Our mission is to make education smarter and our communities stronger.
At EAB, we believe

In the transformative power of insight.
In the missions of schools.
In the dreams of students.
That who you are matters as much as what you do.
That, together, we can make education smarter.
The EAB Story

At EAB, we are data enthusiasts and dreamers, researchers and problem-solvers, technologists and innovators. Our firm has a 40-year tradition of delivering exceptional service, insight, and results. Although the way we serve education has evolved, our core beliefs have not.

Every day, we harness the collective power of 1,400+ schools, colleges, and universities to uncover proven solutions and transformative insights. And since complex problems require multifaceted solutions, we work with each school differently to apply these insights through a customized blend of research, technology, and services.

The story of EAB is intricately intertwined with the story of each school we serve—together we can safeguard and improve education so all students have the opportunities they want and deserve.

Those We Serve

EAB partners with education leaders, practitioners, and staff to accelerate progress and drive results. We are honored to work with the most progressive colleges, universities, community colleges, K-12 districts, independent schools, and graduate programs in the country.

“With EAB, the sum is much greater than the parts. I have worked with EAB at four institutions, and they have been a significant contributor to our success at each one. No one else in the market is close.”

Vice President, Enrollment
We help schools support students from kindergarten to college and beyond.
We help schools support students from kindergarten to college and beyond.

Every student takes a different path.
We provide schools with the insights and infrastructure to help each student pursue a journey of lifelong learning and success.

K-12
Supporting schools and districts with their greatest strategic and operational challenges

COMMUNITY COLLEGES
Building a responsive and efficient institution oriented toward student success
Helping you enroll, educate, support, and graduate more students

Creating and propelling programs that serve today’s always-on learners and support our communities’ needs
K-12

EAB helps you support our next generation.

K-12 education is facing challenges from within and without, in every corner of the country and every type of school. Educating today’s students while delivering improved outcomes, greater social and emotional support, and sustainable economics, all in an increasingly competitive landscape, will require every K-12 leader to rise to the occasion.

PUBLIC SCHOOLS

The District Leadership Forum provides superintendents and other leaders with the strategies they need to create high-performing schools. We help solve their biggest challenges by identifying proven best practices from around the nation, providing data to make informed decisions, and supporting leaders in implementing transformative ideas in their districts.

INDEPENDENT SCHOOLS

The Independent School Executive Forum equips school leaders with the research, strategies, and tools to address some of the most pressing issues facing these institutions today, including financial sustainability, student wellness, fundraising and alumni engagement, faculty recruitment, and professional development.

“I go to a million conferences but the only time I really, really learn anything is when I talk to EAB.”

EAB Meeting Attendee
Community Colleges

EAB helps you position your institution for long-term success. The country relies on community colleges to fill a critical need. However, two-year institutions are being asked to adapt to a rapidly changing economy and still produce improved outcomes for students—without a clear road map or robust external supports.

COMMUNITY COLLEGE RESEARCH
Community college presidents and their teams walk a tightrope of financial and organizational challenges, with student success and institutional stability hanging in the balance. With our Community College Executive Forum, you can expedite the implementation of new initiatives and scale best practices, resulting in improved student outcomes, future enrollments, and a financially sustainable enterprise.

STUDENT SUCCESS MANAGEMENT SYSTEM
To ensure community college students get the return on education they expect and deserve, colleges must coordinate student care and democratize access to insight. More than 500 Student Success Collaborative members use our student success management system to help faculty, staff, advisors, and administrators provide personalized support to millions of students from enrollment to graduation.
ENROLLMENT MARKETING

In this enrollment environment, leaders need real-time visibility into competitive market dynamics and shifting student trends. Fueled by the industry’s largest data asset—built from 1.5+ billion student interactions—our Enrollment Services offering combines smart recruitment marketing and prescriptive analytics with strategic support to help colleges fulfill their enrollment mission.

ENROLLMENT RESEARCH

Today’s enrollment managers navigate a constellation of challenges. Our Enrollment Management Forum recognizes that you need information that distinguishes the noteworthy from the noise. Our research, tools, and strategies empower enrollment teams with expert guidance on future enrollment strategies, student retention and success, diversity, financial aid, and transfer students.

