

ELSMERE EDUCATION CASE STUDY

R1 DOCTORAL UNIVERSITY

Empowering Enrollment Growth with Our Full Solution Suite

Facing a significant, multi-year enrollment decline in its professional and continuing education programs, an R1 Doctoral University partnered with Elsmere Education to implement a growth-focused solution. By leveraging Elsmere's full suite of solutions, the university aimed to revitalize its programs, meet the demands of nontraditional learners and foster sustainable enrollment growth.

The Challenge:

Before partnering with Elsmere Education, the university handled enrollments in-house for its professional and continuing education programs, but results continued to decline. Over three academic years, enrollment in key programs dropped by nearly 43%.

With limited resources and the need for a fresh approach to rekindle interest in these programs, the university recognized it required a partner with the expertise and resources to drive sustained growth. Elsmere Education was selected to provide a comprehensive solution to revitalize the university's enrollment pipeline.

The Solution Suite:

The university engaged Elsmere Education's full suite of solutions to tackle its enrollment challenges and revitalize program growth. With Elsmere's expertise and advanced tools, the university benefited from strategic support across multiple areas.

1. EPaaS Ecosystem

The EPaaS Ecosystem provided the foundational framework for the university's transformation. By integrating tools like the SIS, LMS, and application system into a unified platform, EPaaS delivered a coordinated, proactive, and personalized student journey. This streamlined approach reduced administrative burdens, improved efficiency, and ensured a seamless experience for students from first contact through graduation.

2. Growth Services

Building on the EPaaS foundation, Elsmere's Growth Services filled critical capacity gaps and drove enrollment growth. With high-touch recruitment, tailored marketing strategies, and proactive retention support, Elsmere engaged nontraditional learners on behalf of the university, expanded the university's reach, and adapted quickly to evolving market demands, ensuring that every phase of the student journey was optimized.

- **Marketing**
- **Recruitment & Enrollment**
- **Student Success & Retention**
- **Market Insights & Program Strategy**



3. Elsmere Insights

Elsmere Insights, the foundation of our Growth Services, provided the university with 360-degree, full-funnel visibility and 24/7 access to actionable data. By unifying information from CRMs, SIS, and marketing platforms into a cohesive, real-time view, Elsmere Insights empowered the university to make data-driven decisions with precision. This comprehensive visibility allowed leadership to align enrollment outcomes with marketing efforts, monitor every stage of the student lifecycle, and proactively address opportunities and challenges to sustain growth.

Together, these solutions enabled the university to deliver a seamless, personalized experience for students while building a sustainable enrollment pipeline for long-term success.

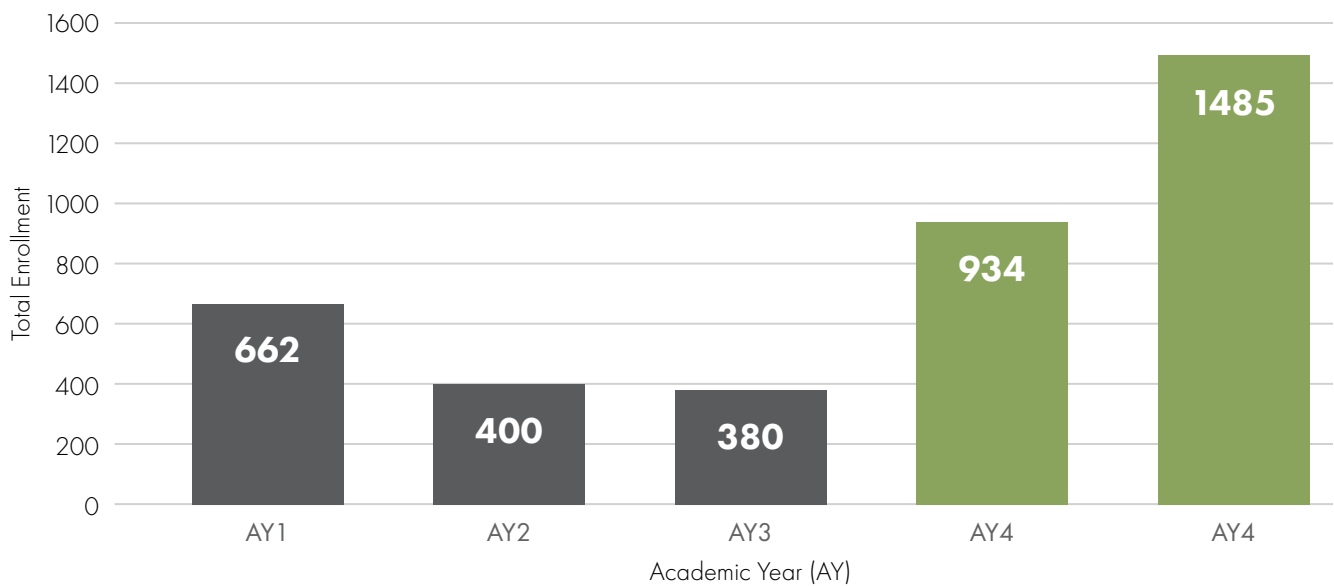


The Outcome:

Elsmere Education's partnership delivered an immediate, measurable impact on enrollment. In the first year alone, enrollments in the professional and continuing education programs supported by Elsmere **increased by 146%**.

TOTAL ENROLLMENT OVER TIME

AY 1, 2, & 3 = Pre-Elsmere AY 4 & 5 = With Elsmere



This partnership empowered the university to establish a sustainable enrollment pipeline, positioning its programs for long-term success and enhancing its standing as a leader in professional and continuing education for nontraditional learners.



Looking to drive sustainable enrollment growth? Discover how Elsmere Education's full solution suite can transform your institution. Reach out to us today to explore how we can support your path to success.