

Stop out Initiative Scope of Work Summary

The university is seeking to re-engage students who departed from the university prior to graduation, commonly referred to as “stopouts”. The timeframe of prior enrollment is within the last 5 years.

EAB will

- Provide Proprietary data to enrich profiles and inform segmentation by preparing customized communications for differentiated care for students.
- Leverage their Marketing Division to obtain up-to-date contact information on stopout students to strengthen the re-engagement opportunities.
 - Enrollment and Recruitment experience will also be used to maximize the engagements with the University’s former students.
- Assign dedicated live coaching to support stopouts through re-enrollment
 - This process includes a handoff to university personnel of students who have indicated they are interested in re-enrolling.
- Prepare regular updates of the data (qualitative and quantitative) received from the former students contacted. This includes relevant themes and patterns that emerge from the data. summary reports of stopout student profiles: reasons shared of stopout causality.
- Leverage existing data to compile a wholistic profile of the students.
- Maximize the existing knowledge of student’s academic history to customize outreach strategies to provide curated campaigns/messages to students who have stopped out for varying reasons.

Project Timeline:

May 2026 Engage in cultivating student messages for the stopout population.

Summer 2026 Complete soft-launch of the stopout initiative.

Fall 2026-Fall 2027 Full engagements with stopout students.



EAB

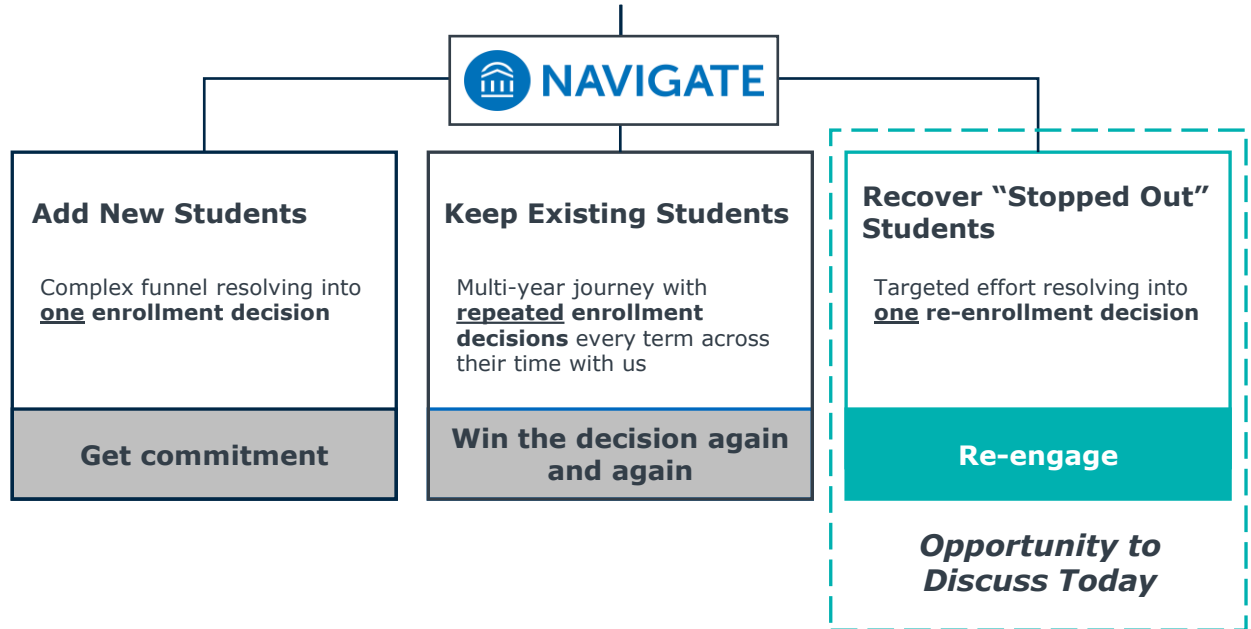
Seeking Your Partnership: Re-Enrolling Stopout Students

February 2026

Spotlight on Stopped Out Students



Strategies for Maximizing Net Tuition Revenue





Meaningful Opportunity in Stopped Out Students

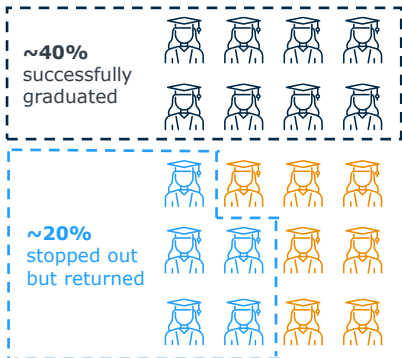


Case in Brief: Bluesky University

- Regional public university located in the western US
- 6-year graduation rate of ~40%
- As part of partnership, EAB analyzed stopout population

