



EAB

Future of Student Success

Four Possible Scenarios

Hi! I'm Your Presenter.

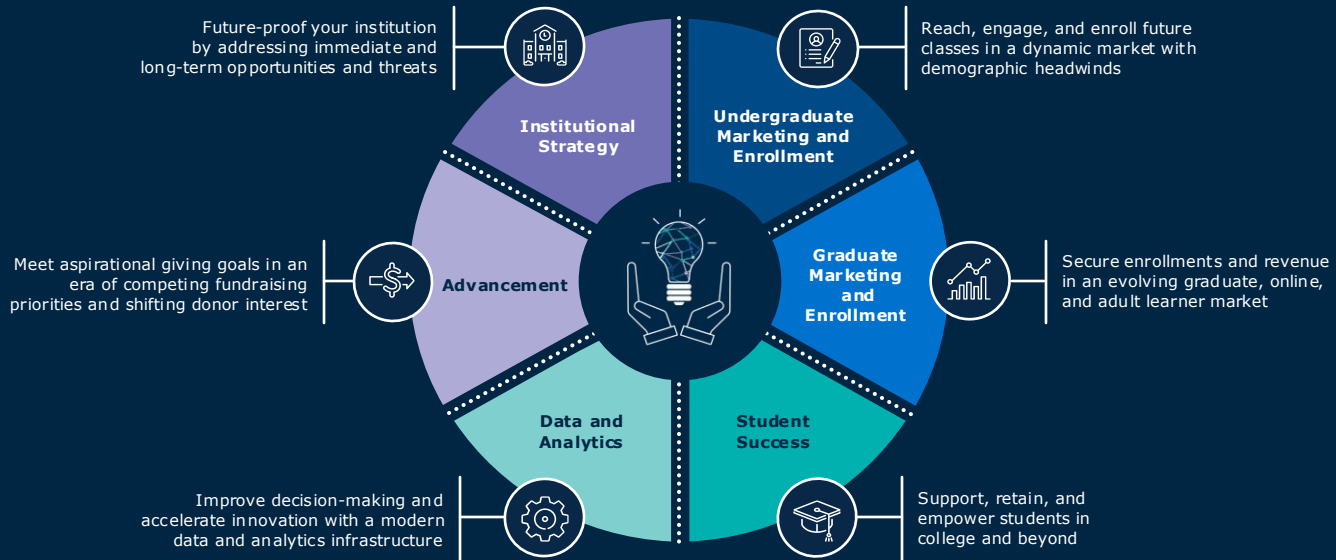


Ed Venit

Managing Director

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Insight-powered Solutions for Your Top Priorities and Toughest Challenges

