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**Enrollment Rx and the Salesforce.com Foundation Featured in edu1world Webinar:
"Enrollment Management in the Cloud"**

*Admissions Leaders from Cowley College and Digital Media Arts College To Discuss
First-hand Experience with Cloud-based Constituent Relationship Management (CRM)*

Schiller Park, IL and San Francisco – March 22, 2011 - [Enrollment Rx](#) and [The Salesforce.com Foundation](#) today announced the "Enrollment Management in the Cloud" webinar. The free educational web seminar will take place Wednesday, March 30, 2011 at 1 p.m. ET and will feature executives from Enrollment Rx, the Salesforce.com Foundation, Cowley College and Digital Media Arts College.

The webinar will be hosted by edu1world, a virtual community for higher education administrative professionals, vendors, associations, supporters and faculty who are interested in and work with technology. Panelists are as follows:

- Ben Schears, Executive Director of Enrollment and Outreach Services, Cowley College
- Aylin Tito, Director of Admissions, Digital Media Arts College
- Lawrence Levy, President, Enrollment Rx
- Tucker MacLean, Vice President of Customer Success, The Salesforce.com Foundation

"Higher education is on the cusp of a technology overhaul, as new cloud computing-based applications are emerging to replace traditional CRM and SIS software products," said Vicki Tambellini, president and founder of edu1world. "In an effort to improve marketing, recruitment and admissions activities, universities and colleges are increasingly adopting cloud-based CRM systems for enrollment management."

In the "Enrollment Management in the Cloud" webinar, attendees will learn:

- How to migrate software applications to the Cloud.
- How Cowley College is leveraging cloud-computing technology to deliver more powerful enrollment management solutions.
- How Digital Media Arts College overcame the challenge of managing the full life-cycle of prospective students, and empowered the school to accurately track, control and report upon their entire enrollment pool.
- Practical tips for eliminating spreadsheets, paper records and antiquated database systems to manage prospective student relationships.

To register, visit: [edu1world Webinar: Enrollment Management in the Cloud.](#)

About Enrollment Rx

Enrollment Rx, LLC is an innovator of cloud-based higher-education Constituent Relationship Management (CRM) solutions. Built entirely on the Force.com platform, Enrollment Rx delivers powerful CRM and Student Information System (SIS) solutions to academic institutions, both large and small. Enrollment Rx combines its expertise in cloud computing with a strong higher-

education background to deliver world-class solutions that transform operations 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. 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 165,000 hours of their time; more than 11,000 nonprofit and educational institutions in 70 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation's 1% Product Donation Program; and numerous organizations are benefiting from technology-related grants.

Through the Salesforce.com Foundation, Salesforce.com is used by universities such as Northeastern University, Villanova University, University of Southern California, University of Houston, and many others, to support student relationship management in numerous capacities.

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