



Strategic Advisory Services

Orientation for Community College Leaders



Presenting Today

Meet your EAB team member



- Single point of contact for help navigating resources
- Strategic partner for matching EAB capabilities to institutional priorities
- Institutional advocate for EAB utilization and value

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Connect with EAB





Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.



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.

Overview of Strategic Advisory Services

Our areas of expertise

Offering unparalleled insight, educational support, and practical guidance

1
Student Success and Retention

- ✓ Goal setting and prioritization
- ✓ Academic planning and reform
- ✓ Equity
- ✓ Student services reform
- ✓ Faculty partnership and engagement

2
Enrollment

- ✓ Marketing and messaging
- ✓ Enrollment process management

3
Workforce Development

- ✓ Corporate sales and marketing
- ✓ Program portfolio optimization
- ✓ Facilitating the hiring pipeline

Connect our library to your current initiatives

 **Executive Roundtables and Team Summits**
Sessions focused on latest best practice and strategy research, with discussion and peer networking

 **Strategy Reports**
Detailed studies featuring hundreds of innovative ideas addressing leaders' most pressing challenges

 **Briefings and Working Sessions**
Facilitated sessions to educate your team, kick-start taskforce initiatives, and build consensus among campus leaders

 **Best Practice and Resource Library**
EAB.com contains all past studies, recorded webconferences, toolkits

 **Expert Consultations**
Phone and email consultations with researchers to discuss your strategy, provide advice, and offer implementation guidance

 **Enrollment Pain Point Audit**
Non-biased third-party review of how a student new to higher education might experience the enrollment process on your campus

 **Workshops and Presentations**
Experts work to find best practices that suit your institution for a focused session or multiple sessions adapted to different audiences.

 **Strategic Leader**
Thought partner and single point of contact to provide insight and guidance throughout the partnership

Engage with experts and network with peers

Access turnkey resources to support implementation

Strategic Advisory Services Winter Calendar

The Latest Events, Services and Resources from EAB

Join an Event

Request a Service

Schedule a Presentation



[Meeting the Moment of Mega-Stealth Shopping](#)

February 15 | 3:00 - 4:30 p.m. ET

Gain insight into widespread behavioral shifts to better reach and appeal to the stealth applicant of today



[Strengthening the Talent Pipeline at Community Colleges](#)

March 9 | 1:30 - 3:00 p.m. ET

Gain strategies to bolster both recruitment and retention practices, in addition to making the most of the talent already in seat



[Virtual Strategy Forum: Pandemic Ripple Effects](#)

March 23 | 1:30 - 3:00 p.m. ET

This presidents-only session will focus on four potential long-term impacts of the pandemic on higher ed and offer guidance to help community college presidents prepare for the future.



On-Demand Access to Critical Research and Resources

NEW [Dynamic Strategy Resource Center](#)

Move your college confidently into the future with research, resources and services that target eight strategic competencies of high-performing leadership teams – spanning both strategy formation as well as strategy implementation.

[Community College Resource Hub](#)

Everything you need, all in one place. Bookmark the Community College Resource Hub to find the latest events, services, and research included in your partnership with EAB. You can request these services and more directly from the hub:

- [DEIJ Plan Review Service](#)
- [Remote Work Audit](#)
- [Virtual "Secret Shopper" Enrollment Audit](#)
- [SEM Plan Framework and Review](#)

MOST POPULAR PRESENTATIONS



State of the Sector: The Fight to be Chosen

Quickly align your leadership team on fundamental shifts in higher education and reserve capacity to plan and prepare for trends that will persist through the decade.



Designing Programs for Returning Stop-Outs

Support re-enrolling students, including those with adult experiences and obligations, past college experience, and/or financial limitations.



Achieving Principled Differentiation Workshop

Why should a student choose your college over competitors? Engage in an interactive workshop to map your unique Student Value Proposition.



