SURVEY REPORT

Understanding Community College Practitioners' Perspectives on Student Customer Service

Survey Results and Five Strategies to Improve the Student Experience

Community College Technology

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Introduction and Survey Overview

SECTION 1

Modern Student Customer Service Expectations

Executive Overview

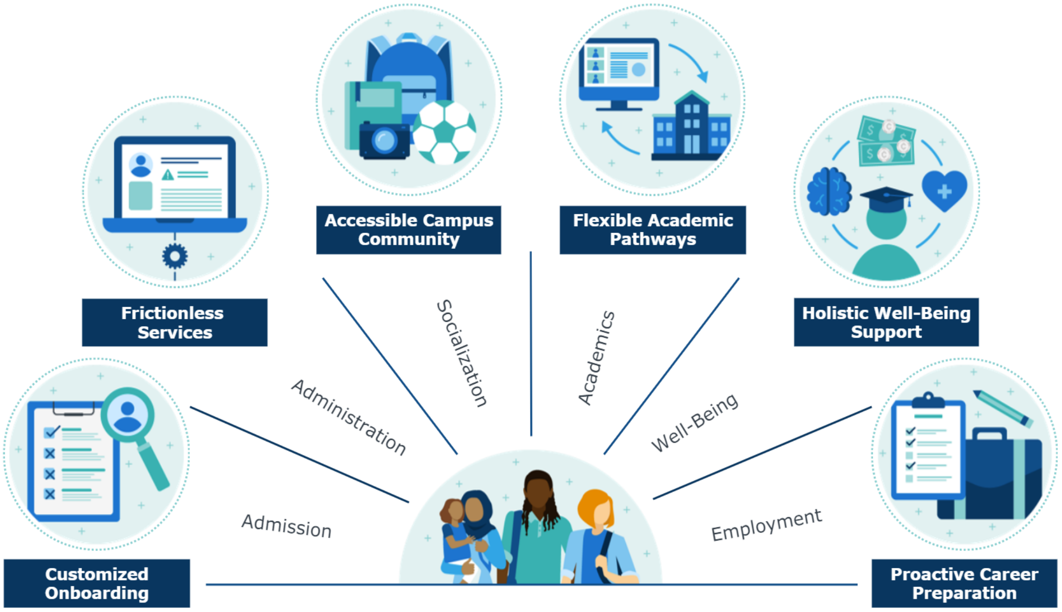
From virtual advising to course engagement tracking, changes borne of necessity over the past three years have accelerated flexibility and innovation in how community colleges serve and support students. For many institutions, all this change created an intense focus on the student experience—both understanding what students' experiences are now and thoughtfully reimagining what they can look like in the future.

When it comes to designing a modern student experience, the forces that shape students' expectations are at work long before they arrive on campus. **The bar is now set by consumer industries, where consumers are used to fast, seamless, multichannel customer service interactions.** In EAB's 2021 Business Transformation Survey, CFOs and other business leaders ranked "student consumer preferences" as the greatest threat to institutional business models across segments. Not meeting these expectations can lead to students abandoning the admission process or not continuing in their programs.

From registration to social activities to career preparation leaders are investing significant time and resources to build personalized and tech-enabled experiences that can improve customer service interactions. In our Modern Student Experience insight paper, we outline six hallmarks of the modern student experience and offer guidance on how your school can bring them to life.

What Do Today's Students Expect, and How Can You Deliver It?

Six hallmarks of a modern student experience


Accessible Campus Community
Flexible Academic Pathways
Frictionless Services
Holistic Well-Being Support
Socialization
Academics
Administration
Well-Being
Customized Onboarding
Admission
Employment
Proactive Career Preparation

EAB wanted to understand more about how community college practitioners are seeing modern student experiences come to life on campus and where there might still be gaps in customer service for students. We created a survey focused on the first two pillars, customized onboarding and frictionless service, because these themes encompass so much of an institution's opportunity to provide modern, personalized, and even tech-enabled customer service.

This report will detail the responses we received from **more than 160 community college practitioners** at all levels of the institution, as well as detailed best practices and recommendations for improving and modernizing the student experience on your campus or across your system.

Survey Overview

Who was invited?

The Community College Student Customer Service Survey was shared with community college educators, of all ranks and roles, throughout the United States. The survey was distributed electronically from March 27, 2023, through April 18, 2023. Three of the questions included the option for open-ended responses and were synthesized in addition to the closed-response survey questions.

Who responded?

164
Community
College
Respondents

66%
Of respondents
are EAB Partners

Professional Role

What best describes your role at your college?

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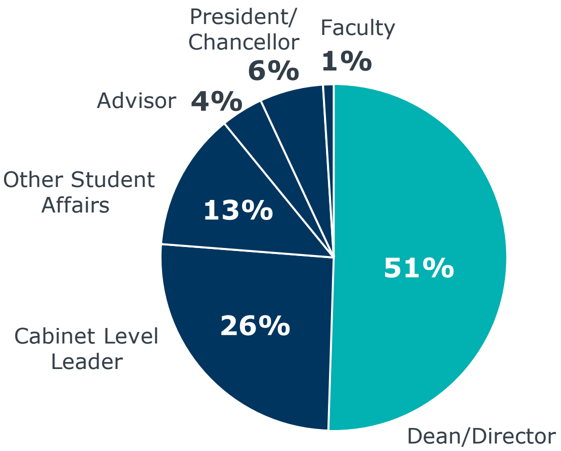

Institution Size

What's your college's total enrollment?

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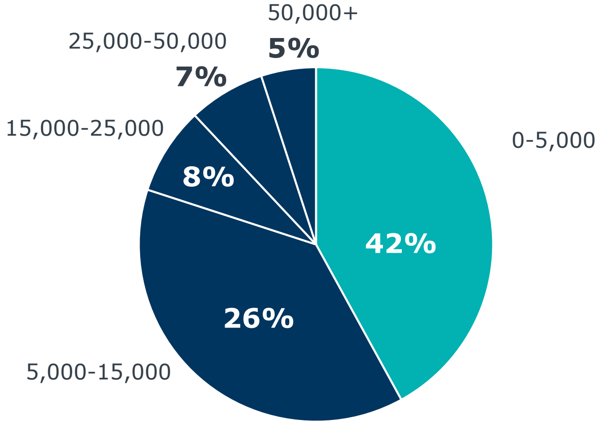

Key Learnings and Recommendations

SECTION

2

> … the fact is **our students are consumers** and the level of customer service from enrollment management and student service offices, as well as faculty, **sends a direct message to students about how much we support their success**.
>
> *-Community College Survey Respondent*

Key Learnings: Customized Onboarding

Customized onboarding refers to customized interactions that consider students' goals, interests, and preferences when welcoming them to school. Creating this 'strong start' for students can increase the likelihood that they will enroll, persist and help institutions learn more about what their students need.

Most respondents recognized that students' customer service expectations have increased since before the pandemic. This is likely due to students becoming used to the tech-enabled services that colleges and the private sector made available, like remote appointment scheduling and meeting availability. As this new generation of digital native learners continues to consider higher education, practitioners should prepare for expectations of tech-enabled processes to continue and increase.