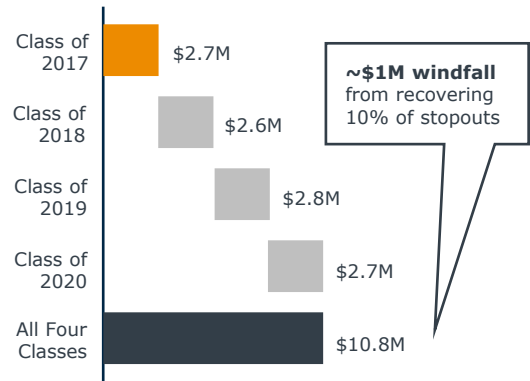
Sizable stopouts per class...

Class of 2017: ~750 Students



...leads to meaningful dollars

Annual Stopout Net Tuition Revenue by Class*



* Assume \$10k in net tuition revenue per student

No Shortage of Challenges in Re-Enrollment



Stopped Out Students...

Different Stories

Students stop out for a variety of reasons, challenging a "one size fits all" approach to management

Family

Finances

Health

Motivation

Academics

+

Hard to Reach

Student contact information can quickly become outdated, complicating re-engagement efforts

Return to Sender

Unanswered Calls

Bounced Emails

+

Real Work to Re-Enroll

Dedicated, sustained effort often required to guide students back to school,

Back to School Checklist

- Address reasons why stopped out
- Complete re-admissions paperwork
- Create academic plan and register for classes
- Monitor progress and support as necessary

Not Helping Matters: Schools Often Under-Fund Stopout Operations

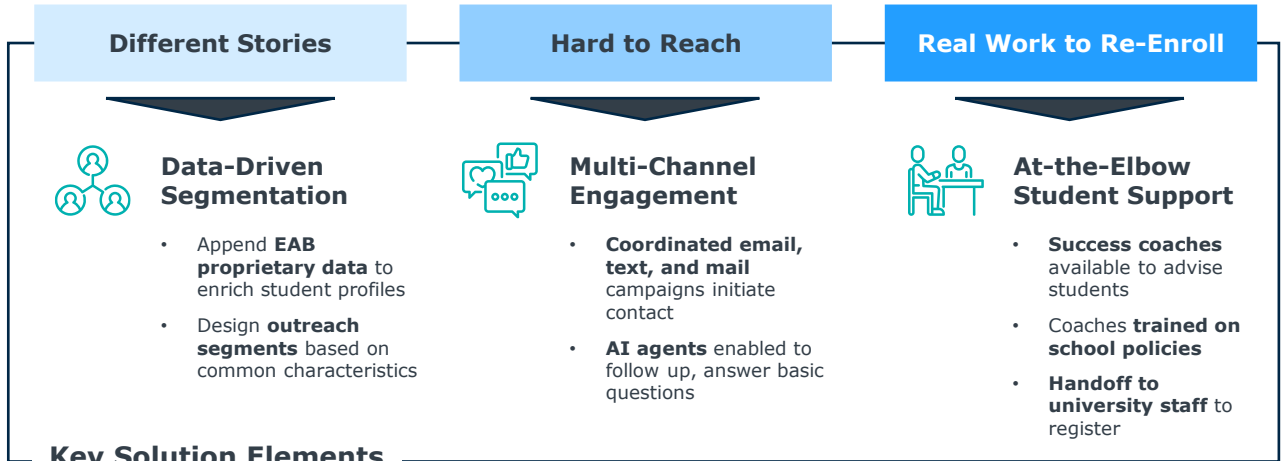
! Limited (to No) Direct Budget

! Overworked Staff Juggling Other Responsibilities

"It feels like we're fighting with both hands tied behind our back" – Advisor



Introducing EAB's Stopout Re-Enrollment Initiative



Key Solution Elements

Underpinning Everything: The Power of EAB



Inviting a Select Few to Partnership



Stopout Re-Enrollment Initiative in Brief

- EAB offers opportunity to **join inaugural cohort of initiative** aimed at re-enrolling stopped out students at partner universities and colleges
- Initial focus will be re-enrolling stopped out students across the 2026-2027 academic year with goal of **standing up partners in Spring 2026 timeframe**
- **No upfront financial commitment** needed to join cohort; we propose a performance-based pricing system where EAB is only paid if/when we re-enroll stopouts for you



