

EducationDynamics Aims to Combat Falling Retention Rates Among Non-Traditional Learners with the Debut of its Adult, Online and Continuing Education Retention Program

American Sentinel University Adopts New Online Program to Retain the Online Learners it Attracts

Hoboken, New Jersey (October 7, 2008)—It is no secret to [American Sentinel University](#) that among student populations, online learners are most at risk of dropping out or transferring schools. Compared to traditional undergraduates, [student retention](#) rates for adult and online learners can be 20 percent lower (Frankola, 2001; Diaz, 2002). American Sentinel, an accredited university providing affordable associate, bachelor's and master's degree programs, is determined to combat this trend and is among the first to institute [EducationDynamics'](#) Adult, Online and Continuing Education Retention Program.

One of the latest technology solutions from EducationDynamics, the [Adult, Online and Continuing Education Retention Program](#) is a Web-based communications tool designed to encourage degree completion among non-traditional learners by keeping them connected to their instructors, peers and institutional support services. As students become immersed in the program, the system triggers real-time updates allowing administrators to track at-risk students and intervene before a student stops out.

"Recruiting one new student is equivalent to the cost of retaining three to five enrolled students. It is clear that investing in effective retention initiatives plays a strategic role in improving retention and in achieving revenue goals," says Peter Tomassi, senior vice president of product development at EducationDynamics. "Motivation and lack of school affinity are just a few of the obstacles faced by institutions who serve non-traditional students."

Poor grades, family responsibilities and job commitments are also key contributors to attrition as identified by EducationDynamics in its [National Dialog on Student Retention](#) survey conducted earlier this year. The result is a practice known as swirling, in which adult and online learners collect credits from an average of 2½ schools.

American Sentinel University is poised to change this trend, however it must overcome the same challenge: forging personal relationships with students who will never set foot in a classroom.

"Research shows that students benefit personally and academically from relationships with peers and instructors just like their traditional counterparts, and such personal relationships can be cultivated through interactive, strategic online communications," says Mary Adams, president of American Sentinel. "Through EducationDynamics' Adult, Online and Continuing Education Retention Program, we are able to connect online students with mentors through first-person perspective videos, e-communities, blogs and other interactive forums."

Designed for current students and first-time enrollees, the EducationDynamics Adult, Online and Continuing Education Retention Program immerses students by leveraging the following program features:

- Custom-written, interactive content that engages students
- Live Alerts or customized communications that allow targeted messages to specific audiences
- 24/7 administrator tracking and reporting access
- Institution-specific survey and assessment features
- Online portfolios to help students showcase their skills and experiences
- Purpose communities (social networks with an academic focus)



EducationDynamics is the first to introduce and productize purpose communities to simultaneously serve students' desire for social interaction while also providing institutions with an educationally purposeful environment expressly designed to usher students toward academic success. "It is more important than ever for non-traditional students to feel connected with their courses, instructors and peers," adds Tomassi.

For more information about EducationDynamics' Adult, Online and Continuing Education Retention Program, please contact Tracy Howe at 201.377.3318 or tracy@educationdynamics.com.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is the leading marketing and information services company dedicated to helping higher education institutions find, enroll and retain students. Its content-rich and highly visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, StudyAbroad.com and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of Web-delivered services proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.

