Madison Area Technical College
Maricopa Community College District
Miami Dade College
Monroe Community College

Montgomery College
North Idaho College
Northern Virginia Community College
Northwest Iowa Community College
Oklahoma City Community College
Paris Junior College
Portland Community College
San Joaquin Delta College
Scottsdale Community College
St. Louis Community College System
Trident Technical College
Valencia College
Volunteer State Community College
Wiregrass Georgia Technical College
Wisconsin Indianhead Technical College

A Year in the Life of a Strategic Advisory Services Partner

Identify Goals *Annual Kick-off*	Deploy Our Expertise & Advice *Ongoing EAB Support & Guidance*			Achieve ROI *Realize Results*
Launch 1-2 Programs to Grow Enrollment Reposition/launch 1-2 programs for upcoming term that can generate $500k surplus in 3 years	**On-Campus Innovation Workshop** EAB expert helps program designers evaluate formats and define target student personas	**Curated Best Practices Research** Best practices to jump-start working group knowledge of market trends and innovative program concepts	**Market Insights Report** Quantifying student preferences and employer demand in target region and industries	**Launched Two Market-Smart Programs** Launched a new sports management program, and repositioned a interdisciplinary Nursing/IT program
Part-Time Success Focus to Reduce Achievement Gap Closing the part-time achievement gap could close rates between black and white students by 13 points	**Curated Best Practices Research** Best practices in reducing equity gaps highlights proven success at peer institutions	**Enrollment Pain Point Audit** College staff speak with an EAB researcher to go deeper on specific barriers at your institution	**Private Webinar for Success Coaches** Tailored conversation on ensuring re-enrolled students are successful beyond the first term	**Streamline Onboarding to Increase Applicant to Enrollee Yield** Administration reduces need to return to campus multiple times during onboarding, increasing yield by 5%
Elevate Recruitment Using Digital Communication Tools Realize return on campus investment in digital marketing, CRM, and corporate partnerships	**Executive Roundtable at EAB Headquarters** President attends Executive Roundtable at EAB headquarters focused on financial sustainability	**Enrollment and Marketing Toolkit** Relevant staff review EAB's tools on social media, student ambassadors, CRM, and text messaging	**Corporate Partnership Resource Center** Workforce development team used local demand data and B2B guides to launch new sponsored coding academy	**Revamped Digital Recruitment Strategy** Investments yielded 18.8% growth in year-over-year enrollment; multiple national marketing and public relations awards

Underlying Support from Your Strategic Leader
A Dedicated Partner for Matching EAB Capabilities with Institutional Priorities

Kick-off Call & Cabinet Orientation	Monthly Check-ins	Targeted Research Recommendations	EAB Event & Roundtable Invitations	Annual Partnership Planning

Add institution logo here, aligned with left side of EAB icon below, delete blue box

Institution Campus Photo goes here. When adding a picture, try to choose one with a reasonable ratio that looks proportionate

EAB

Partnership Proposal

Prepared for [INSTITUTION NAME]

EAB

Enrollment Strategy

On Enrollment, Little Good News for the Sector

Total Enrollment Down Across All Age Groups

Spring 2021 Undergraduate Enrollment Changes By Age- Total

Public 4-Yr: -4%, -2%, -3%, -1%

Private, Non-Profit 4-Yr: -5%, -1%, -3%, -2%

Private, For-Profit 4-Yr: -6%, +1%, -1%, +1%

Public 2-Yr: -15%, -13%, -8%, -9%

Age of undergraduate students
- 18-20
- 21-24
- 25-29
- 30+
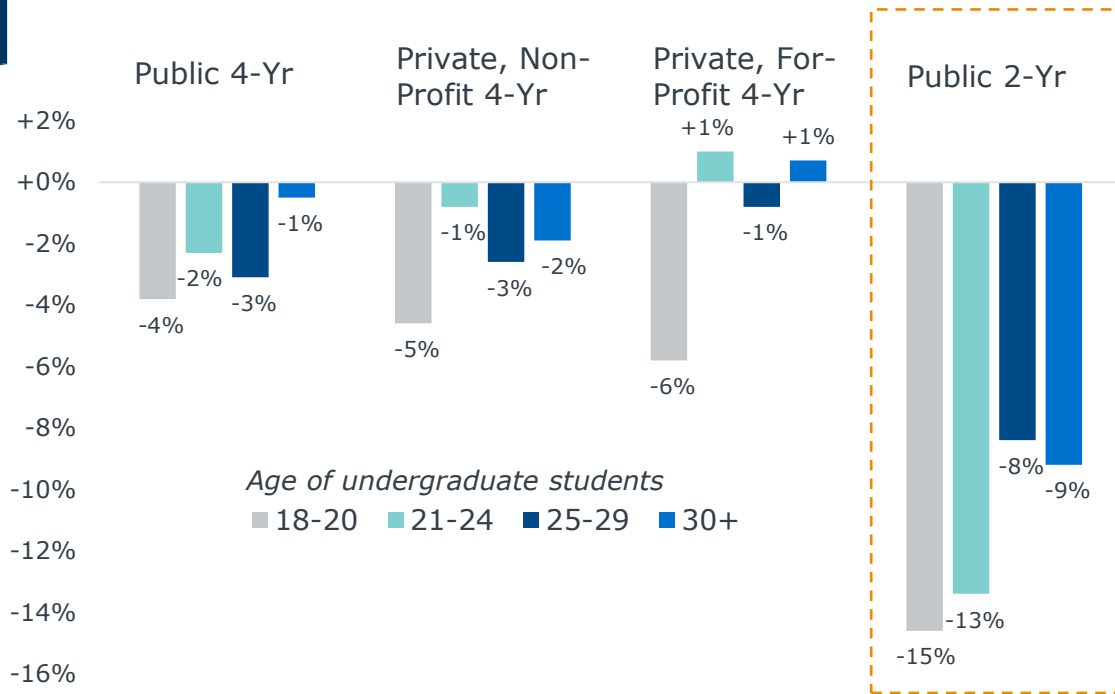
Fight for Market Share Blurs Segment Distinctions