What we're asking of partners

- ✓ List of former students who stopped out between 12 months and 5 years ago
- ✓ Approve EAB outreach messages and coaching approaches
- ✓ Provide handoff point for all students re-engaged by EAB and interested in re-enrolling



EAB

What we commit to provide

- ✓ Proprietary data to enrich profiles and inform segmentation
- ✓ Multi-channel communication campaign designed to re-engage stopouts
- ✓ Dedicated live coaching to support stopouts through re-enrollment
- ✓ Regular updates on state of stopout pipeline

Even Modest Recovery Drives Meaningful Revenue



—Typical 4-Year Public¹



15,000 students



~1,200+ stopouts



\$10,000 average tuition

Annual Net Tuition Impact



1,200+ stopout students



~5% recovered
60+ students re-enrolled



Up to \$600k illustrative
annual net tuition impact²



Revenue Share on Realized Tuition³



1) Based on publicly available IPEDS data and internal EAB analysis.
2) Assumes up to one academic year of enrollment at average net tuition; revenue share is prorated based on actual enrollment and capped at one year.
3) EAB revenue share applies only to tuition actually paid.



EAB Global, Inc.
 2445 M Street NW
 Washington DC 20037

PROGRAM ORDER FORM

Organization Texas Southern University
 3100 Cleburne St
 Houston, TX, 77004
 Attn: John Pittman

Date 3/3/2026

StopOut Pilot Program and Program Fees:

Organization will have access to the Program services set forth below (the “Services”), which are as described in greater detail in the attached Program Scope.

During the Program Term, the Services will be delivered in all material respects as described in the Program Scope.

Program(s): StopOut Pilot	
Program Term(s): May 1, 2026 through August 30, 2027	Fees
StopOut Pilot Program Pricing Terms	15% of Expected Collectible Net Tuition Revenue

Fees and Invoicing:

As consideration for the Services, Organization will pay EAB a fee for each Returning Student equal to fifteen percent (15%) of the Expected Collectible Net Tuition Revenue Organization receives from that Returning Student for each Enrollment Period (i.e., Fall 2026, Winter 2027 (if applicable) Spring 2027, Summer 2027, and/or Fall 2027) in which the Returning Student enrolls in any Program courses, even if the term of this Order Form has expired and/or the Agreement has been terminated. Organization will pay all such fees in U.S. dollars within thirty (30) days after Organization receives EAB’s applicable invoice.

Collections Adjustment. The parties acknowledge that a portion of assessed tuition and mandatory academic fees is historically not collected in full. Accordingly, fees under this Order Form will be calculated using Expected Collectible Net Tuition Revenue as defined below.

On or before the Reconciliation Date for each Enrollment Period, Organization will provide EAB a report of Collected Net Tuition Revenue for Returning Students for such Enrollment Period. If Collected Net Tuition Revenue exceeds the Expected Collectible Net Tuition Revenue used to calculate fees for that Enrollment Period, EAB may invoice Organization for an additional amount equal to such excess.

Organization shall collect all tuition and fees owed to it for or in connection with the Programs payable by Returning Students. EAB will invoice Organization for base fees twice: Once after the Spring 2027 Enrollment Period’s census date to cover fees generated through Spring 2027; and once after the Fall 2027 Enrollment Period’s census date to cover fees generated after Spring 2027 though the end of the Program. EAB may invoice for positive Reconciliation Amounts after the Reconciliation Dates for each Enrollment Period.

No termination or expiration of this Order Form or the Agreement shall relieve Organization of any obligation arising from or relating to any Services performed prior to such termination or expiration, or any other obligation that is intended to survive such termination or expiration. This section shall survive the termination or expiration of this Order Form and the Agreement.

“Program” means a degree or credit-bearing academic program offered by Organization that is identified as in-scope in this Order Form (including any Exhibits hereunder) and eligible for re-enrollment outreach under the Program.

“Student” means an individual (a) who previously enrolled in a Program, (b) stopped out prior to completion (as reflected in Organization’s records), and (c) is included in the data file provided by Organization to EAB for purposes of the Program.

“Returning Student” means a Student who, during any Enrollment Period listed below (a) enrolls in a Program and (b) remains enrolled past Organization’s census date (or, if Organization does not have a census date, past the last day to add/drop without being entitled to a refund for tuition and fees) for such Enrollment Period.