The majority of respondents also believed that confusing onboarding steps cause students to stop the enrollment process. Compounding this, educators also reported their community colleges weren't capturing prospect information in a user-friendly system. If onboarding steps are muddled and colleges don't have a strong snapshot of who their prospective students are, it's easy to understand how serving this population is difficult.

Rising Expectations

85%

Think customer service expectations have risen since before the pandemic

Confusing Onboarding

81%

Think confusing onboarding steps cause students to leave

Lack of Insight

71%

Are not capturing prospective student information in a single easy to access place

Key Recommendations

Customer Service Training

Investing in customer service training, including trainings used in the private sector, can help set the foundation for a strong customer service practice.

Examine Service Hours

Evaluate when students are best able to connect with the college, which might include evenings, weekends, and over 'historical breaks'.

Unify Prospective Student Information with Tech

It is easier to provide tailored service if we understand a student's needs, preferences, and past interactions with the college.

Self-Guidance

Robust self-guidance tools such as well-organized websites, chat bots, and mobile apps make it easier for students to access information without needing to email or call the college.

These EAB resources can help your team improve customer service during the onboarding process:

- Virtual Onboarding Secret Shopping
- Every Interaction Counts: Strengthening Community College Recruitment Communications

Key Learnings: Frictionless Administration

Frictionless service refers to creating user-friendly and digital-first processes that minimize the burden of administrative tasks and refocus student attention on the educational experience. By helping students maintain momentum through streamlined processes, colleges can increase the likelihood that students will persist and have a positive experience.

Our research shows that difficulty accessing the college—whether it's reaching enrollment staff, the financial aid office, or academic advising—can be disruptive to the student experience. **It's important to remember that over time, the accumulation of what might seem like small inconveniences erodes the trust a student has in a college.**

Knowing that there are bottlenecks when students are trying to connect with campus also means leaning more heavily on well-crafted self-guidance tools, such as intentionally organized websites and tech-enabled nudges, can help students access fast answers. Looking again to the private sector, 81 percent of consumers expect more self-service options, which is important to know when justifying investments in self-guidance options.

Additionally, the creation of caseloads or coordinated care teams reduces the "runaround" that students may encounter, giving them a clear line of sight into whom they need to speak with about specific questions. Establishing direct, personalized contact—**ideally with tech tools in place that offer staff transparency into the student's past interactions**—creates a more frictionless, rapid, and accurate experience for community college students.

Missed Connections

84%

Think current students have difficulty connecting with enrollment staff at least some of the time

Retention Threats

63%

Think difficulty connecting to student services can cause students to leave

The "Runaround"

66%

Think students needing to repeat their stories multiple times hurts retention

Key Recommendations

Reduce Handoffs

Cross-training front-line staff and having a holistic student snapshot available can prevent students receiving "the runaround". Colleges should service students with the least number of touchpoints possible.

Coordinated Care

Developing assigned coordinated care teams comprised of faculty, advisors, and student success professionals makes it easier for students to know whom to connect with and how to reach them.

Proactive Outreach

Anticipating students' needs, barriers, and questions early can reduce inbound communications to the college, especially during peak times.

Tech-Enabled Student Profiles

Recording a student's history in one place lessens their need to repeat their story and allows frontline staff to work faster to resolve questions.

Sources: NICE 2022 Digital-First Customer Experience Report

Five Recommendations for Community Colleges

Doubling Down on People, Process, and Tech to Close Service Gaps

Invest in customer service professional development

Infuse customer service training and principles into front-of-house interactions and processes

Leverage both higher education and private sector best practices in customer service to continue expediting how fast students are helped and to create stronger positive impressions. This might include tactical steps, such as personally walking students to different offices, and strengthening interpersonal skills such as empathy.

Audit your processes for both technology and workflow bottlenecks

Increasing speed to service helps students maintain momentum

Identify the two-three most common customer service bottlenecks on your campus that cause delays and increase friction for students. This might mean reducing appointment wait times or handoffs between departments. Use these areas as a manageable, high-impact starting point for improving customer service.

Check in with students about their experiences

Poll current, former, and aspirational students to understand their experiences

Developing polls and quick surveys can reveal where students are hitting roadblocks and help you identify and understand gaps in your student customer service strategy. Polls might include asking students about their interactions and can include questions about their expectations around remote services, evening hours, and how long responses to questions should take.

Tech-enable manual processes and embrace self-guidance tools

Reduce strain on your staff by creating shorter pathways to answers

Robust self-service tools, easy-to-navigate websites, tech-enabled onboarding, and automation can help students get answers faster without taxing your team. Examples include using a higher ed CRM technology like Navigate to nudge onboarding and registration steps and to allow students direct communication with people on their care team so they don’t waste time talking to the wrong people.

Use data insights to proactively anticipate what students need

Get ahead of questions before they happen

Using tech to create a 360-degree profile of students can help you understand who needs proactive outreach from the college. This includes following up after prospective students visit campus, reaching out to students who haven’t registered, or calling students who need to make payment arrangements. Proactive communications demonstrate that you care about a student’s progress and can help you get ahead of problems that can escalate.

Access EAB’s Modern Student Experience Resource Center

Use the QR code to access resources, tips, and strategies for modernizing your student experience.

EAB

Survey Results and Analysis

SECTION

3

Survey Questions

This survey posed three research questions focused on perceptions of how community colleges are performing, what customer service gaps exist, and why colleges might have difficulty closing service gaps. These questions are focused on the first two pillars of EAB's Modern Student Experience research:

- **Customized onboarding:** Customized interactions that take into account students' goals, interests, and preferences when welcoming them to school
- **Frictionless administration:** User-friendly and digital-first processes that minimize the burden of admin tasks and refocus student attention on the educational experience

Section 1: What are the perceptions of how community colleges meet student customer service expectations?

General Perceptions

- Q1: How important is customer service to your student retention efforts?
- Q2: Do you think students' customer service expectations have increased since before the pandemic?

Streamlined Onboarding

- Q3: What barriers do you think prospective students face when trying to research your college?
- Q4: What barriers do you think cause new students to stop the enrollment process?
- Q5: If a prospective student submits an electronic inquiry, on average, how long does it take your college to respond?
- Q6: Does your college collect data on prospective students' interests and preferences so it can be referenced in the future?

Frictionless Administration

- Q7: How easy is it for students to use technology, like an online tool or app, to schedule academic advising appointments?
- Q8: During peak registration times, how long do students wait, on average, to meet with an academic advisor?

Section 2: What impacts do customer service gaps have on students?

- Q9: When current students have questions about enrollment and registration, do you think they have difficulty easily connecting with the right person?
- Q10: Does difficulty connecting with offices that support enrollment, like advising and financial aid, cause current students to leave the college?
- Q11: Which of the following customer service friction points contribute to current students leaving your college?
- Q12: What inconveniences do your current students face due to lapses in customer service?