Marketing Messages of Higher Ed Competitors

Local 4-Years
- Prestige
- History

2-Years
- Low Cost
- Open Access

Value
- Offers A.A., B.A.
- Online, hybrid course options
- Experiential learning
- Career prep

Labor Market-Aligned

Current/Former For-Profits
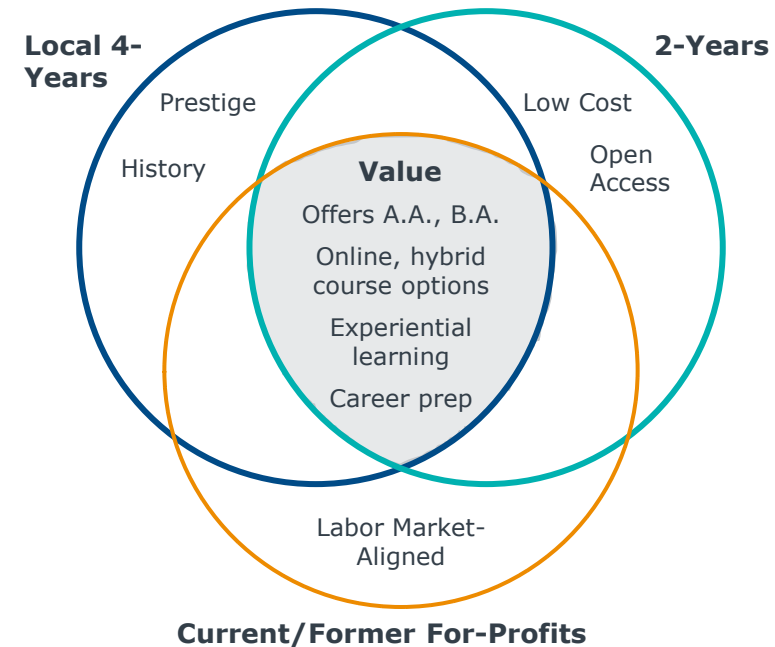
Two-Year Institutions Expected to Bear the Brunt of the Demographic Dip

Change in demand, 2025-2035

-1% 'Elite'
Top 50[1] research universities & liberal arts colleges

-5% National
Top 50-100[1] research universities & liberal arts colleges

-10% Regional
Ranked[1] outside of Top 100

-14% Two-Year Institutions

1) Based on US News and World Report

The Enrollment Opportunity on Our Doorstep

Capturing the 56 Percent of Students We Currently Lose During Onboarding
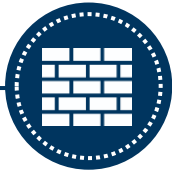
Enrollment Pain Point Audit

Strategic Enrollment Management Plan Roadmap
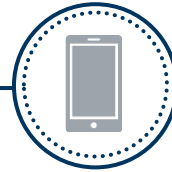
Web & Mobile Audit

Enrollment Scenario Explorer

Custom evaluation of your enrollment and onboarding process includes quick wins, proven practices, and researcher support.

EAB Guidance & Support at Every Step

Audit your enrollment process with EAB and receive an in-depth customized report detailing our findings

Engage an EAB researcher in a deep-dive follow-up conversation on your enrollment pain points

Implement support and best practice recommendations using EAB-provided materials and tools

Erase the Primary Obstacles Impeding New Students from Self-Service

✓ **Minimize countless transfers** between departments to answer inquiries

✓ **Replace generic information with specific guidance** for students with diverse needs

✓ **Remove confusing terminology** and use everyday language to simplify the intake process for students unfamiliar with higher ed jargon

✓ **Reduce unexplained delays** that slow movement from step to step

Source: Shapiro D, et al., "Completing College: A National View of Student Attainment Rates – Fall 2010 Cohort (Signature Report No. 12)" National Student Clearinghouse Research Center (2016); EAB interviews and analysis

EAB

Program and Portfolio Management

Clear Need for Mission-Driven, Data-Informed Portfolio Management

Uneven Undergraduate Enrollments Challenge Portfolio Tenability

Almost 70% of students concentrated in the most popular majors at their respective institutions (n=51).[1]