FINANCIAL AID OPTIMIZATION

Today’s students are discerning consumers, and financial aid plays an important role in both college choice and student perception of value. Our Financial Aid Optimization offering helps enrollment leaders maximize aid dollars to more effectively recruit and retain right-fit students.

ENROLLMENT ANALYTICS

Enrollment outcomes have never been more volatile or hard to predict. Our Pipeline Analytics platform provides enrollment leaders with real-time visibility into prospect engagement from first search to matriculation. This comprehensive enrollment intelligence platform helps reveal enrollment risks and opportunities, including predictive analytics to anticipate how likely students are to convert through each stage of the enrollment funnel.

TRANSFER STUDENTS

Many of today’s students switch schools, some more than once. Institutions increasingly rely on transfer students to augment undergraduate enrollment. Our Transfer Portal guides prospective students seamlessly through the transfer application process while empowering admissions staff to focus their energy and support on the students most likely to yield.
ACADEMIC AFFAIRS RESEARCH
Provosts, chief academic officers, and their teams are uniquely positioned to deliver transformative results on campus if they’re equipped with the right information. Our Academic Affairs Forum delivers proven strategies and data insights so you can unlock untapped resources, make informed decisions on academic planning and strategy, improve student outcomes, and accelerate change.

STUDENT AFFAIRS RESEARCH
Senior student affairs officers lead initiatives that impact students’ personal lives and universities’ very public personas. Our Student Affairs Forum sets you up for success in this rapidly evolving landscape, with research, resources, and strategies across a range of categories, including campus climate, mental health, career development, diversity, student performance, and more.

STUDENT SUCCESS MANAGEMENT SYSTEM
To ensure students get the return on education they expect and deserve, colleges must coordinate student care and democratize access to insight. More than 500 Student Success Collaborative members use our student success management system to help faculty, staff, advisors, and administrators provide personalized support to millions of students from enrollment to graduation.

EAB helps you support and graduate all students.
Some say that the traditional student no longer exists. To ensure that all students persist and graduate, be they first-generation, part-time, adult, or “traditional,” schools must reimagine the care models, experiences, structures, and technologies they provide.
EAB helps you prepare to serve tomorrow’s students.

Colleges are complex systems facing incredible pressure to provide a greater return on education despite limited resources and growing threats to conventional sources of revenue. Financial stability, fundraising strategy, resource trade-offs, and academic efficiency are just a few of the areas where we can help schools strengthen institutional sustainability.
BUSINESS AFFAIRS RESEARCH
Educational institutions are facing unprecedented financial pressures, one of the few constants in an environment defined by change. Our Business Affairs Forum provides finance and administration executives with the guidance they need to unlock sustainable cost savings, ensure new academic program growth, and align their budget model to strategic goals.

CAMPUS-WIDE STRATEGIC RESEARCH
Designed for presidents and other senior leaders, our Higher Education Strategy Forum provides dedicated research and services to advance presidents’ agendas and drive change. We work with you to craft a bold, achievable vision, providing the resources and tools you need to forecast the future of your institution, create campus-wide strategic road maps, and understand the organizational implications of change.

FACILITIES RESEARCH
Our Facilities Forum provides research, tools, and strategies to empower and equip senior facilities officers. We provide insights and expertise so you and your team can rationalize space use, improve utilization rates, shift from reactive to preventive maintenance, and strengthen stakeholder recognition of facilities’ contributions.

INFORMATION TECHNOLOGY RESEARCH
CIOs, IT executives, and their teams are encountering unprecedented demand to scale services across their institutions. The IT Forum partners with university leaders in this field, providing you with the tools and resources to diagnose institutional challenges, guide cross-functional initiatives on campus, and provide smart IT investment direction.

UNIVERSITY RESEARCH
When university research comes under siege—from funding pressures or other challenges—the impact is felt across the entire institution. Our University Research Forum partners with chief research officers so their teams can craft and implement a winning growth strategy, compete for funding, and reduce the administrative burden on faculty.