Tailored Service Plans Allow Your Institution to Take Action in Key Terrains

Reversing the Nonconsumption Trend

Roadmap for Enrolling and Retaining Non-Consumers

- Website Audit**
Ensure your institution's website addresses prospective student needs with a Web & Mobile Audit
Best suited for: Marketing and enrollment leaders
Date
- Research Consultation**
Learn how to identify nonconsumers and hear early insights from our Reducing Nonconsumption research initiative
Best suited for: Enrollment leaders
Date
- Student Experience Audit**
Identify hidden enrollment and onboarding pain points with a Virtual Enrollment Audit
Best suited for: Enrollment and Student Affairs leaders
Date

Ongoing Support: Unlimited Phone Consultations, Live/On-demand Webinars, and New Research Briefings, proactively sent/coordinated by your Strategic Leader

How to Maximize DEIJ Efforts on Campus

Roadmap to Advancing Equity Efforts On and Off Campus

- Strategy Audit**
Ensure your institution's DEIJ strategy has a bias for transformational action with a DEIJ Institutional Plan Review
Best suited for: Cabinets, Chief Diversity Officers
Date
- Researcher Consultation**
Hear the latest insights on improving student success for Black and Latino men through a call with our research team
Best suited for: Academic Affairs leaders
Date
- Cabinet Workshop**
Align your DEIJ Goals with your institutional strategy by cascading goals and metrics throughout the institution
Best suited for: Cabinets
Date

Ongoing Support: Unlimited Phone Consultations, Live/On-demand Webinars, DEIJ Resource Center, and New Research Briefings, proactively sent/coordinated by your Strategic Leader

How to Win the Talent Crisis

Roadmap to Strategic Talent Transformation

- Policy Audit**
Align your institution's remote work policy with industry best practices to attract and retain top talent
Best suited for: Head of HR
Date
- Researcher Consultation**
Identify hidden talent pain points through a call with EABs Strategic HR research team
Best suited for: CBO, Head of HR
Date
- Workshop**
Learn how to scale the impact of student support staff without sacrificing student service by overcoming entrenched advising structures.
Best suited for: Cabinets, Student Services Leaders
Date
- Presentation/Toolkit (Coming Fall/Winter 2022)**
Implement HR best practices using EABs upcoming Playbook for Staff Recruitment and Retention
Best suited for: Cabinet, Head of HR
Date

Ongoing Support: Unlimited Phone Consultations, Live/On-demand Webinars, and New Research Briefings, proactively sent/coordinated by your Strategic Leader



ENROLLMENT PAIN POINTS

Removed Barriers for Prospective Applicants

Based on EAB's audit of the enrollment process, the college:

- Removed an erroneous voicemail message telling applicants the college was closed
- Corrected a missing email confirming an application had been received
- Addressed knowledge gaps among staff serving prospective students



Two-year college in Los Angeles, California

SEM PLANNING

Accelerated Progress on Guided Pathways

Using EAB resources and expert advice, the college:

- Defined goals and metrics for their Guided Pathways Strategic Plan
- Got buy-in from the broader leadership team
- Made meaningful progress towards their SEM goals



Public community college in East-Central Illinois

DIVERSITY, EQUITY, AND INCLUSION

Elevated DEI to Strategic Priority for the Board of Trustees

Leveraging EAB's signature research on *Hallmarks of an Anti-Racist Institution*, the college:

- Successfully elevated DEI to a Board-level priority
- Crafted their own equity statement based on inputs from EAB research and expertise
- Incorporated EAB presentations into required onboarding for new board members



Two-year college in Western Massachusetts



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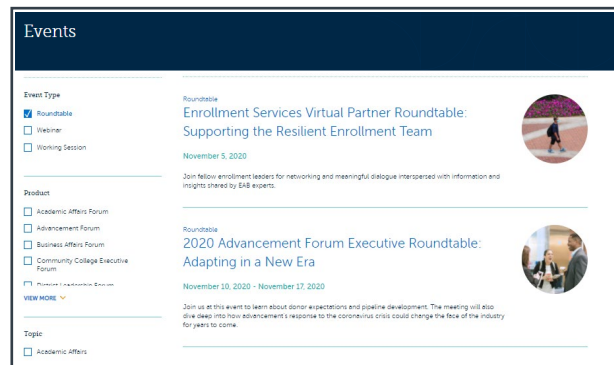
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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.