

EAB Data-Driven Insights and Solutions

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Solution: EAB Data-Driven Insights and Solutions

Provider: [EAB Global, Inc.](#)

At EAB Global, Inc. (EAB), our mission is to make education smarter and our communities stronger. Founded as a higher education best practice research firm in 2007, EAB is composed of several previously independent businesses, through which we have served higher education for four decades.

We work with more than 2,500 institutions to drive transformative change through data-driven insights and best-in-class capabilities.

EAB has an unparalleled breadth and depth of expertise with the top issues facing colleges and universities. EAB has conducted higher education research since 2007.

Today, we support 26,000+ presidents, provosts, chief business officers, chief information officers, enrollment leaders, chief administrative officers, and other members of the executive leadership team. Each year EAB completes 75 major research studies, conducts 5,000+ primary in-depth interviews, and produces more than 10,000 partner-specific research briefs. We have 8,000+ best practices in our research library. Our expertise cuts across all terrains—academic strategy, student experience, finance, fundraising, IT, and more—to support both specific initiatives and overall goals.

We believe in supporting our partners through a collaborative, full-service partnership. EAB aims to provide the highest quality of service through our technology so that you can achieve your recruitment, enrollment, student success, and/or advancement goals.

Contract Highlights

Solutions Available under this Vehicle

Navigate360: Navigate360 is EAB's scalable, enterprise-wide student success CRM, offering a complete set of early alert, intervention, and analytics features for all institutional stakeholders. Its comprehensive framework is designed to establish a Coordinated Care Network across campus offices throughout your institution, aiding in your retention and graduation efforts. Navigate360 is a cloud-based SaaS solution hosted on Amazon Web Services (AWS). It is OS-agnostic and accessible online on any laptop, desktop computer, and mobile device.

Starfish: The Starfish platform brings insight to student data, allowing campuses to take action and serve students proactively. Starfish removes complicated redundancies and barriers to modernize campus, making student intervention easy and integrated. Starfish connects each campus to its students, providing intentional, just-in-time intervention and cohort management throughout their journey. Our technology and services enable campuses to become student-ready, scale student support, and measure results. Starfish is a cloud-hosted SaaS solution hosted on AWS. It is OS-agnostic and accessible online on any laptop, desktop computer, and mobile device.

Edify: Our best-in-class Education Data Platform (EDP), Edify provides a user-friendly and extensible platform to unify and democratize access to institutional data and reporting. It is uniquely comprehensive, purpose-built for higher education, and vendor-agnostic. Edify is a cloud-based data SaaS offering built on Amazon Web Services' (AWS) infrastructure. No additional hardware is required to install or run Edify.

Transfer Portal: EAB's Transfer Portal is a web-based technology platform designed to meet prospective transfer students where they are. Fueled by your SIS and Degree Audit data, the Portal offers prospects credit estimates immediately, recommendations for their best-fit majors, and customized application support to guide them step by step through the enrollment process. The platform also empowers admissions staff to focus on the student outreach that will yield the best results.

Enroll360: Enroll360 is an innovative approach powered by EAB's Enrollment Ecosystem and designed around the college

search and decision-making behaviors of today's high school students and their families. We combine our expertise in audience generation with behaviorally responsive marketing campaigns and sophisticated analytics to support schools in recruiting and enrolling the students of today.

Adult Learner Recruitment (ALR): ALR is a strategic enrollment solution focused on graduate and adult student growth. It encompasses the complete set of services schools need to grow enrollment in graduate programs and online graduate programs, as well as among nontraditional adult learners.

Advancement Marketing Services (AMS): AMS provides strategic, marketing, and analytical support to ensure schools can connect with alumni and donors in their preferred channels. We bring out-of-industry marketing practices to increase engagement and conversion and leverage analytics to direct tailored communications to key donor audiences.

Market Research: EAB surveys students and other stakeholders so that schools gain critical insights into their current market position, key competitors, and targeting potential. We engage in a collaborative partnership that is fueled by our extensive research experience.

Targeted .edu Content Strategy Engagement (TECS): EAB's TECS engagement develops a strategic content roadmap for a school's most enrollment-critical pages, inclusive of SEO analysis, content strategy recommendations, and immersive digital-marketing best practices. We deliver these services to help guide prospective students to conversion.

Strategic Advisory Services: EAB's Strategic Advisory Services provide higher education leaders with expert guidance on key institutional challenges, including enrollment management, student success, and financial sustainability. These services offer customized, data-driven recommendations to help institutions achieve their strategic goals and improve overall performance.

Strategic Advisory Services – Deans Partnership: Provides deans and college academic leaders proven strategies and decision-quality data and insights to support planning and strategy, promote curricular and research innovation, manage faculty and staff affairs, optimize academic resource allocation, and accelerate change.

Benefits to Members

- **Discounts for Edge Members and EdgeMarket Participants**

Method of Procurement

- Competitive procurement (RFP) under [EdgeMarket](#)

Bid, Award and Contract Documents

- [Bid and Award Documents](#)
- [Access EdgeMarket Contracts](#) (A Member-Only login is required to access contracts. Learn how to [create](#) one.

To Inquire

For more information from **Edge**, contact: edgemarket@njedge.net