Decile of Majors

Decile	Share
1	48%
2	20%
3	13%
4	8%
5	5%
6	3%
7	2%
8	1%
9	1%
10	0%

Share of SCH

0%   10%   20%   30%   40%   50%   60%
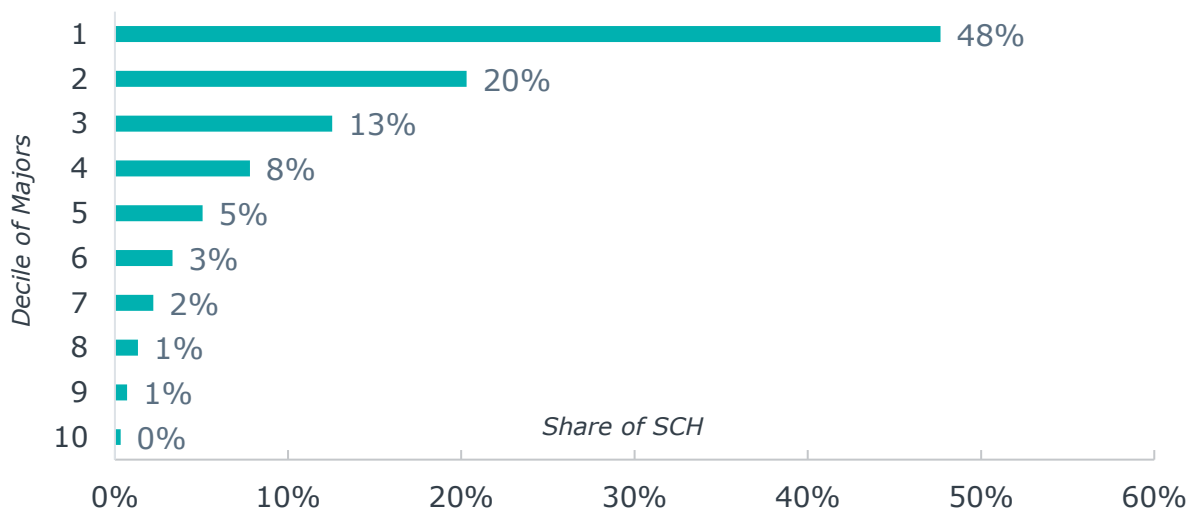
Institutions Face Complex Roadblocks to Engage in Effective Department and Program Management

Launch new programs	Improve existing programs	Manage program closure and teach-out
• Insufficient data to assess competitive landscape or project program enrollment • Imprecise estimations of new program costs, risks, and returns	• Siloed enrollment and program decisionmaking • Little insight into shifting student and workforce demand	• Program sunsetting a political third rail • Limited savings from program closure without faculty line elimination

Department Leaders Must Play a Key Role, but Often Lack Support and Knowhow

Disconnect Between Department Performance Metrics and Institutional Goals

Student Outcomes Metrics Many Institutions Track

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Student Retention — **Unrealistic** Units have little influence over first-year majors

Completion Rate — **Unfair** Early attrition and delays out of unit control

Aligning Portfolio Management with Institutional Priorities
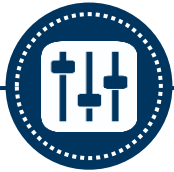
**Academic Vital
Signs Workshop**

Market Smart
Program
Development Tools
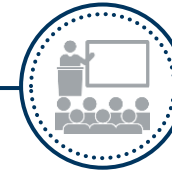
Employer Partnerships
Campus Intensive

EAB facilitated workshop helps guides your senior team to **translate broad institutional priorities into clear, actionable goals for departments** in order to motivate improvement.

✔ **Craft level-appropriate goals** for academic departments that align with institutional priorities
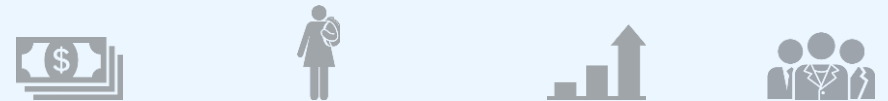
Cost Efficiency   Student Outcomes   Enrollment Growth   Faculty DEI

✔ **Conduct root cause diagnostics** to identify specific best practice case studies to guide improvement efforts

✔ **Design an annual department evaluation** and planning process that sustains momentum

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Administrative Efficiency and Academic Resource Management

