3 Enrollment Marketing Introduces 3E Graduate Growth Catalyst to Help Institutions Accelerate Graduate Enrollment Growth

New strategic framework helps colleges and universities accelerate graduate enrollment growth with market-driven strategy and execution

REXFORD, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- For years, colleges and universities have responded to graduate enrollment challenges by increasing marketing investments, launching new campaigns, or adding programs. But in today's market, those tactics are no longer enough. As graduate enrollment stagnates, graduate-level enrollment declines, and AI reshapes how prospective students discover and evaluate programs, the institutions that succeed will be those that make better strategic decisions, not simply louder marketing investments.

To help institutions navigate this shift, 3 Enrollment Marketing today launched the 3E Graduate Growth Catalyst, a decision framework that helps colleges and universities determine where they can compete, which graduate programs deserve investment, how to differentiate them, and what those decisions are likely to produce in enrollment and net revenue.

Graduate education has entered a new era of competition. Regional institutions now compete directly with national online providers for the same working professionals. At the same time, employer-sponsored education, certificates, and alternative credentials continue to expand the range of options available to learners. AI-powered search is also changing how prospective students research and compare graduate programs, making institutional differentiation more important—and more difficult—than ever.

The result is a growing gap between institutions that can clearly articulate why their graduate programs matter and those that continue relying on historical reputation or traditional recruitment strategies.

"The greatest challenge facing graduate enrollment isn't awareness, it's clarity," said Mary Grondahl, Senior Vice President of Strategy and Positioning at 3 Enrollment Marketing. "Too many institutions are asking how to market every program instead of asking which programs they can truly own in the marketplace. Sustainable enrollment growth starts with making better strategic choices about where to compete, how to differentiate, and where to invest."

The Graduate Growth Catalyst brings together competitive analysis, labor market intelligence, enrollment forecasting, and financial scenario modeling into a single strategic engagement. Rather than delivering another market assessment or enrollment report, the framework provides institutional leaders with evidence-based recommendations on where to focus resources—and the financial impact those decisions are expected to generate.

Each engagement is tailored to a single institution and helps leaders:
- Identify where the institution has a sustainable competitive advantage in the graduate market.

- Prioritize programs with the strongest long-term labor market demand and enrollment potential.
- Model enrollment and net revenue across multiple investment scenarios before decisions are made.
- Develop a sequenced implementation roadmap with clear priorities for the first 30, 60, and 90 days.

Designed for presidents, provosts, graduate deans, and enrollment leaders, the Graduate Growth Catalyst connects institutional strategy, academic portfolio planning, enrollment economics, and marketing execution into a single decision-making framework.

"Institutions don't need more data—they need greater confidence in the decisions they make with it," Grondahl added. "When leaders understand where they can win and what those choices are worth financially, graduate enrollment becomes a strategic growth engine rather than a constant enrollment challenge."

To learn more, download the 3E Graduate Growth Playbook or visit www.3enrollment.com.

About 3 Enrollment Marketing
3 Enrollment Marketing helps colleges and universities achieve measurable enrollment growth by aligning institutional strategy, enrollment marketing, and technology around outcomes. Guided by its client promise to achieve 100% of client goals over a three-year horizon, 3E combines modern marketing strategies, the 3E Experience Platform, and expert teams to deliver data-driven enrollment solutions. Over the past seven years, approximately 85% of 3E clients have achieved growth in applications and net deposits.

Sidra Berman
3 Enrollment Marketing
+1 301-525-2595
email us here

Visit us on social media:
LinkedIn
