

# 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



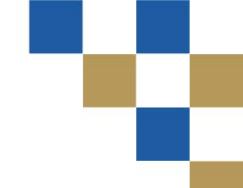
## What are the next steps?

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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