Institutions Facing a "Perfect Storm" of Industry Headwinds

Institutions Squeezed From All Sides

- Cost of COVID Recovery
- Market Competition
- Changing Student Preferences
- Investments in Hybrid Work, Teaching & Learning
- State Funding Declines
- Demographic Dip
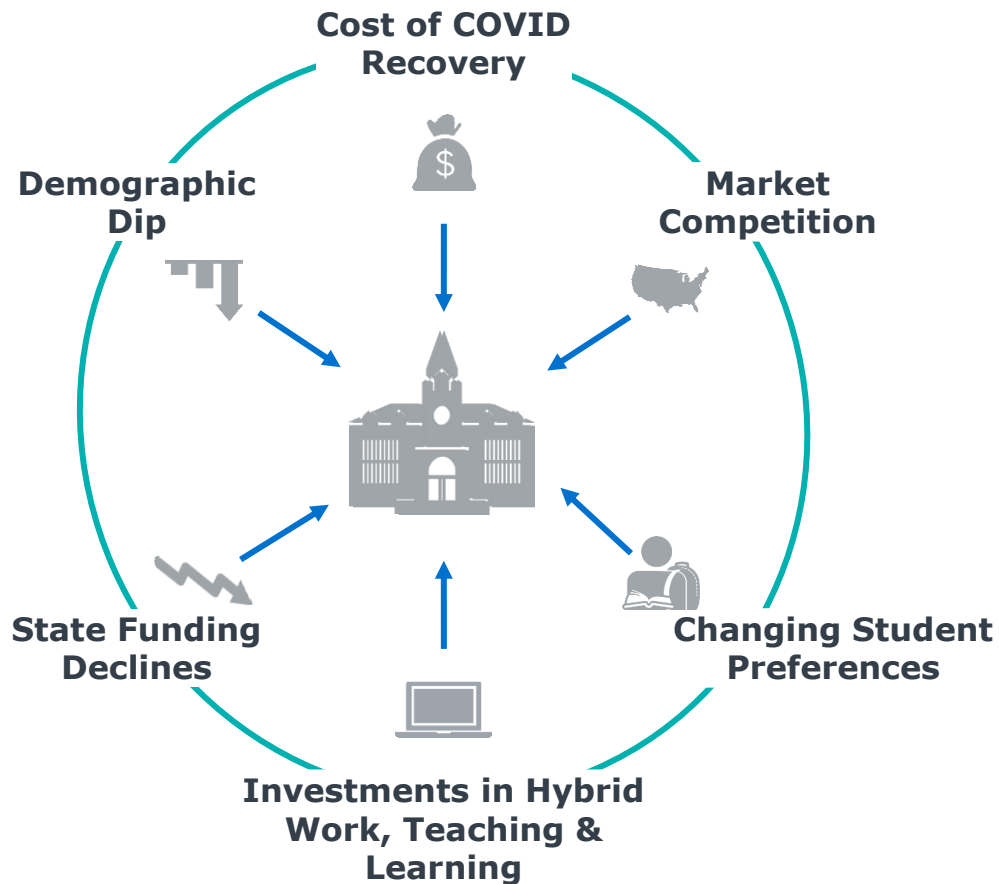
After a Decade of Efficiency Initiatives, No Low-Hanging Fruit in Sight

Student Outcome Improvements Harder to Realize

"We struggle to find gains beyond what we've achieved to date."

Lack of Consensus on Key Efficiency Decisions

"We need a way to compare tradeoffs and opportunities to make the right decisions."

The Perennial Silo Problem

"We don't know where our opportunities are; every unit calculates things differently."

Source: EAB research and analysis.

Meeting the Efficiency Imperative While Preserving Mission

Financial Sustainability Collaborative

Process Improvement Workshop

Academic Vital Signs Intensive

Addressing Key Drivers of Academic Costs *(Currently underway)*

Financial Sustainability

Addressing Key Drivers of Administrative Costs *(Launching Winter 2021/22)*

- Realizing Academic Efficiencies
- Prioritizing Academic Programs
- Improving Retention and Persistence
- Developing New Programs to Reach New Students

- Realizing Gains from Process Improvement
- Optimizing Space for the Hybrid Workforce
- Managing through Metrics & Dashboards
- Designing a Mission-Aligned Shared Services Model
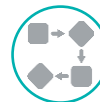
Financial Sustainability Opportunity-Assessment Curriculum

Facilitated workshops with peer cohorts

+

One-on-one office hours with EAB experts

+

Databooks and exercises with key metrics and formulae

➜

- Customized Prioritization Rubric
- Plan of Action and Accountability

EAB

Financial Planning and Budget Model Design

Failing and Outdated Models Necessitating Change

Our Business Model is Strained, and Our Go-To Financial Levers are Reaching their Limits...

Secure State Funding → *How much risk does our reliance on state funding revenue expose us to?*
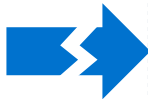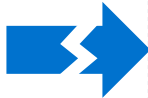
Launch New Programs → *How do our program mix and enrollment patterns impact our operating margins?*

Expand Recruitment Pipelines → *How extensive is our reach in our primary markets?*

Grow Employer Partnerships → *Can we keep up with out-of-industry development businesses who go it alone?*

...And Our Budget Models are Failing to Meet Our Strategic Priorities

Inadequate resources for strategic goals

Little transparency about cost and revenue drivers

Misaligned incentives for revenue growth or cost control

Lack of unit-level financial accountability

Source: EAB research and analysis.