Section 3: What's preventing community colleges from improving customer service?

- Q13: What barriers, if any, are blocking your college from improving student customer service across student affairs offices?

Customer Service Is a Growing Priority

The overwhelming majority of respondents indicated that customer service is very important to retention, showing that community colleges have a strong cultural commitment to provide excellent service to students.

And it's a good thing that community colleges feel that customer service is a priority, because students' expectations are increasing. This could be true for a number of reasons, including becoming accustomed to remote services during the pandemic, increasing numbers of Gen Z students who are digital natives, and improvements to customer service in the private sector that set the standard for how we all expect to interact with businesses and agencies.

Community colleges can continue their commitment to support students at each phase of the journey by doubling down on customer service training and having more candid conversations internally about the role customer service plays in the student experience.

Consensus on the Importance of Strong Service

How important is customer service to your student retention efforts?

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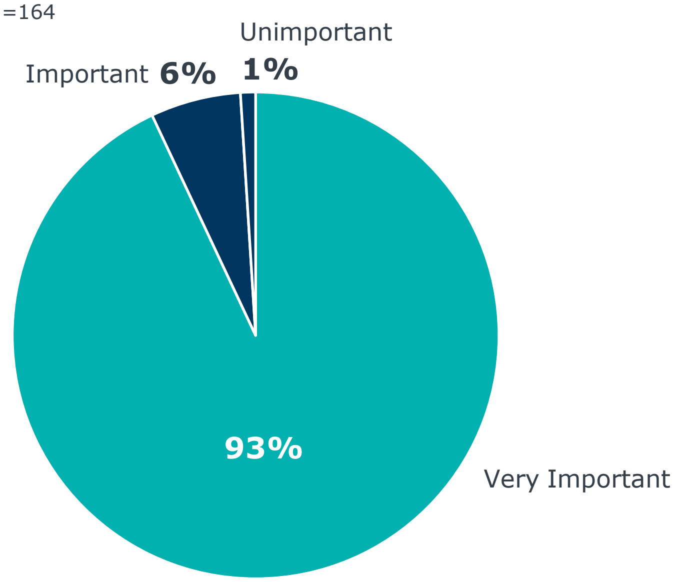

Do you think students' customer service expectations have increased since before the pandemic?

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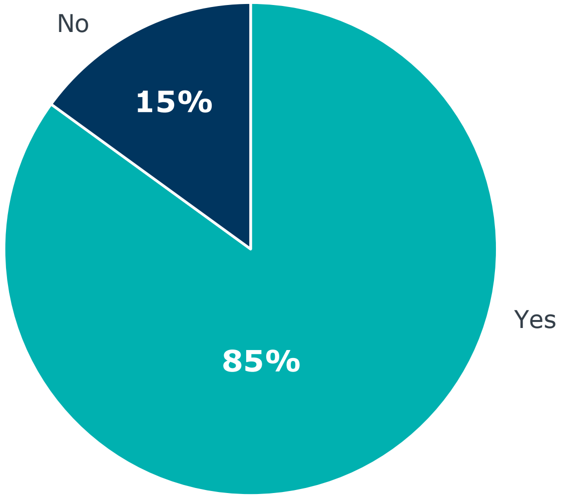

Prospective Students Need Program Guidance

Overwhelmingly, educators cited difficulty in both locating and understanding academic programs as a barrier during a student's initial research about a college. EAB's research shows that Gen Z students are most likely to use a college's website as their first point of contact with a school, making intuitive websites critical.

Self-guidance tools, such as easy-to-query program descriptions, course planning guides, and clear salary and transfer information can assist students in narrowing their program focus and enhance a student's experience with your institution.

Colleges may also want to consider how adding chat, RFI, and embedded email options to program pages can help students connect immediately as they are researching academic programs.

Finally, half of educators cited slow responses to inquiries and difficulty finding ways to pay for college as barriers, pointing to opportunities to tech-enable inquiry responses and load initial inquiries with program and aid information. Proactively anticipating students' questions allows for the highest degree of customer service.

Stronger Self-Guidance Tools Can Meet Consumer Needs

What barriers do you think prospective students face when trying to research your college? [check all that apply]

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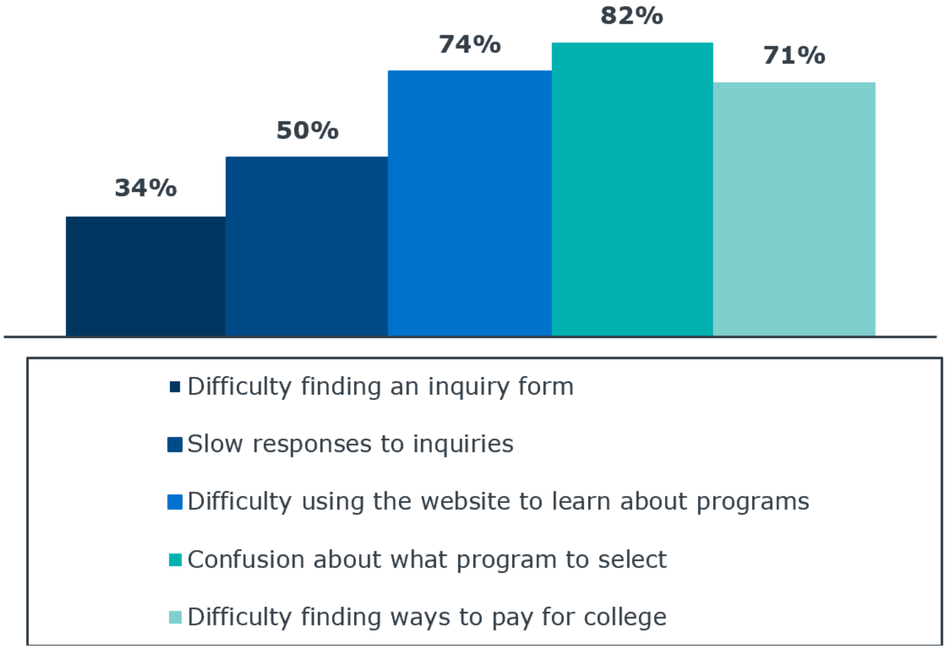

Learn More About Gen Z's Evolving Enrollment Journey

EAB's research shows that Gen Z students are most likely to use a college's website as their first point of contact with a school. Download EAB's 2022 New College Freshman Survey to learn more.

Complicated Onboarding Means Lost Momentum

Educators pointed to students not understanding enrollment steps or the order to complete them as significant risk factors in students not completing the enrollment process. Even if students are reaching out to the college with enrollment questions, whether it’s via email, phone call, or in person, more than half of educators shared that students have difficulty connecting with the right person.

More than half of respondents also thought that nudges coming from the college were unclear, leading students to make wrong decisions or miss deadlines. Qualitative feedback noted that students may struggle with academic jargon and that while colleges think their communications are clear, they may be more difficult to decipher than educator’s think.