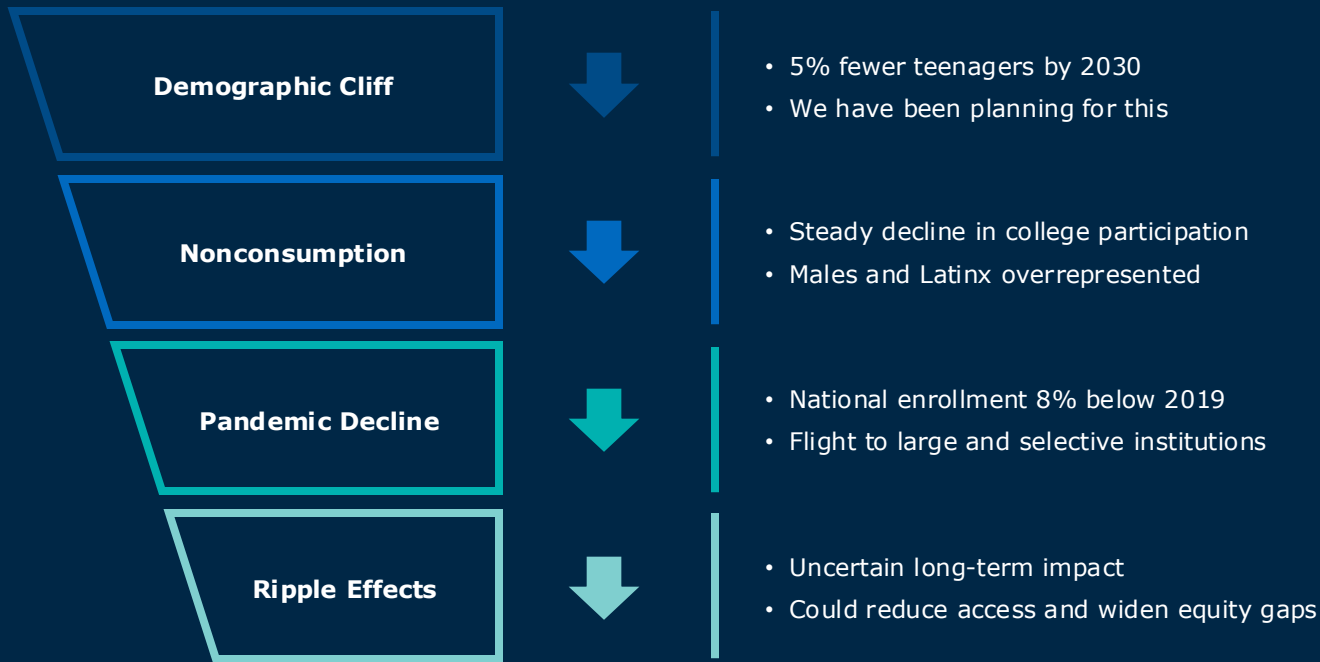


We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

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

Why Study the Future?

How Do We Make Strategic Plans in an Uncertain Environment?



Six Forces Driving the Future of Student Success Strategy

The Future of Student Success



Perception of College Value

8 ppt decline in college-going HS grads since 2016



Enrollment & Demographics

6.3% decline in 15-19 year olds by 2030



Mental Health & Wellness

2x increase in student anxiety since 2013



Academic Preparation

38% of ninth graders on-pace for college math



Sustainable Scope

18% of CBOs say they are poised to shrink



Artificial Intelligence

ChatGPT reached 100M users in just **2 months**

Houston Foresight

<https://www.houstonforesight.org/>

BASELINE

The system moves forward along its current trajectory. This is the “official future” and usually considered most likely.

ENERGY MARKET EXAMPLE:
Fossil fuels remain the primary source for the power grid with incremental “clean” and renewable energy growth.



COLLAPSE

The system falls apart under the weight of “negative” forces.

ENERGY MARKET EXAMPLE:
Hackers takeover the energy grid and people live without power.



TRANSFORMATION

The system is discarded in favor of a new one with a new set of rules.

ENERGY MARKET EXAMPLE:
Global policy changes ban fossil fuels and all energy is “clean” and renewable.



NEW EQUILIBRIUM

The system reaches a balance among competing forces that is significantly different from the current balance.

ENERGY MARKET EXAMPLE:
Market demand for renewable energy overtakes fossil fuels, which are only used to supplement during peak demand periods.



Same system, same rules

Scenario 1: Slow to Adapt

The public questions college value. Student success teams are stretched thin and struggle to keep up student needs for advising and support.



Baseline Scenario for 2030

Higher Education Playing Defense While Student Need Grows

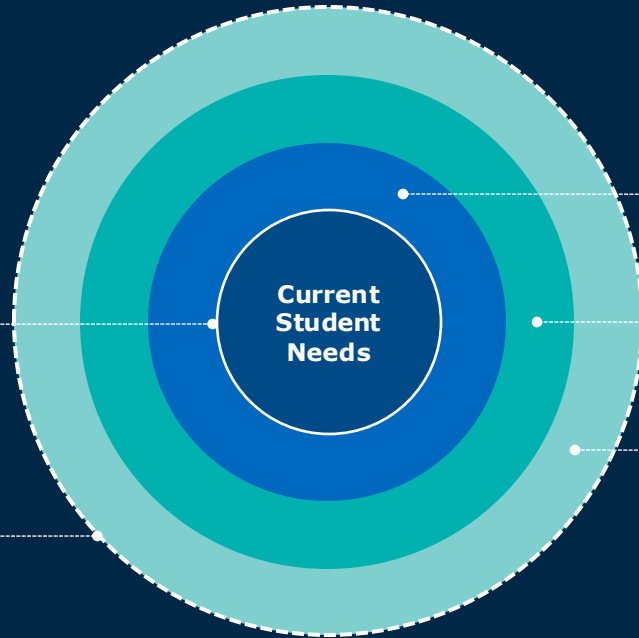
Every School Will Need a Student Success Strategy

