



Barton – EAB Partnership Preview



What prompted the partnership?

- Enrollment Management challenges and opportunities
 - Inquiry, application, and enrollment processes
 - Retention of “applicants” through the process
 - Enrollment declines
 - Opportunity to consider other aspects of the student experience throughout the student lifecycle
 - Enrollment, student success, institutional strategy, data/analytics, and diversity/equity/inclusion



Serendipitous opportunities

- Partnership with Amperage Marketing
 - enrollment audit – opportunity to compare findings
- Participation in HLC Student Success Academy
 - Student success, institutional strategy, data/analytics



What are the next steps?

- Review of enrollment audit results
- Partner planning meeting
- Intentional utilization of EAB library of research and staged implementation of best practices



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