Enrollment Customer Service Critical in Unraveling Complicated Enrollment Steps

What barriers do you think cause new students to stop the enrollment process? [check all that apply]

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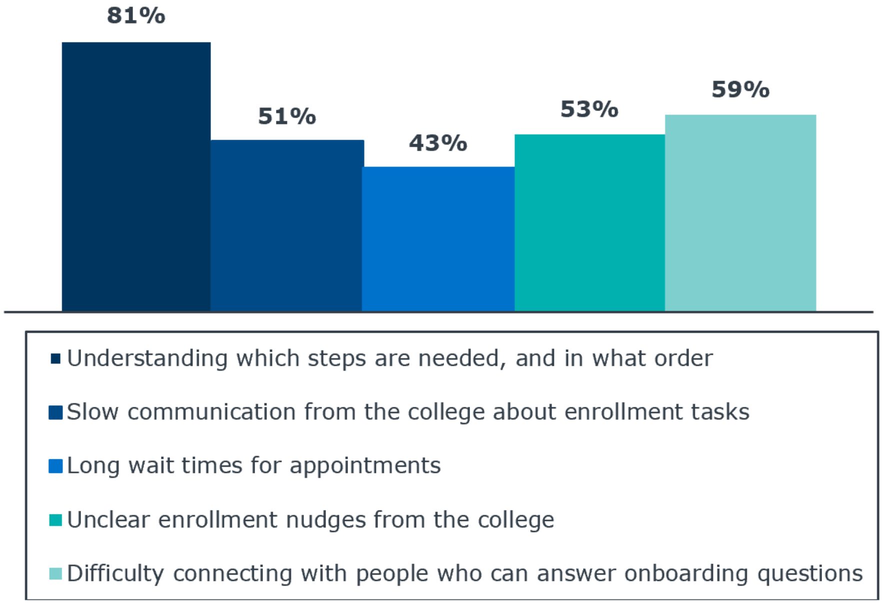

Access EAB's Community College Integrated Prospect Communication Toolkit

While colleges think their communications are clear, they may be more difficult to decipher than they think. This toolkit helps colleges analyze their current communications for clarity, clear calls to action, and jargon that could confuse prospective students. Download the Integrated Communication Plan Toolkit to learn more.

Disorganized Workflows Slow Responses to Prospects

Customized interactions that consider students' goals, interests, and preferences when welcoming them to school are hallmarks of customized onboarding. Only 29 percent of colleges surveyed indicated they had information on prospective students' interests and preferences stored in an easily accessible place, and 47 percent indicated that although they collect prospect information, it is scattered across multiple offices or systems.

A common higher education friction point is that students are being bounced from office to office because information is housed in silos. Decentralized inquiries require data teams to spend more energy (and take more time) to answer students' questions. As a result, students are more likely to have a poor experience.

It's also noteworthy that nearly a quarter of educators reported they don't have a good way to collect detailed prospective student data, making it impossible to anticipate student needs. These communication breakdowns create lengthier workflows and lessen the probability that a student will feel welcomed or engaged by the college.

Slow Response Time and Scattered Data Impact Enrollment and Retention

If a prospective student submits an electronic inquiry, on average, how long does it take your college to respond?

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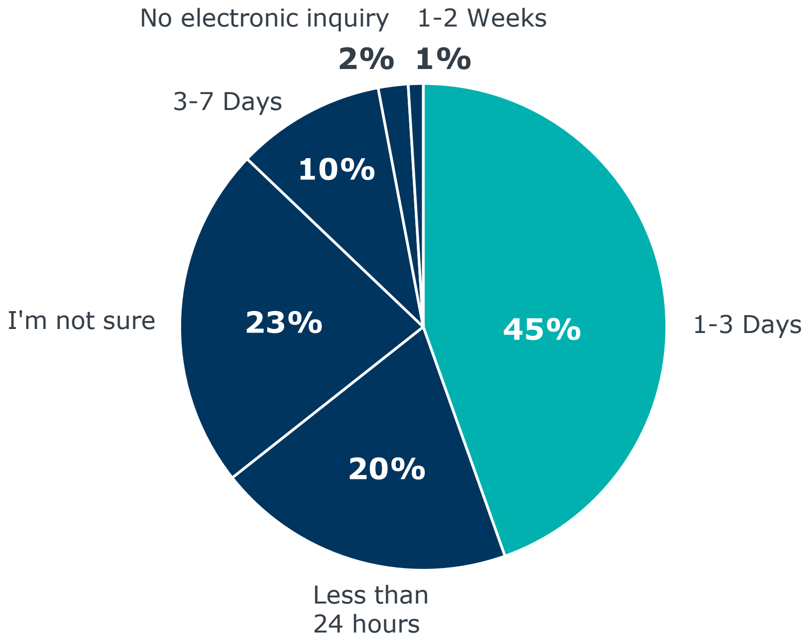

Does your college collect data on prospective students' interests and preferences so it can be referenced in the future?

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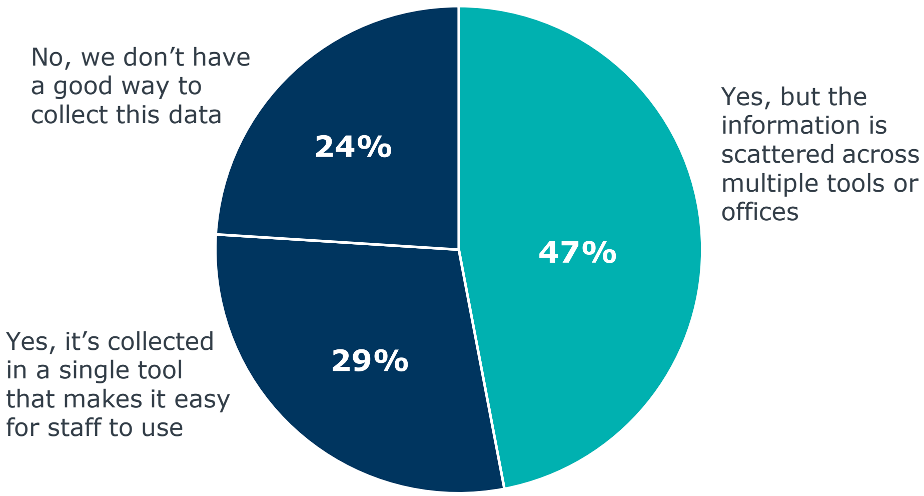

[Learn more about managing recruitment and retention in a single system with Navigate, EAB's CRM](#).

Rapid Appointment Access and Customer Service

The "frictionless service" pillar of EAB's modern student experience research emphasizes user-friendly and digital-first processes to minimize the burden of admin tasks and refocus student attention on the educational experience. It's encouraging that the vast majority of educators reported that it was easy or very easy for students to schedule appointments using technology.

Likely, this is an area of customer service that improved over the pandemic due to the need for remote services. It is noteworthy that 26 percent of institutions either perceived their processes to be difficult, or don't have an online appointment scheduling tool at all, representing massive opportunities for improvement.