“Enrollment Period” means each academic term (e.g., semester, quarter, or other standard term) for which Organization assesses and bills tuition and mandatory academic fees for enrollment in Program courses, as reflected in Organization’s student information system and/or official academic calendar. For the Pilot Program, Enrollment Period refers to the following academic terms: Fall 2026; Winter 2027 (if applicable); Spring 2027; Summer 2027; and Fall 2027.

“**Net Tuition Revenue**” means tuition and mandatory academic fees assessed and billed by Organization for a Returning Student’s enrollment during the Enrollment Period net of refunds, chargebacks, waivers, and institutional grants/scholarships applied to such charges, and excluding housing, dining, books, and non-academic fees. Net Tuition Revenue will be based on Organization’s published tuition and fees for the applicable Enrollment Period.

“**Expected Collectible Net Tuition Revenue**” means ninety-five percent (95%) of Net Tuition Revenue.

“**Collected Net Tuition Revenue**” means the portion of Net Tuition Revenue actually received by Organization as of the Reconciliation Date.

“**Reconciliation Date**” means 180 days after the end of the applicable Enrollment Period.

“**Reconciliation Amount**” means an amount equal to Collected Net Tuition Revenue minus Expected Collectible Net Tuition Revenue. If the Reconciliation Amount is a negative figure, Organization is not entitled to any refund.

Additional Terms:

No Guarantee. EAB does not guarantee any minimum number of Returning Students, Enrollment Period enrollments, Net Tuition Revenue, or other outcomes. Any forecasts, estimates, or projections are provided for planning purposes only and are not binding.

Compliance with Laws. EAB represents, warrants, and covenants that the compensation of its employees, subcontractors, or other persons who perform any student recruitment activities for Organization (if any) under the Agreement or any Order Form is and will be in material compliance with Section 487(a)(20) of the HEA (20 U.S.C. § 1094(a)(20)), or any successor provision, and the regulations promulgated thereunder by the U.S. Department of Education (currently located at 34 C.F.R. § 668.14(b)(22)), (the “**Incentive Compensation Rules**”), to the extent applicable. The parties intend that fees under this Order Form comply with the Incentive Compensation Rules. In the event the Incentive Compensation Rules change during the term of the Agreement or the Department of Education revises or issues official guidance concerning such regulations such that, in either case, the calculation and payment of fees as structured under the Agreement are no longer feasible, the parties will promptly negotiate in good faith an amendment to the Agreement to comply with such change and to preserve, as nearly as practicable, the payment provisions and other economic benefits and terms of the Agreement. Organization and EAB agree that Organization retains sole authority and responsibility for all admissions, enrollment, academic, or financial aid decisions

Organization shall be responsible for obtaining and maintaining eligibility for student financial aid under Title IV of the HEA and the rules and regulations thereunder, for obtaining and maintaining all necessary state authorizations and approvals, and for maintaining all institutional and programmatic accreditations necessary to offer its programs. Organization shall promptly notify EAB in writing and provide EAB with copies of key communications from any accreditor or regulatory body in the event it is notified that any Organization approval, accreditation, or authorization is, or is threatened to be, materially modified, suspended, or terminated.


Contact Data & Consents. Organization represents that it has authority to provide the student contact data for the Program and is responsible for obtaining and maintaining any required consents/permissions for EAB to contact such individuals on Organization’s behalf via the channels used in the Program (including SMS/text where applicable), and for providing any required notices under applicable law.

This Program Order Form, together with the Master Agreement, available at <http://eab.com/terms/master>, incorporated herein by reference form the entire agreement between the parties with respect to the Program (and together with any other applicable agreements or supplements, the “**Agreement**”). The Enrollment Services supplement to the Master Agreement applies to the StopOut Pilot Program. Each party represents and warrants to the other that the individual signing below on its behalf is authorized to enter into this Agreement and bind such party. The parties agree and acknowledge that any purchase order or other document subsequently provided by Organization with respect to the Program(s) above that contain additional, conflicting, or different term and condition or otherwise would amend, modify, or supplement this Agreement are unenforceable and shall be deemed null and void.

Please sign this Program Order Form and return it to Rich Staley at rstaley@eab.com to initiate your participation in the Program(s).