What EAB Does Well

- Proactive advising
- CRM technology
- Data management

Where We Are Going

- Artificial intelligence
- Career simulations
- Outside partners (e.g. mental health providers)



Academic Preparation

Unfinished learning drives a huge increase in demand for academic support

Mental Health

Wellness becomes fully integrated into the broader student success strategy

College Value

Career and life preparation emerge as top student success priorities

No system, no rules

Scenario 2: A Downward Spiral

Pandemic impacts on learning and mental health are worse than feared. Student success teams become overwhelmed. Public skepticism rises.



School Is Out

Our Collapse Future Is...



SHARKNADO

Fewer undergrads qualify for STEM, Health, and Business majors **1**

Faculty concern rises, further straining morale **3**

Social inequity rises as college equity gaps reopen **5**

2 Discouraged students leave college and enrollments fall

4 Employers struggle to hire, and public skepticism rises

6 Shortage of diverse knowledge workers impacts long-term economic competitiveness

Same system, new rules

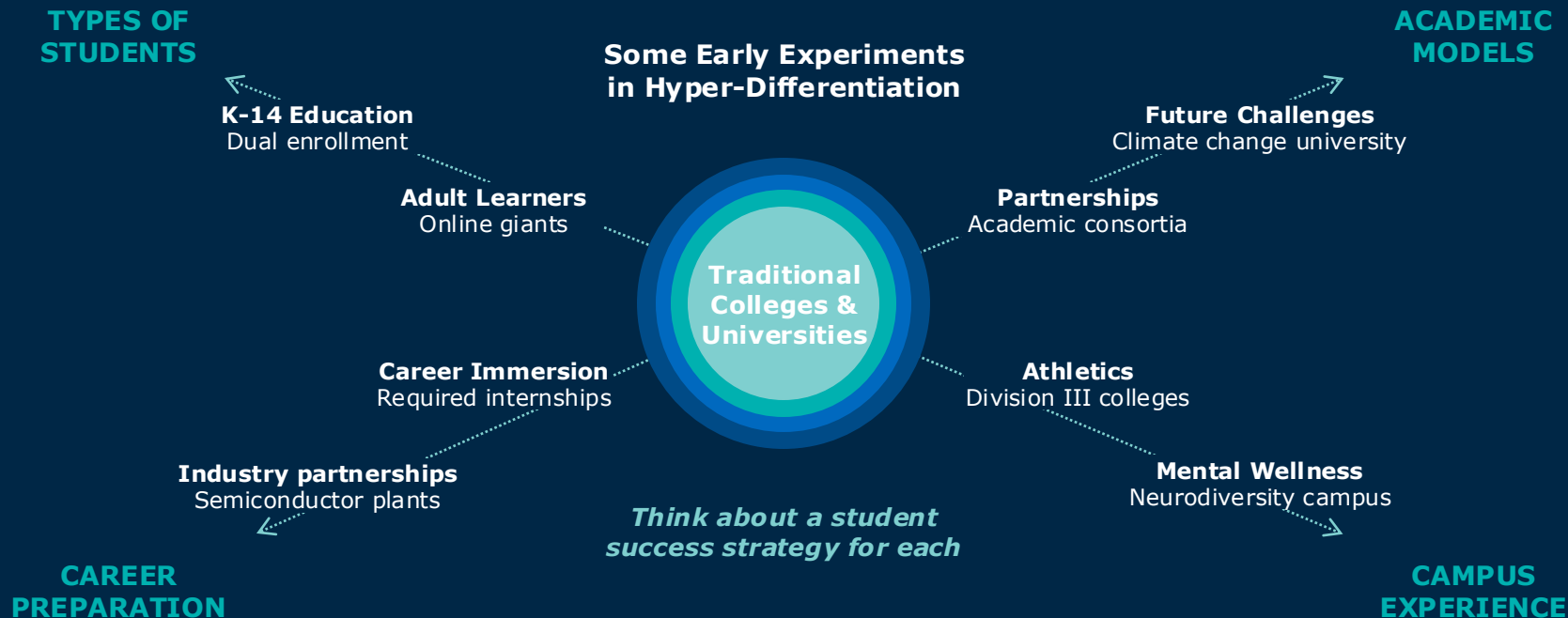
Future 3: The New Specialists

Competition forces colleges to reduce scope and specialize. By tightening their focus, student success teams generate breakthrough innovations.