Slightly more than half of educators reported that students can expect to meet with an advisor in fewer than three days, and 29 percent reported that it could take between three days and two weeks. During peak times, students are under stress to meet registration deadlines. Prolonged wait times to meet with their academic advisor can have drastic impacts not only on their schedule but also on their financial aid. 14 percent of respondents shared it can take over a week to meet with an advisor, which for some students might be too late.

Technology Enhances the Student Customer Service Experience

How easy is it for students to use technology, like an online tool or app, to schedule academic advising appointments?

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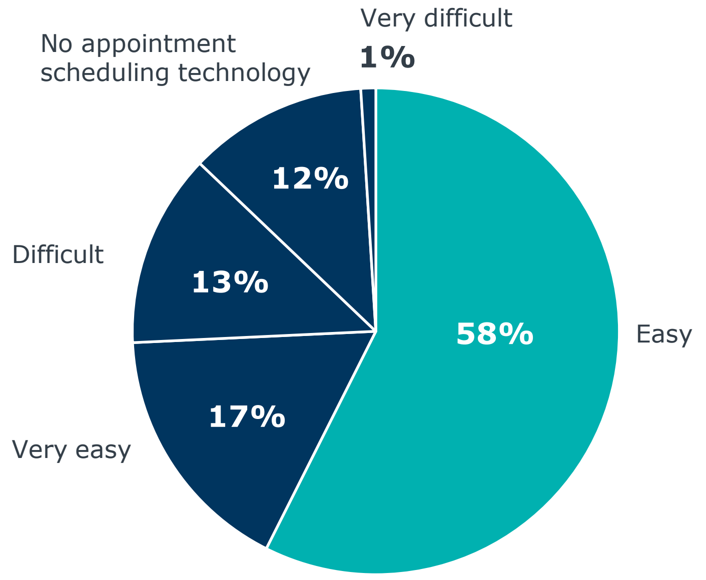

During peak registration times, how long do students wait, on average, to meet with an academic advisor?

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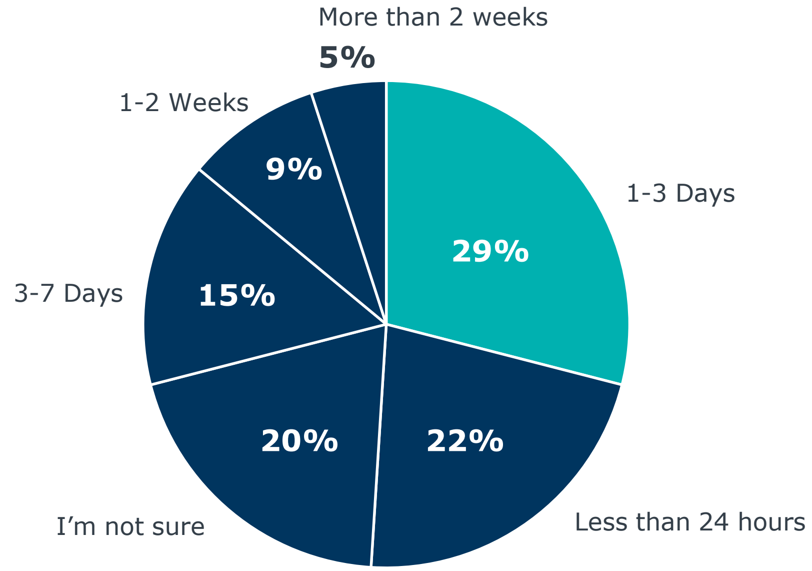

Customer Service Directly Tied to Attrition

Only 17 percent of educators thought that students had no difficulty connecting with the college for enrollment and registration questions. 65 percent thought that students had difficulty at least some of the time, and 19 percent firmly agreed that students faced barriers.

Not being able to connect with the right person, even if it's only some of the time, can be enough to derail a student's momentum. What's difficult about these missed connections is that colleges may not know it's happening, or with what frequency, because the student disengages from the institution.

Within the private sector, research shows 76 percent of people expect to engage with someone immediately when contacting a company. The same study shows that 61 percent of consumers would switch to a company's competitor after just one bad customer service experience. Knowing this, even a student who experiences blockers to reaching campus "sometimes" could become a retention risk. (Source: *Zendesk CX Trends 2022*)

When current students have questions about enrollment and registration, do you think they have difficulty connecting with the right person easily?
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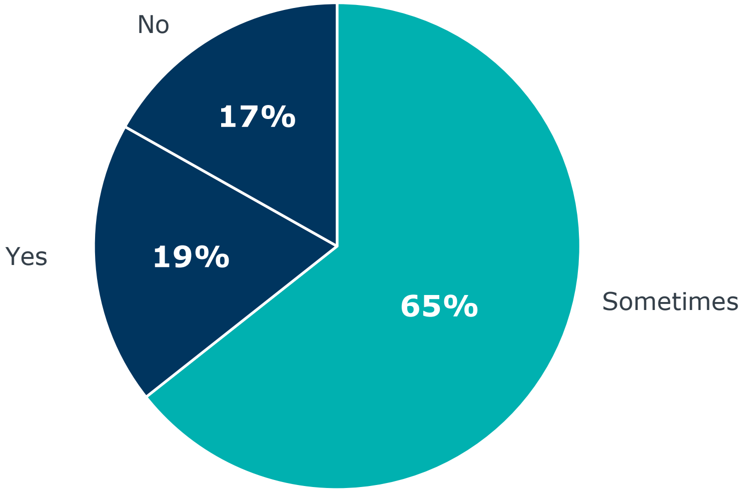
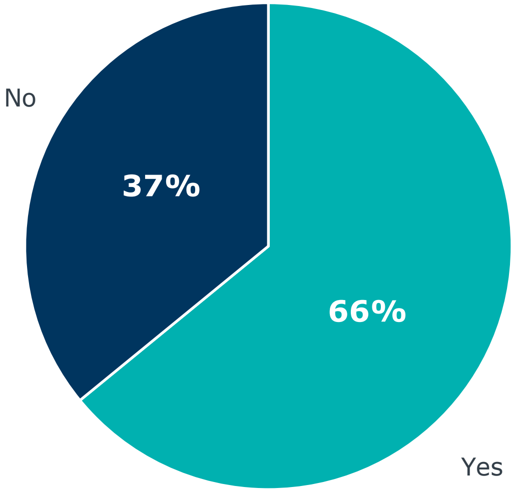


Does difficulty connecting with offices that support enrollment, like advising and financial aid, cause current students to leave the college?