RESOURCE OPTIMIZATION ANALYTICS
Academic leaders need university-wide data to make smart resource trade-offs and improve academic efficiency. Our Academic Performance Solutions platform helps administrators use analytics to address supply-demand mismatches, engage in thoughtful course planning, and remove barriers to student progress. It includes benchmarking to like and aspirational peers, which helps leaders contextualize performance on a range of critical metrics.
EAB helps you engage alumni for a lifetime.

The relationship between school and student shouldn’t end after graduation. But getting the alumni relationship to reach its full potential requires creativity, dedicated effort, and quantitative rigor.

ADVANCEMENT RESEARCH

Institutional ambitions for advancement have never been greater. In this competitive environment, our Advancement Forum provides chief advancement officers and their teams best practice research and analytics to help retain top fundraising talent, engage alumni, and increase philanthropic revenue, giving you and your institution an edge as you compete for donor mindshare and dollars.

ADVANCEMENT MARKETING

Advancement offices generate critical revenues that fuel both strategic initiatives and day-to-day operations. Our Advancement Marketing Services offering brings analytics, creative campaigns, and performance data to leaders looking to cultivate young alumni giving, recapture previous donors, and retain existing contributors.
Institutions can ill afford to go it alone anymore. They don’t have the depth of knowledge, the market research, the analytics, the way that EAB does.”

*Vice Chancellor, Enrollment*

**CONTINUING AND ONLINE EDUCATION RESEARCH**

A competitive landscape, escalating demand, and increasingly diverse portfolios are just a few of the challenges facing senior executives of professional, online, and adult education. Our **COE Forum** provides research, best practices, and implementation resources so your institution can organize for growth, recruit the right students, and develop market-responsive programs.

**ADULT LEARNER RECRUITMENT**

Adult learners are notoriously difficult to identify, reach, and enroll, though they are an important driver of growth for colleges. Our **Adult Learner Recruitment** offering helps graduate, online, and degree completion program leaders boost institutional revenues by leveraging cutting-edge data science and marketing best practices to find and enroll adult learners in the most cost-effective way.
Our Values

To realize our mission of making education smarter and our communities stronger, we must create and sustain a culture that allows bright, passionate people to flourish. Our values anchor our work, unite us in times of change and adversity, and allow us to cultivate lasting partnerships that ignite positive change.
We are Relentlessly Committed to Success
We define our success by the success of our members and clients, working persistently toward shared goals and celebrating shared victories.

We Approach our Work with a Spirit of Generosity
We treat our members, clients, colleagues, and communities with an ethos of service that defies expectation. We bring a spirit of kindness to every interaction, always assuming positive intent and acting with empathy.

We Believe in the Power of Insight
We work tirelessly to discover new insights, innovative practices, and powerful solutions. Beyond discovery, we help schools apply insights to accelerate progress and compel positive change.

We Think Big
We are not afraid of big goals, nor of the risks, challenges, and failures required to achieve them. We celebrate the people and efforts where extraordinary commitment yields extraordinary results.

We Act with Speed and Intention
We are doers and problem-solvers who take action and operate with a strong sense of purpose. We bias courage over hesitation, and always act with forward progress in mind.

We are Built on Connectedness
We bring ideas, data, and solutions together in unconventional ways to create transformative value. We build bridges, break silos, and prioritize the success of the whole over individual interests.
The EAB Difference

Our People
EAB attracts the most passionate people and the brightest minds. From recent graduates to experienced practitioners, the people who work at EAB will fight to make education smarter, one conversation at a time.

The Advantage of Scale
EAB operates with 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 emerging challenges and proven solutions.

Rooted in Research
In all that we do, we seek out evidence, proof, and data to validate our search for the right answer. The problems we identify and the solutions we uncover are always grounded in evidence. We believe in the process of discovery, but even more so in the intentional application of a well-researched insight.

We Deliver Results
At the end of the day, what matters most is that we help you achieve your goals. And we will. Whether you want to increase enrollments, graduate more students, reduce costs, improve alumni giving, or become more efficient, we promise to get you where you need to be.