EAB Global, Inc.:

**Texas Southern
University:**

Signature: 
Name: Greg Quantz
Title: Managing Director
Date: 3/3/2026

Signature: _____
Name: _____
Title: _____
Date: _____

Project Stopout Program Scope

The Stopout Pilot is designed to help partner institutions re-engage and ultimately re-enroll former students who stopped out prior to degree completion (“**Students**”). EAB will provide data-driven student outreach services bundled with re-enrollment coaching and support services, while each partner institution retains full ownership of academic, financial aid, and enrollment decisions.

Program Services

1. Data Acquisition

EAB will request a data file from Organization containing records for Students who stopped out between approximately 12 months and five years prior. Data elements may include, but are not limited to:

- Contact information (personal email, phone number, mailing address)
- Academic history (GPA, credits earned, courses taken)
- Enrollment status and stopout term
- Advising notes or flags, where available

Specific data fields and formats will be confirmed collaboratively with Organization based on availability and/or institutional policies.

2. Data Matching and Preparation

EAB will match Organization-provided Student data with relevant internal EAB datasets, where applicable, to:

- Validate and clean records
- Reduce duplication
- Supplement missing or outdated fields when possible

3. Student Status Verification and Segmentation

EAB will further review the dataset to identify Students who are no longer appropriate for outreach, including:

- Students who have transferred to another institution
- Students who have relocated out of state (where applicable)

EAB will segment the remaining population into analytically meaningful groups, such as:

- Near-completers
- Early stopouts
- Students with likely financial, academic, or administrative barriers

Segmentation will be used to inform outreach strategy and analysis, not to make enrollment or eligibility determinations.

4. Outreach to Students

EAB will conduct outreach to eligible Students using a mix of Organization-approved communication channels that may include: email, text, phone, and direct mail. Subsequent outreach will be designed to:

- Gauge interest in returning to complete a degree
- Provide clear, institution-approved information about the key next steps needed to re-enroll

Students who indicate they are not interested will not receive continued outreach.

5. Live Navigation Support Option

Interested Students will be offered the option to connect with a live EAB coach. Based on prior experience, EAB anticipates that a portion of engaged Students may opt for live support, though actual participation will likely vary. EAB will work with each partner institution to ensure coaches are familiar with relevant institutional policies and procedures as well as use language and messaging that is consistent with the school’s own guidelines and approaches.

The EAB coach will support interested Students by:

- Answering general questions about returning to school
- Helping Students understand required steps and timelines
- Developing action plans to prepare for re-enrollment

The EAB coach provides process navigation and referral functions; they do not provide academic advising, admissions counseling, or financial aid counseling, and will not represent themselves as doing so.

7. Institutional Referral and Escalation

When Students raise questions that require institutional authority or specific policy interpretation (e.g., advising, financial aid, registration), the EAB advisor will connect the Student to a designated point of contact at Organization.

Organization will identify appropriate contacts to support timely Student handoffs and resolution.

8. Program Tracking and Reporting

EAB will provide regular reporting on pilot activity and progress, which may include:

- Number of Students identified and contacted
- Engagement and response rates
- Students expressing interest in returning
- Students who re-enroll, where data is available

Reporting will be shared via dashboards or regular updates, as agreed with Organization.

9. Insights and Institutional Feedback

EAB will synthesize findings from the pilot to provide insights into:

- Common stopout reasons
- Barriers to re-enrollment
- Opportunities to improve persistence, re-engagement, and degree completion

These insights are intended to inform institutional strategy and continuous improvement.

Organization Responsibilities:

Organization shall:

- Be solely responsible for all decisions regarding admissions, enrollment, and financial aid, advising, and ongoing student support.
- Provide EAB, in a timely manner, the data files and information reasonably necessary for EAB to perform the Services (including initial and periodic refresh files identifying Students and the reporting on Returning Students described below) and designate a knowledgeable primary point of contact with authority to coordinate internal stakeholders and facilitate timely decisions. Organization shall reasonably cooperate with EAB, including by participating in periodic status meetings, and timely reviewing and providing feedback or approvals reasonably required for EAB to perform the Services.
- Provide EAB with accurate, complete, and timely information and reports (in a format reasonably requested by EAB) sufficient for EAB to (a) identify Students who become Returning Students for each Enrollment Period, (b) calculate the Net Tuition Revenue attributable to each Returning Student for the applicable Enrollment Period, including any tuition and mandatory academic fee data, and any applicable adjustments, credits, waivers, discounts, refunds, or other offsets that impact Net Tuition Revenue, and (c) calculate the Reconciliation Amount (if any) for each Enrollment Period. Organization shall promptly notify EAB of any corrections to previously provided information.
- Treat Returning Students consistently with Organization's standard policies and practices for similarly situated students, including with respect to admissions, re-enrollment, registration, and financial aid determinations. Organization shall not take any action primarily intended to discourage, delay, or impede re-enrollment of Returning Students, or otherwise materially undermine the Services or the fee model set forth in the Order Form.