Strategic Recommendation

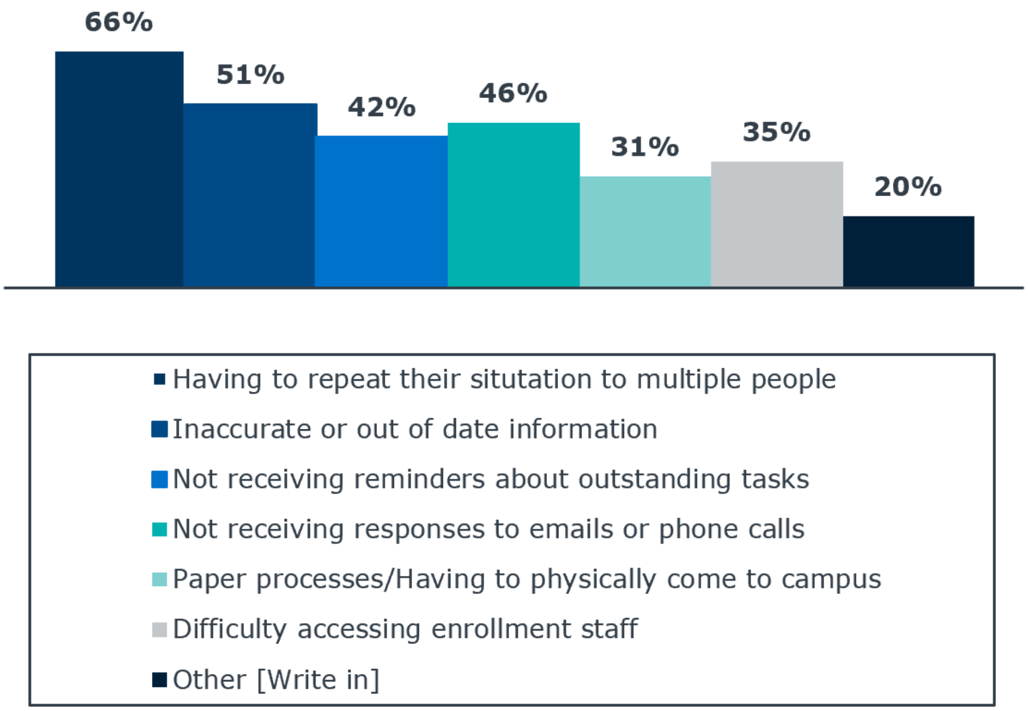
Self-Service Frees Up Staff Bandwidth to Provide Better Service

Students expect the same level of service they would receive at a business, including the ability to connect rapidly with someone who can answer their questions. Self-guidance tools can help students connect to critical information without a high staff lift and free up staff bandwidth for more intricate questions.

Navigating the "Runaround"

We know that the majority of community college students are employed, and many are balancing children, commuting, and family obligations. Having to repeat their need multiple times or getting the “runaround" is a drain on their already limited time. Similarly, on-paper and face-to-face processes, receiving inaccurate information, and lack of follow-up all rank high in creating friction for current students.

Which of the following customer service friction points contribute to current students leaving your college? [check all that apply]



What did educators have to say?

Open-ended responses about student customer service friction points emphasized **difficulties in accessing the financial aid office,** not enough support for financial questions, **confusing websites** and **poor information-sharing,** and receiving **slow or incomplete responses** from the college. Overall, it was clear that colleges would benefit from investing in more rapid ways to communicate financial supports and improving departmental follow-ups. Educators shared the following barriers to service:

"...the language we use may be not as clear as we want [or like] to admit"

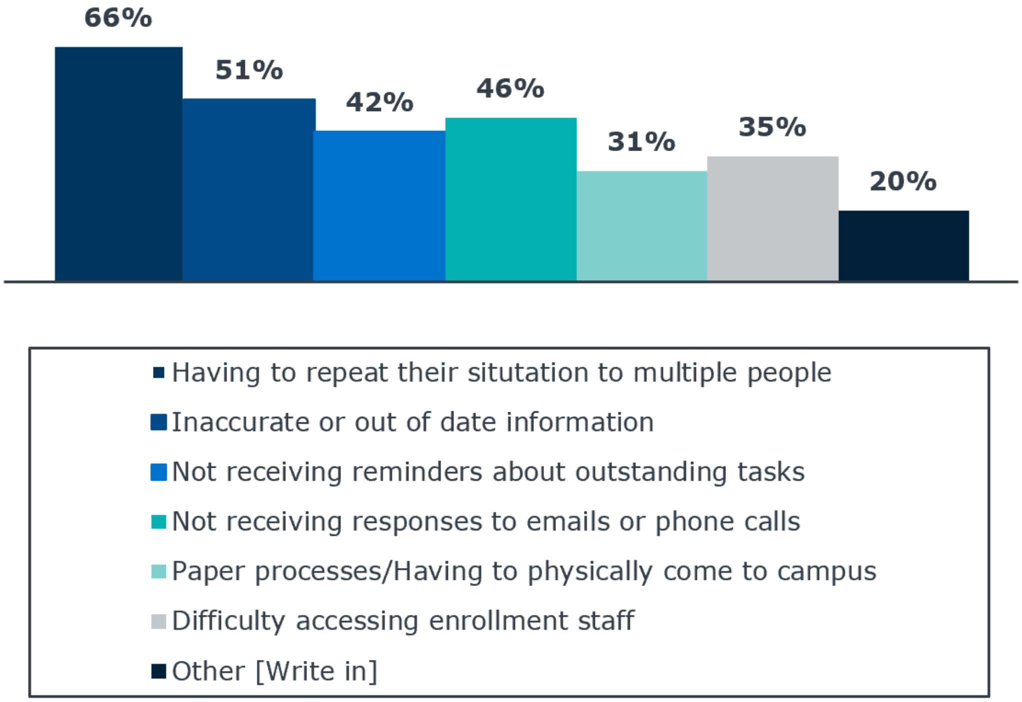
"Information is siloed by department and is not translated well on webpages nor to key advising and enrollment staff"

"...filling out excessive paperwork and electronic forms, rude and unsympathetic faculty and staff"

Customer Service Gaps Amplify Student Stressors

Our goal as educators is to cause the least number of disruptions to a student's progress and personal life. Almost **two-thirds of educators shared that customer service gaps impact students by disrupting their work or family lives,** which are often busy and demanding. For students who might already be on the fence about continuing their education, these types of disruptions can be the thing that derails their progress.

What inconveniences do your current students face due to lapses in customer service? [check all that apply]



What did educators have to say?

Open-ended responses pointed to **delayed graduation, struggles to build class schedules** that fit students' needs, and potential **negative classroom experiences** as examples of frustrations that can be the result of poor customer service.

