



Enrollment Rx™

Cowley College moves Enrollment Management into the cloud with Enrollment Rx

May 17th, 2010 – Schiller Park, IL. Enrollment Rx, LLC is pleased to announce that Cowley County Community College has selected Enrollment Rx as the Enrollment Management CRM solution for the school's Department of Admission. Enrollment Rx augments Cowley College's legacy Student Information System (SIS) with a powerful product that can manage the full life-cycle of prospective students, and empowers the school to accurately track, control, and report upon their entire Enrollment pool.

Ben Schears, Executive Director of Enrollment and Outreach Services at Cowley College said, "Due to the compartmentalized nature of our old admissions SIS system, our ability to quickly and accurately generate reports was a real problem for us. We also had no ability to manage the relationships of our prospective students beyond simply entering our prospects into a database." After implementing Enrollment Rx, Schears states "We have experienced an immediate and drastic improvement in our ability to track, manage, and improve our relationships with prospective students and other stakeholders. For the first time we will be able to quickly and accurately generate data for decision making and track the effectiveness of our recruitment efforts. Being a relatively smaller college in Kansas, finding a fully customizable, effective, and affordable solution was a tall order. Due to the pricing model, extensive functionality, and adaptability of the system to meet our needs, Enrollment Rx is a perfect fit for Cowley."

"We are excited to be working with Cowley College in implementing Enrollment Rx for their Department of Admission", said Lawrence Levy, President of Enrollment Rx, LLC. "Cowley College is a great example of a school that was frustrated with their existing SIS's capacity to manage the enrollment funnel effectively. Enrollment Rx was able to quickly customize our product to fit Cowley College's enrollment process and can continue to scale and adapt to the school's future plans. Because Enrollment Rx is built on the Force.com cloud computing platform from salesforce.com, Cowley's staff members only require an internet connection to access our best in class Enrollment Management CRM. By eliminating the need to maintain costly hardware and software upgrades, we are able to deliver our solution at a lower price point than has ever been possible in the Higher Ed CRM space. We are also very proud of our partnership with The Salesforce.com Foundation, which further discounts our solution for non-profit Higher Ed institutions such as Cowley College."

Tucker MacLean of The Salesforce.com Foundation said, "Enrollment Rx is a fantastic partner that is leveraging the power of the Salesforce.com Foundation's donation and discount program to offer a cost effective, robust and highly tailored solution to the Higher Education sector. Since Enrollment Rx runs natively on Force.com, Cowley can leverage all of the additional features and power of the Force.com platform including the ability to integrate with other applications or build their own custom cloud applications."

About Cowley College

Cowley College is an innovative and rapidly expanding community college located in Arkansas City, Kansas. With approximately 4200 students, we are proud to offer award winning academic and vocational programs, high standards of academic excellence, state of the art theatre, music and fine arts and national champion athletics. We pride ourselves on being flexible, adaptive, and a proponent of the integration of technology across campus and in the classroom.

About Enrollment Rx

Enrollment Rx, LLC delivers cloud based solutions for Student Relationship Management in the Education Sector. Built entirely on the Force.com platform from salesforce.com, Enrollment Rx delivers powerful CRM and SIS solutions to academic institutions both large and small. Enrollment Rx is well-immersed in the cloud computing revolution and combines that understanding with our strong Higher Education background, to deliver world-class solutions that are second to none in terms of functionality, infrastructure, and scalability.

About The Salesforce.com Foundation

The Salesforce.com Foundation is the global leader in integrating philanthropy and business through its 1/1/1 integrated philanthropy model <http://www.sharethemodel.org>. The 1/1/1 model harnesses the power of salesforce.com's people and technology through 1% Time, 1% Equity and 1% Product to increase the effectiveness of nonprofits in pursuing their social missions. Since the Foundation's inception in 1999, employees have given more than 178,000 hours of their time; more than 8,000 nonprofits in 70 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation's 1% Product Donation Program <http://www.salesforcefoundation.org/product>; and numerous organizations are benefiting from technology-related grants. For more information on the Salesforce.com Foundation, please visit <http://www.salesforcefoundation.org>.

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