Aligning the Budget Model to Strategic Priorities

Budget Intensives for Academic & Administrative Audiences

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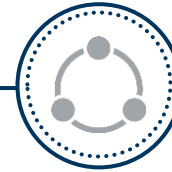
Process Improvement Workshops

Budget Model Redesign Brainstorming and Working Session for Admin Leaders:

- Diagnose weaknesses in current budget model

- Identify budget incentives that drive action on institutional strategic goals

- Determine the technical elements regarding cost allocation, revenue distribution, performance funding, and resource sharing

Financing the Academic Enterprise Workshop for Academic Leaders:

- Understand the role of faculty leaders in institution financial sustainability

- "Get Smart Quick" training for academic leaders on financial pressures driving budget tradeoffs

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Institutional Equity

Achieving Racial Equity is a Challenging Cross-Silo Endeavor

Many institutions struggle to articulate a plan & implement change

An institution-wide approach is required to eradicate systemic racism on campus

Strategy and Operations — **Faculty and Staff** — **Student Enrollment** — **Community Partnerships**

Campus Climate — **Institutional Culture** — **Curricular & Co-Curricular Experiences**
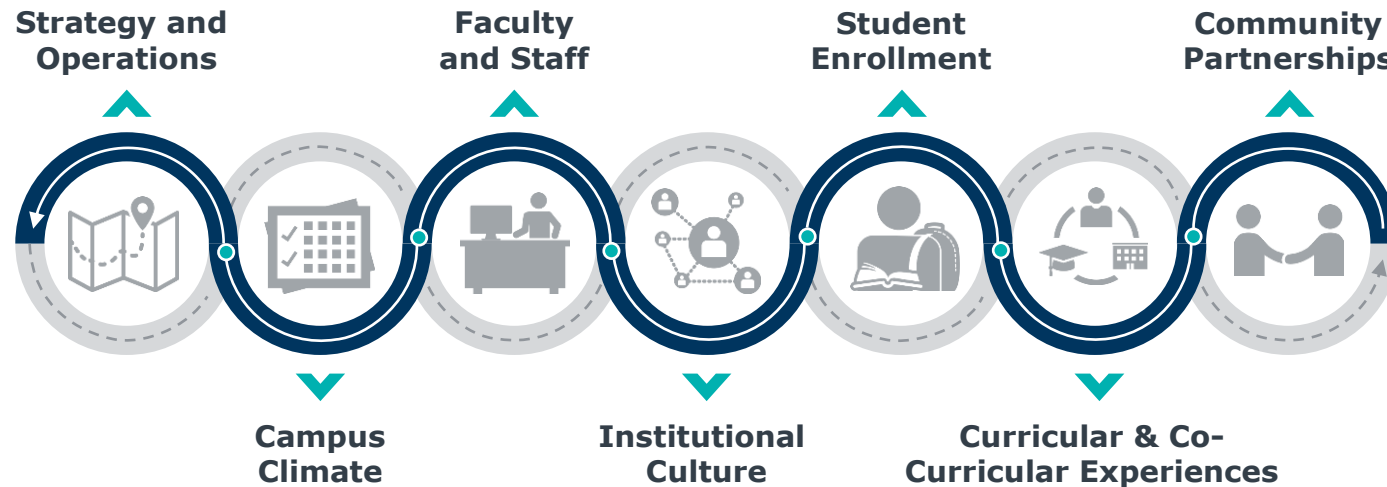
Institutional success is on the line if racial injustice is left unaddressed

Mission & Margin Critical
Failing to make progress on racial justice harms students, faculty, staff, and communities

Required for Enrollment & Student Success
Addressing racial inequity is a differentiator amid changing demographics and enrollment decisions

Moment Demands Change
Failing to commit to racial justice progress now puts institutions at risk of being left behind

The Right Plan & Accountability Can Close Equity Gaps

14% Increase in student retention, especially for black students with the right advising model

70% Of DEIJ Plans lack metrics and accountability

63% Of DEIJ Plans exclude commitments to resources

Source: EAB research and analysis.

Promote Racial Justice and Close Equity gaps with the Right Plan & Accountability
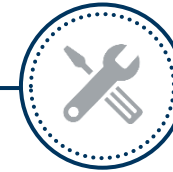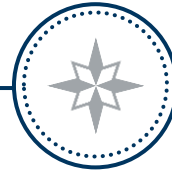
DEIJ Design Lab Systems Thinking Workshop for Leadership 360-Degree Student Equity Audit DEIJ Resource Center

	① Assessing Readiness	② Conducting Early Stages of Design	③ Finalizing Plan	④ Implementing Plan
"How do I start writing my DEIJ plan?"	*DEIJ Plan Writing Starter Kit*			
"What are common plan mistakes?"	*Plan Pitfalls Webinar*			
"Is my DEIJ plan aligned with industry best practice?"			*Expert Plan Review*	
"What role does my unit play in operationalizing our DEIJ plan?"				*Divisional Goals Cascade Workshop*
"What are the most important metrics for us to track over time?"			*Metrics Selection Workshop* ◆	
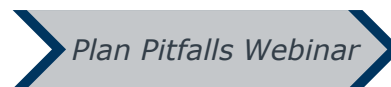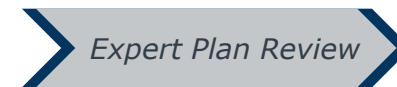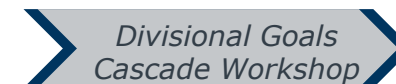
Understand & Uproot Systemic Racism on Campus
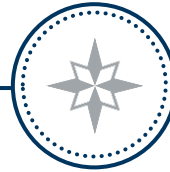
Addressing Systemic Racism Workshops

DEIJ Design Lab

360-Degree Student Equity Audit

DEIJ Resource Center

Bring EAB experts to campus to facilitate cabinet-level, interactive workshops to drive stakeholder understanding and promote racial justice on campus