"Delayed graduation dates due to lack of information about when required classes are offered"

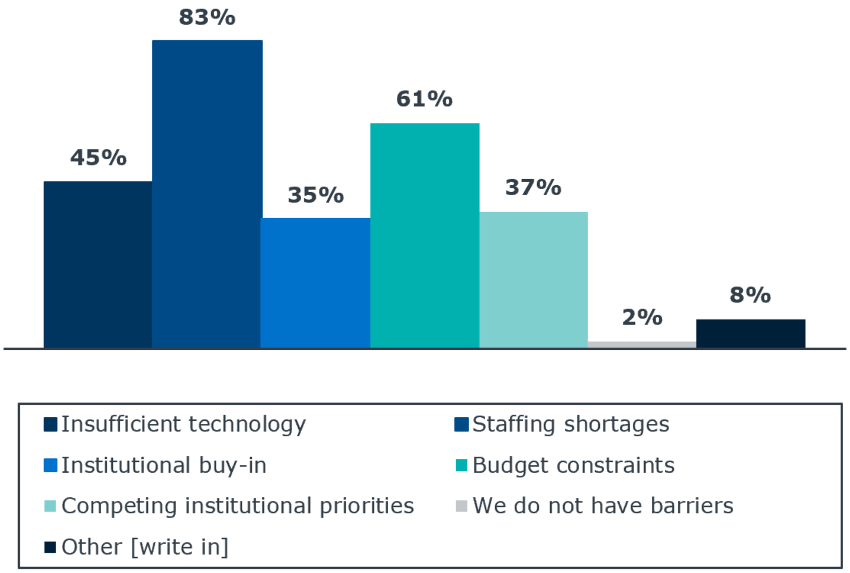
"Not having people available to help them after hours or on the weekends"

"[Poor] faculty responses to ADA accommodations"

Staffing Gaps Slow Improvements to Customer Service

Community colleges have indicated that **customer service is a high priority** and that students have increasing expectations. But colleges are likely trying to meet those new expectations while facing obstacles of their own. **Staffing was ranked as the largest barrier to making improvements,** which aligns with measured staffing declines that started to emerge during the pandemic.

What barriers, if any, are blocking your college from improving student customer service across student affairs offices? [check all that apply]



What did educators have to say?

Largely, open-ended responses here described **cultural barriers** within the college, such as **resistance** to shifting the hours services were available, **limited ability to cross-train, lack of cross-departmental collaboration** and **difficulty hiring staff** with strong customer service and tech skills.

"A lack of unity; departments are overly independent and not working together under a strong, directive leader"

"Lack of understanding of student barriers- refusal to offer services outside of 9:00-5:00 hours"

"A culture that does not prioritize accountability"

Strategic Recommendation

Do More by Doing Less

Serving students by using **as few touchpoints as possible** will reduce stress on both shrinking teams and students

EAB Partner vs. Non-EAB Partner Learnings

Survey results were also analyzed across EAB's community college partners as compared to non-EAB partners. Overall, partners reported more positive perceptions across several key areas, including advising wait times and appointment scheduling, communications, and tech-enabled customer service. The differences between responses made it clear that EAB partner institutions are making faster connections with students and feel more technology-enabled than their peers.

EAB Partners Report Customer Service Wins

6%

More likely to have **wait times under 24hrs** for academic advising appointments during peak registration periods.

37%

More likely than non-EAB partners to report **online appointment scheduling is easy** for students

2x

Are **twice as likely** to think **insufficient technology** is a barrier to improving customer service

7%

More likely to believe **slow communication** from the college causes new students to **stop the enrollment process**

EAB partners: n=108   Non-EAB partners/Unsure of partnership: n=56

Navigate Creates a Customer Service Infrastructure for Community Colleges

- Online appointment scheduling creates easy access to support
- Academic planning tools help students anticipate their path to graduation
- Recruitment management tools create a snapshot of incoming students
- Communications campaigns keep students informed and up to date
- Digital note-taking creates transparency, so students don't need to repeat their story
- Coordinated care networks connect students to the right person the first time

Read Success Stories from EAB Partner Colleges

Use the QR code to learn more about how EAB's community college partners are improving retention, onboarding, and the student experience.

Technology as a Customer Service Asset

Personalized and customized service is the basic expectation among today's students. At every turn, they can receive unique recommendations for products and content as well as easy, one-click access to information across every other aspect of their lives—and they expect this tailoring from colleges and universities too. Each interaction you have with students as they start their college journey should center the individual student, their interests, and the unique value that your institution can provide to them. Use the resources below to learn more about how you can leverage technology to close customer service gaps.

EAB Leads in Tech-Enabling Community College Customer Service

Customized Onboarding

Ensure your students' onboarding experience is seamless, supportive, and personalized.

- The Modern Student Experience (resource center)
- How to Optimize Your Student Communications Strategy (toolkit)
- Every Interaction Counts: Strengthening Community College Recruitment (insight paper)
- Community College Integrated Prospect Communications Toolkit (toolkit)
- How to Engage More Community College Prospects Amid the "Great Opt Out" (blog)
- Gen Z's Evolving Enrollment Journey (resource center)

Frictionless Services

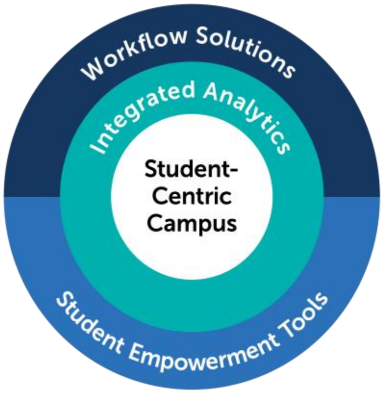
Streamline your services and meet the needs of your students more intentionally.

- How to Build a Student-Centric Community College (video)
- Are Your Early Alerts Helping or Triggering? (podcast)
- The Four Stages of an Integrated Lifecycle Approach (blog)
- How to Reverse Enrollment Declines at Community Colleges (podcast)
- 72 Community College Outreach Campaign Ideas (infographic)

Modernize Your Campus with Navigate

The Leading Student CRM for Community Colleges

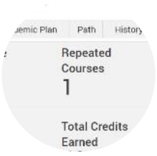
Built on a decade of research, Navigate, higher education's leading student CRM, helps 275+ community colleges improve recruitment, onboarding, enrollment, and retention for more than 4.4 million students. Navigate unites administrators, faculty, staff, and students into a collaborative network to measurably improve student outcomes.


Workflow Solutions
Integrated Analytics
Student-Centric Campus
Student Empowerment Tools

Workflow Solutions

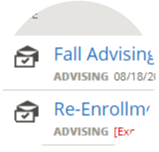
Smart Student Profile

Actionable academic, financial, and behavioral data to support holistic coordinated care


Path
History
Repeated Courses
1
Total Credits Earned

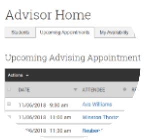
Campaign Management

Mass outreach and multi-modal communication at scale


Fall Advising
ADVISING 08/18/2
Re-Enrollm
ADVISING

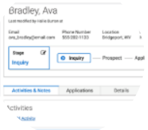
Appointment Scheduling

Flexible timetable for students to schedule within the availability of faculty and staff


Advisor Home
Upcoming Advising Appointment

NEW: Recruitment Management

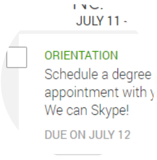
Reach and engage prospective students and applicants through campaigns, analytics, and list management


Bradley, Ava
Inquiry
Prospect
Applications

Student Empowerment Tools

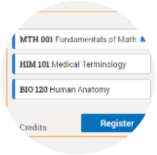
Pivotal Moments Path

In-app onboarding and ongoing guidance organized by due date


JULY 11
ORIENTATION
Schedule a degree appointment with y
We can Skype!
DUE ON JULY 12