Dr. Carl Goodman, Provost
Texas Southern University
3100 Cleburne Street
Houston, TX 77004

Dear Dr. Goodman,

EAB Global, Inc. (EAB) is submitting this document to justify sole source procurement by Texas Southern University of EAB's Stopout Re-Enrollment Initiative. The program provides data-driven outreach and coaching services designed to identify, engage, and re-enroll students who previously stopped out prior to degree completion.

While some vendors provide services focused on re-engaging former students, EAB's offering is uniquely differentiated by its integration with the institution's existing Navigate360 student success platform, EAB's extensive experience supporting enrollment and student success operations at scale, and the ability to rapidly deploy the program using existing institutional knowledge and infrastructure.

Because Texas Southern University is already an EAB Navigate360 partner, EAB is uniquely positioned to deliver this program in a way that other vendors cannot replicate.

Unique Compatibility with Navigate360

Texas Southern University currently partners with EAB through the Navigate360 student success platform, which supports advising, student engagement, and persistence initiatives across the institution.

Because EAB operates both the Navigate360 platform and the Stopout Re-Enrollment Initiative, the program can leverage the institution's existing student success ecosystem in ways that external vendors cannot replicate.

This provides several significant advantages:

- **Accelerated Implementation:** Because Texas Southern University already partners with EAB through Navigate360, EAB teams are familiar with the institution's student success operations, advising workflows, and engagement strategies. This familiarity significantly reduces onboarding time and allows the stopout initiative to launch faster than would be possible with a new vendor.
- **Institutional Context and Student Engagement Insight:** Navigate360 contains historical advising interactions and student engagement signals that provide valuable context for understanding prior student engagement and support activity. EAB can incorporate this institutional context when designing stopout outreach strategies and coaching approaches for returning students.
- **Integration with Existing Student Success Workflows:** Because the institution's student success ecosystem already includes Navigate360, the stopout initiative can align directly with existing advising processes and student success initiatives. This ensures that re-engaged students transition smoothly back into institutional support structures.

EAB Higher Education Experience and Engagement Infrastructure

EAB brings extensive experience supporting enrollment management and student success initiatives across higher education institutions nationwide.

EAB partners with more than 850 colleges and universities and supports engagement with more than 8.5 million students through its student success technologies and services.

This scale provides EAB with a unique understanding of student persistence, engagement strategies, and the operational realities of higher education institutions. These insights inform the design and delivery of the Stopout Re-Enrollment Initiative.

Through this experience, EAB has developed proven approaches to identifying and re-engaging students who previously stopped out prior to degree completion.

Comprehensive Program Scope

EAB's Stopout Re-Enrollment Initiative includes a comprehensive set of services designed to move students from initial outreach to successful re-enrollment.

Program services include:

- Data acquisition and preparation of stopped-out student records
- Data matching and enrichment using EAB datasets
- Analytical segmentation of the stopout population
- Multi-channel outreach including via AI chat agents, email, text, phone, and mail
- Dedicated coaching support to guide interested students through the re-enrollment process
- Handoff and referral processes to institutional staff for advising and registration
- Program tracking and reporting on engagement and re-enrollment outcomes

These services are delivered as a structured engagement designed to re-enroll students who stopped out between approximately one and five years prior.

Conclusion

While some vendors provide outreach services to re-engage former students, EAB's Stopout Re-Enrollment Initiative is uniquely differentiated for Texas Southern University due to:

- Integration with the institution's existing Navigate360 student success platform
- Institutional knowledge derived from the current EAB partnership
- Alignment with advising and student success workflows already in place
- A comprehensive end-to-end program that includes data enrichment, outreach, coaching, and institutional insights

Because of the institution's existing partnership with EAB and the integration with Navigate360, EAB is uniquely positioned to deliver this program with the required level of institutional alignment, operational efficiency, and student success expertise.

For these reasons, EAB believes sole source procurement is justified.

Please do not hesitate to contact me with any questions.

Sincerely,

Richard Staley

Vice President, Technology Partner Success

202-309-2503

rstaley@eab.com