Drive understanding & alignment on critical anti-racism concepts

Agenda and Outcomes (90 minutes):

Inclusive **introduction to the concepts of systemic racism** in higher education

Review **behaviors and actions** that promote racial justice

Use EAB's framework to **reflect on how systemic racism manifests on campus**

Learn how to take a holistic approach to eradicating systemic racism

Agenda and Outcomes (90 minutes):

Access the **blueprint** of behaviors and actions **of anti-racist institutions**

Interrogate problems before taking action to promote racial justice

Apply systems archetypes to holistically tackle **an existing racial inequity or barrier** at your institution

EAB

Student Equity

Closing Equity Gaps Requires a Holistic Understanding of Student Needs

Equity gaps are driven by challenges across the entire student experience

Engagement & Sense of Belonging

Path to College Enrollment & Transfer

Inclusive Teaching Practices

Financial Support & Basic Needs Security

Academic & Career Support
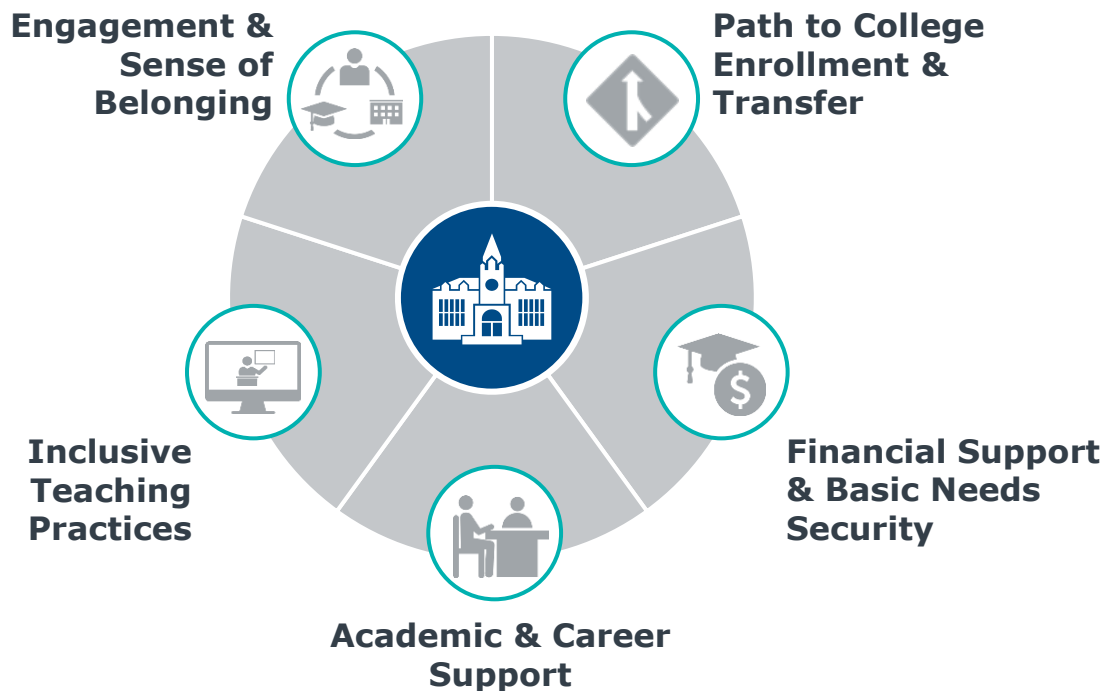
Reframing Attendance Status as an Equity Issue

Percentage of Two-Year Students Who Attended Part-Time at Least One Semester, 2011 Cohort

72%	84%	81%
White	Hispanic	Black
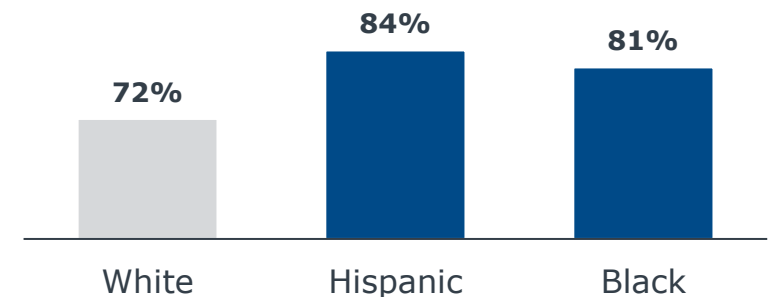
Six-Year Completion Rates of Students Who Attended Part-Time at Least One Semester, 2011 Cohort
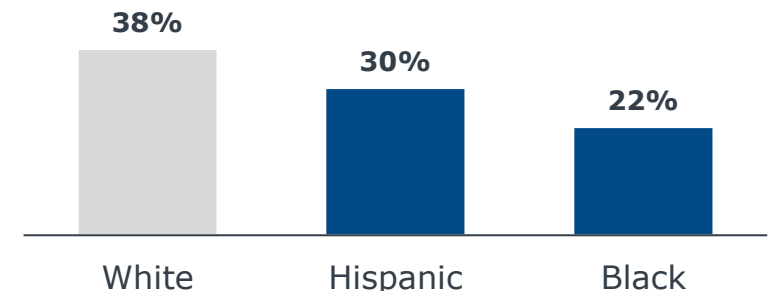
38%	30%	22%
White	Hispanic	Black

Meeting the Part-Time Student Equity Gap Head-On

Part-Time Student Success Intensive

360-Degree Equity Audit
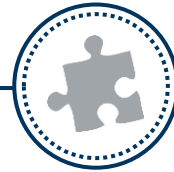
DEIJ Design Lab

DEIJ Resource Center

⌄

Bring an EAB expert to campus who will challenge assumptions about part-time students and share best practices to help you close the part-time student success gap.