The New Specialists

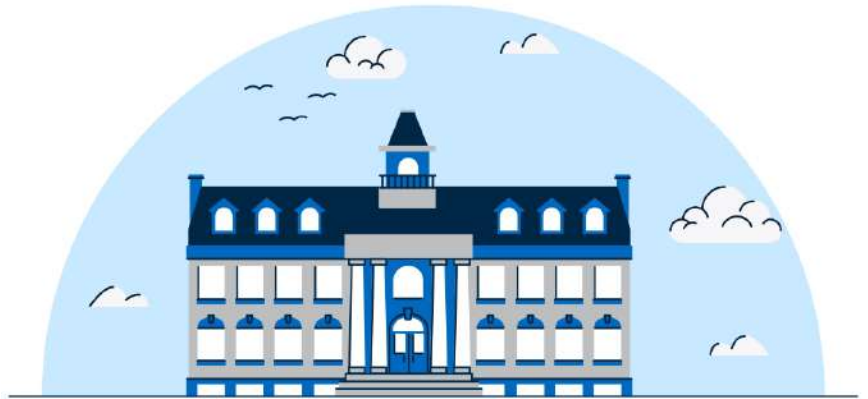
How Might Hyper-Differentiation Change Student Success?



New system, new rules

Future 4: Student-Centered University

AI enables individually tailored advising and support to be delivered at scale, enhancing the value and quality of each student's experience



Student-Centered University

AI Enables Personalized Student Support Delivered at Scale

Hyper Personalized Advising



Custom Outreach
In Use



Research Assistant

Academic and Career Support



24/7 Resource Knowledge Bot
In Use



Personal Tutor



Course Recommender
In Development



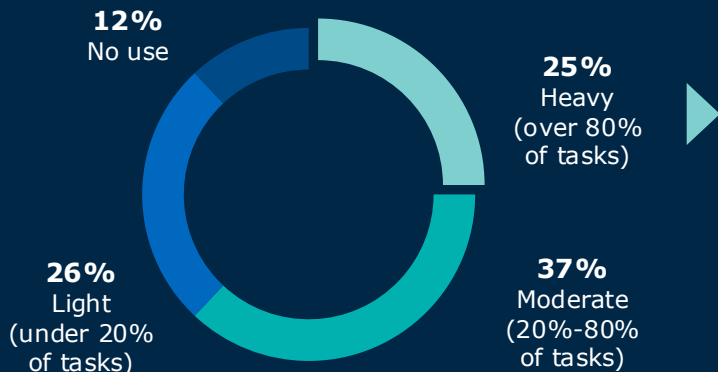
Career Coach



Forming a Human-AI Symbiosis

College Well-Positioned to Prepare Students for the AI Workforce

Estimated Use of AI in the 2028 Workforce



Top Skills Valued by AI Employers

1. Critical thinking and problem solving
2. Creative thinking and design
3. Technical (coding)
4. Ethics and risk management
5. Communication

"At **Interface University**, students learn how to think with computers, using them not simply as a tool but as an **extension of human intelligence**"

David J. Staley

"Alternative Universities: Speculative Design for Innovation in Higher Education"

CONNECTED25

Higher Education's Premier Student Success Conference

SAVE THE DATE

Orlando, Florida | October 13-15, 2025

Join us for a transformative conference that will bring together hundreds of student success and data leaders from across EAB technology partner institutions.

At CONNECTED25, you'll have the opportunity to explore a wide range of topics, engage with industry experts, connect with changemakers, and gain insight into the future of EAB technology in student success and beyond.

Questions? Email CONNECTED@eab.com

Agenda and more details to follow



“

Fantastic sessions and networking opportunities—A lot of learning, idea sharing, and brainstorming that have me excited to continue my work on my campus!

”

Q&A



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