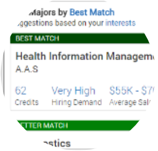
Collaborative Academic Planner

Degree maps, course catalog, requirements, and credit tracking with advisor oversight


MTH 001 Fundamentals of Math
HIM 101 Medical Terminology
BIO 120 Human Anatomy
Credits
Register

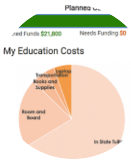
Student Surveys

Interactive surveys and polls for new student intake, exploring majors, sharing needs and interests, and more


Majors by Best Match
BEST MATCH
Health Information Managem
A.A.S
62
Credits
Very High
Hiring Demand
$55K - $7
Average Sal

Financial Planner

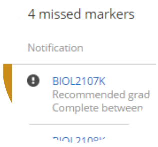
Help students discover likely expenses and identify funding to mitigate excess debt


My Education Costs
Room and Board
In State Tuition

Integrated Analytics

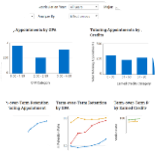
Predictive Analytics

Identify and prioritize student interventions based on likely need for support


4 missed markers
Notification
BIOL2107K
Recommended grad
Complete between

Effectiveness Analytics

Impact assessment of interventions across student groups



Population Health Analytics

Key academic progress and performance indicators identify and assess interventions

19,338
2.30
Key Populations

Historical Trend Analytics

Analyze historical data to support institution-level and program-level decision-making

OUR PARTNERS

275+
Community college partner institutions

4.4M+
Students served

OUR IMPACT

3.5%
Typical improvement in graduation rate

5:1
ROI based on 500 partner value stories

YOUR NEXT STEPS

Schedule a student experience consultation by contacting **eab2yrcommunications@eab.com** or visit us online at **eab.com**.

EAB Is Your Full-Service Community College Partner

Best-in-Class Support and Expertise to Solve Challenges Across Your Institution

Our Solutions for Community Colleges	Institutional Strategy	Recruitment and Enrollment	Student Success	Data Management and Analytics
NAVIGATE The leading student CRM for community colleges, supporting recruitment and retention		■	■	■
EDIFY A higher ed-specific and vendor-agnostic data warehouse, infrastructure, and analytics hub	■	■	■	■
STRATEGIC ADVISORY SERVICES Consultative access to EAB's best practice research, toolkits, diagnostics, and expert direction on community colleges' most pressing challenges	■	■	■	■
RAPID INSIGHT Access, prepare, and explore your data in a code-free, drag-and-drop workspace	■	■	■	■
YOUVISIT Immersive virtual tour platform creating a digital experience that generates higher inquiries and activates your recruitment team		■		
WISR Invite-based, college-branded virtual communities for prospects and current students to enhance connection		■	■	
MOON SHOT FOR EQUITY A comprehensive initiative to eliminate equity gaps at your institution by the year 2030	■			
CAPPEX An expansive college search network that connects colleges with right-fit students		■		
INTERSECT A recruitment solution powered by Naviance, the leading college and career readiness platform used by 41% of US high school students		■		

Visit eab.com or email eab2yrcommunications@eab.com to learn about our offerings and speak with an expert.

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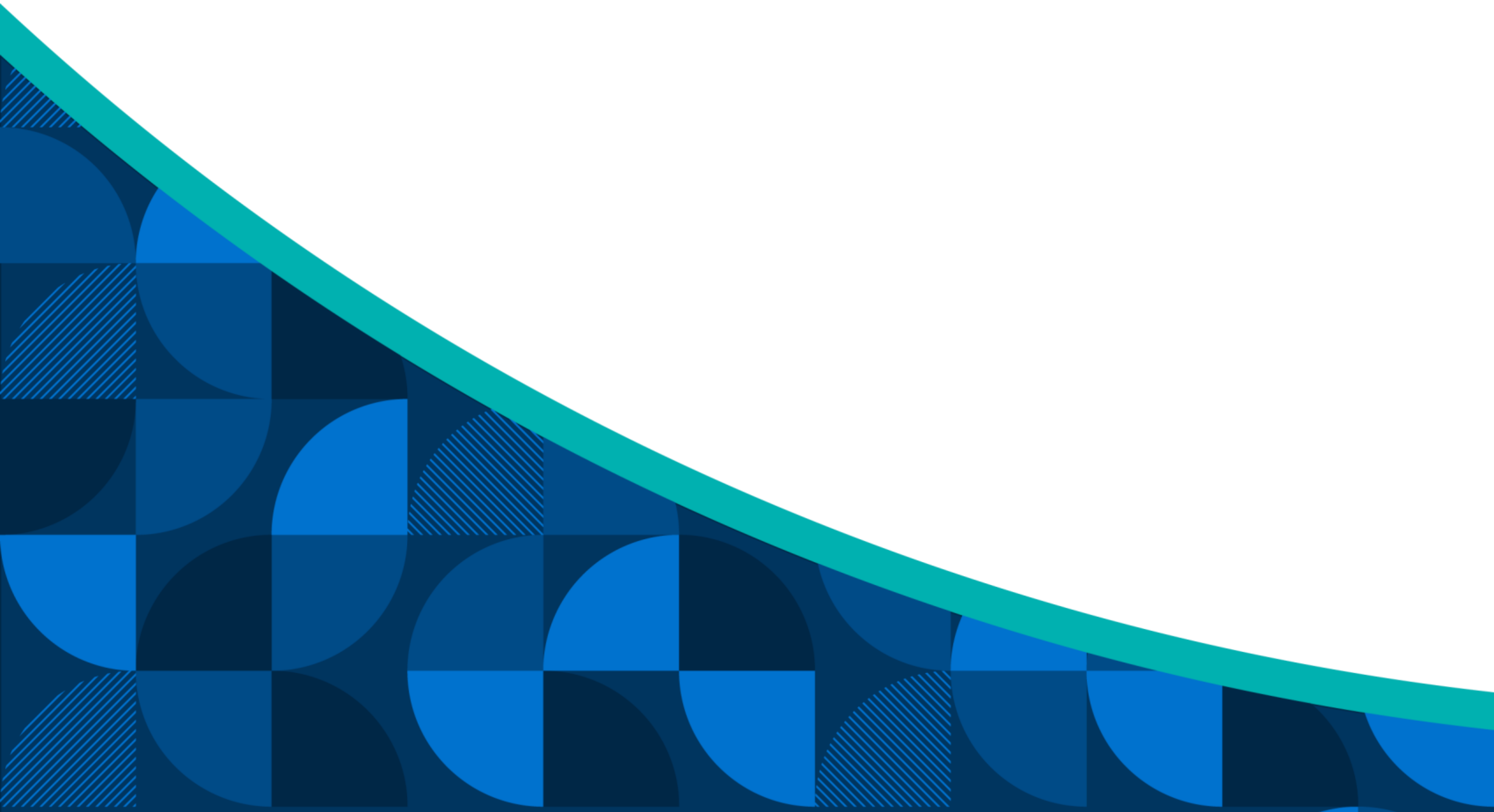

ABOUT EAB

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.