Financially Incentivized Summer Courses

Dual Modality Course Guardrails

Compressed Terms/Mini-Semesters

Targeted Reenrollment Campaigns

Weekend-Optimized Degrees

Staggered Start Dates

Online Success Primer

In-Time Advising Triage

1 **Host** an EAB researcher for a tailored presentation to your team

2 **Identify** largest opportunities to close gaps

3 **Take action** with your team and track progress

Promoting Retention and Completion

Student Success Remains a Critical But Complex Priority to Address

10,000 Reasons Why A Student Does Not Persist

*For Every **100 Students** Who Apply to a Two-Year School…*

56
Lost during onboarding

23
Drop out of college

5
Still enrolled after six years

9
Complete an associate degree

7
Complete a bachelor degree
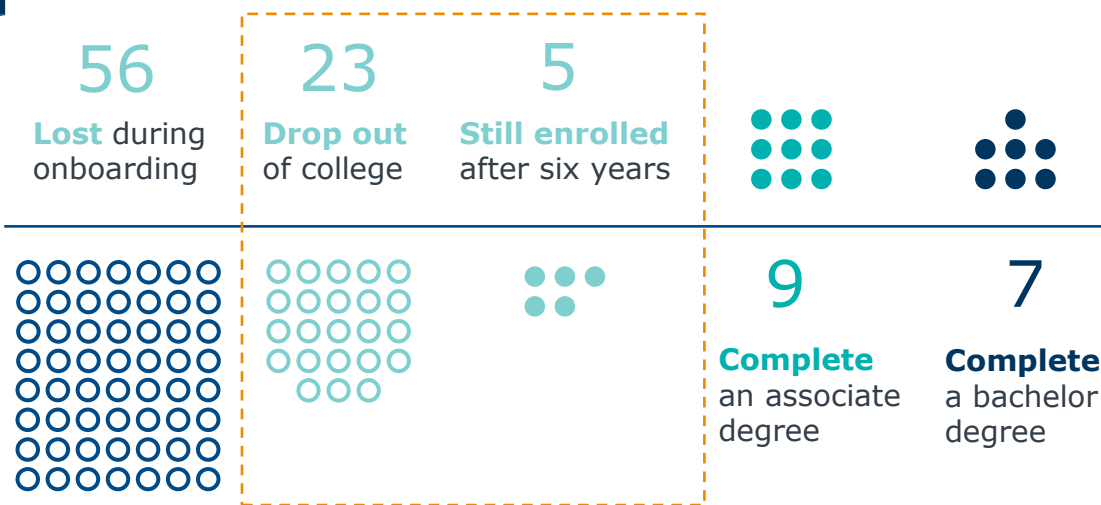
Most Colleges Are Underprepared to Support The "Whole Student"

▶ Academic Challenges

▶ Mental Health

▶ Paying for College

▶ Work/School Balance

▶ Fit and Belonging

▶ Family Obligations

Pandemic Spotlights Intersection of Barriers to Success Beyond Academic

Increasing Financial Need

41% Of students listed paying for tuition and related expenses as a top stressor

(+11 points for Latino students)

Growing Concerns Over Student Wellbeing

#1 Emotional well-being reported as the highest-ranking challenge for students Fall 2020

2x College students with mental health concerns are twice as likely to drop out

Self-Inflicted Barriers Caused by Complex College Structures

- Skipping Enrollment Steps
- Indecision Choosing a Major
- Delayed Introductory Course Sequence
- Locked Out of Critical Courses

Source: Shapiro D, et al., "Completing College: A National View of Student Attainment Rates – Fall 2010 Cohort (Signature Report No. 12)" National Student Clearinghouse Research Center (2016); EAB interviews and analysis; Statda College Pulse Survey Sept 10-25: current college student enrolled at four-year institutions n=3,389; https://cci.stradaeducation.org/public-viewpoint/#

Paving a (Guided) Path to Retention and Completion

Guided Pathways Intensive

Student Success Self-Assessment
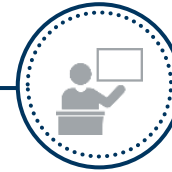
Faculty Role in Student Success Workshop

Bring an EAB Expert to Campus to facilitate an interactive workshop to help you achieve pathways goals with student-centered design.

EAB Guidance & Support at Every Step

Engage the cabinet, success committee, and academic leadership in a 2-hour session on guided pathways theory and practice.

Audit the maturity of pathways reform efforts on campus through an EAB-designed diagnostic exercise.

Decide the next pathways for your campus with consensus-building activities.

