



Enrollment Rx

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The Education Alliances Endorses Enrollment Rx as an emerging leader of Enrollment and Retention Management Software for the Education Industry.

CHICAGO and BOSTON – October 21st, 2008 - Enrollment Rx, an Enrollment and Retention Management Software Company focused on delivering solutions for Educational Institutions, is pleased to announce that it has received an endorsement from The Education Alliance, a prestigious organization in the Education Sector, headed by noted author and “futurist”, Dr. James E. Samels. In their report and endorsement, The Education Alliance stated the following findings:

- Enrollment Rx is an impressive value-added enrollment business and student academic success offering for aspiring colleges, universities and other institutions of higher learning and postsecondary education. Enrollment Rx is designed to meet the need of managing a school’s enrollment process in an online, data driven capacity – vital to the success of any institution planning on sustaining a vibrant business in the shifting virtual world of education.
- Overall, the product provides schools with a one stop, integrated admissions and enrollment management system capable of synthesizing and correlating longitudinal tracking data usefully deployed to increase business intelligence to achieve higher inquiries, applications, deposits, conversion yield, retention, and graduation rates.
- Enrollment Rx engages the student and staff in a highly interactive and intelligent communications cycle designed to increase net yield and contain costs associated with recruitment and admission.
- Further and significantly, Enrollment Rx integrates a broad range of recruiting processes into one simple, scalable, and easily customizable system – a system which can be of wide use and application for college staff.

Dr. James E. Samels, President of The Education Alliance says, “Based on The Education Alliance’s collective product assessment process, we are pleased to inform Enrollment Rx that they may move forward with our company’s endorsement and full support. We share their passion and commitment to make this product available universally. *Enrollment Rx has the right product and solution to what ails the higher learning Enrollment and Retention Management processes.*”

Lawrence Levy, Founder and President of Enrollment Rx says, “We are thrilled to be recognized by The Education Alliance and are honored to receive the endorsement of Dr. Samels and his organization. We believe that Enrollment Rx will quickly change the landscape of the Enrollment and Retention Management Software industry by offering a robust and customizable product that makes an immediate impact from the moment it is implemented. We are very working with several beta-clients at the moment to refine and test our product, and expect a full release by early Spring, 2009.”

About The Education Alliance:

The Education Alliance is the nation’s leading, full service higher education consulting firm - serving public, independent and for-profit colleges and universities throughout the Midwest, across the nation and overseas. Alliance clients include major private research universities, public state colleges, universities and community colleges and for-profit learning organizations, corporate philanthropy and charitable foundations. Members of the Alliance have previously served as trustees, presidents, chancellors, provost, deans and faculty members. Today the Alliance stands as the world’s most published higher education consulting firm. President and CEO, Dr. James E. Samels and Dr. James Martin, Alliance Academic Vice President, have published three books with Johns Hopkins University Press; First Among Equals; Merging Colleges For Mutual Growth and Presidential Transition. Their newest book, Turnaround: Leading Stressed Colleges and Universities to Excellence will be released in December 2008. Please see www.EdAlliance.com for more information.

About Enrollment Rx:

Enrollment Rx is a technology company focused on delivering solutions specifically designed for Enrollment and Retention Management in the Education Sector. Enrollment Rx leverages the best elements of traditional CRM (Customer Relationship Management) functionality with essential SIS (Student Information Systems) functionality, in order to create a unique best-of-breed SRM (Student Relationship Management) product for Educational Institutions. Enrollment Rx replaces traditional Enrollment processes with a paperless system that promotes student engagement, supercharges data collection and analysis, while significantly enhancing Enrollment and Retention Optimization. Enrollment Rx creates the necessary efficiencies and scalability critical to the success of Enrollment and Retention Management in the Education Industry. Please see www.EnrollmentRx.com for more information.