Catalyze pathway goals with **sixteen implementation tools**, including:

- Program-Mapping Process Guide
- Jargon-Reduction Audit
- Student Focus Group Guide
- Cost Comparison Calculator
- Course-Overlap Identification Primer
- First-Year Exposure Course Sample Curriculum
- Advisor Training Curriculum Builder

EAB

Mental Health and Well-Being

Sounding the Alarm on Student Well-Being

Growing Imperative to Think Beyond 'Mental Health'

The 'Well-Being' Umbrella

Physical Health
Sense of Community
Life Purpose
Career

Mental Health
Spiritual Wellness
Financial Security
Social Fulfillment

Campus Well-Being Goals Face Myriad of Roadblocks

- ✖ Student affairs **lacks capacity** to support campus-wide well-being on their own

- ✖ **Inefficiencies** due to lack of institution-wide approach and overlapping efforts

- ✖ **Under-investment in preventive support**, engagement, and education

- ✖ **Faculty and staff don't understand the role they can play** in campus-wide well-being work

Alarming Prevalence of Basic Needs Insecurity

70% | Percent of students at 2-year institutions who faced homelessness or housing or food insecurity in the previous year.

18% Percent of 2-year college students who experienced homelessness (did not have a stable place to live).

Addressing Our Students' Basic Needs as a Core Element of Our Work

Address Food and Housing Insecurity Roadmap

Faculty Role in Student Success Workshop
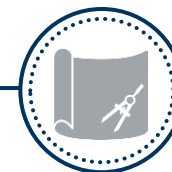
Maximizing Counseling Center Operations Efficiency Roadmap

Leverage EAB support to respond to the ongoing basic needs insecurity affecting students on your campus

Stepwise Guidance with Research and Tools to Support Your Progress

▶ *Maximize connectedness to existing resources on-* and *off-campus*

▶ *Cultivate a campus-wide referral network*

▶ *Explore sustainable funding and staffing models*

Catalyze progress with our **implementation resources**:

- Quick guide to measuring basic needs insecurity
- Online resource portal builder
- Evaluation guide for emergency housing options
- Basic needs '411 Folder'
- Referral cards
- Response team brochure
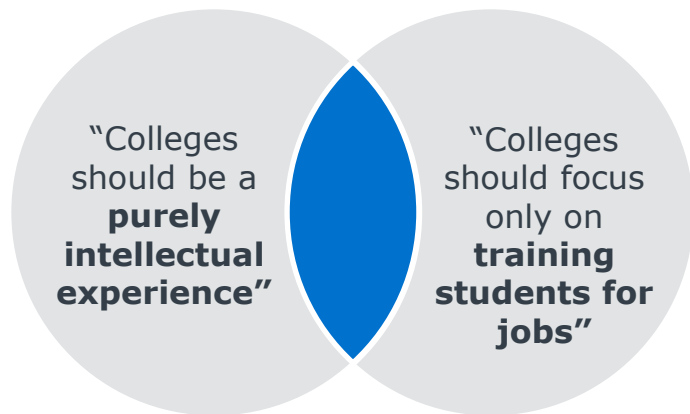- Funding opportunities compendium
- Job descriptions compendium

Student Outcomes

Career and Transfer Outcomes Far from Our Aspirations

Students Still Aren't Prepared for the World of Work

"Colleges should be a **purely intellectual experience**"

"Colleges should focus only on **training students for jobs**"

96%
Of provosts say their graduates are prepared to succeed in the workplace

11%
Of business leaders strongly agree that graduates are prepared to succeed at work

Despite Our Efforts, Students Leave Without a Foundation For Long-Term Career Engagement

25% Of professionals reported having had **zero of the six high-impact college experiences** most correlated with long-term career engagement

Traditional Career Services Model Falls Short of Our Ambitions

❌ Students unable to articulate the value of their degree to employers

❌ Transactional academic advising

❌ Curriculum disconnected from skill development

❌ Siloed approach to career services

❌ Access barriers to high-impact activities

Student Transfer Intentions Underscore Urgency to Improve

70% Of students who intend to transfer don't
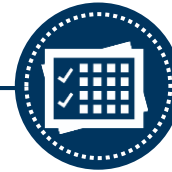
A Better Path for Career and Transfer Outcomes

Integrating Academic and Career Development Workshop

Student-Centered Design Tactic Briefs

EAB facilitated workshop guides your senior team to **scale experiential learning and incorporate meaningful career exploration in into the curriculum.**

- ▶ *How can we help students make more informed choices early in their academic careers?*

- ▶ *How can we help students articulate what they've learned (and what they can do)?*

- ▶ *How can we reach students with fewer resources and less capacity for risk?*

- ▶ *How can we extend skill development opportunities beyond pre-professional majors?*

Maximize outcomes by using EAB's best practices to ensure advisors are centering conversations around **student goals rather than institutional priorities.**

- ✔ *Ensure students receive **accurate, actionable information** directing them to a program of study that meets their needs and interests*

- ✔ *Center advisor conversations around **student goals rather than institutional priorities***

- ✔ ***Embed career experiences** into a first-year pathway exposure course*

- ✔ *"Internally recruit" high-achieving students to **prevent stop-outs***