



EDUInsight.com Emerges as Comprehensive Resource for Higher Education Marketing Professionals

Online Journal Serves as Forum for Exchange of Best Practices in Student Recruiting, Retention and Online Education

Hoboken, NJ—October 30, 2007 - In the three weeks since its inception, EDUInsight.com is gaining clout as the premier online meeting place where academic administrators can come together to understand and debate the issues of the day, analyze and review the latest trends, exchange ideas, and evolve common sense approaches to student recruiting, student retention, and online education.

"Faculty and administrators who are mission-driven tend to have the most positive impact on student recruitment and retention initiatives," says Mark Shay, editor of EDUInsight.com and chief academic liaison for Halyard Education Partners. "EDUInsight.com arms administrators with information and ideas to help institutions gain an edge on their competition and enhance growth in the short- and long-term."

A first-of-its-kind online academic journal, EDUInsight.com addresses four critical business areas—Recruiting Students, Retaining Students, Communicating with Students and Online Education—by providing a variety of features and resources, including:

The Journal, a blog authored by Shay, serves as a platform for educators to express their own views and opinions, providing big-picture thinking, interesting ideas and action items from a diverse constituency.

"People with Impact," a weekly interview with an administrative professional holding a unique perspective on the higher education marketing field.

An extensive collection of resources contributed by the higher education marketing community, such as white papers, speeches and presentations.

News links, book recommendations, conference and event calendars, and an eMarketing Glossary, providing a basic overview of industry buzz words, acronyms and technical terms.

New features have been added, the most recent of which are the "EDU Poll" survey, a weekly opportunity for site visitors to weigh in on a burning issue, and "Web Tips," an archive of articles that serve as a how-to guide for creating effective and efficient university websites.

While EDUInsight has already attracted some of the best and brightest minds in the field, featuring interviews with Brian Bright of Liaison International and Ken Hartman of Drexel Online, additional interviews with veteran higher education marketers are in queue to keep the EDUInsight content diverse with a multitude of perspectives.

EDUInsight.com is updated regularly with fresh content, matching the hurried pace of industry innovation. To participate in the national dialogue on student recruitment, retention and online learning, visit <http://www.EDUInsight.com>





About EducationDynamics

EducationDynamics is the leading interactive marketing and information services company focused on helping higher education institutions meet their recruitment, enrollment and retention objectives. Through some of the most visible education websites, including GradSchools.com, StudyAbroad.com, eLearners.com and EarnMydegree.com, as well its Internet marketing support team, EducationDynamics Prospecting Services is one of the largest providers of qualified inquiries in higher education. Through Enrollment and Retention Services, EducationDynamics offers a significant portfolio of proven online programs with a track record of delivering improved enrollment yield and retention. For more information, visit www.educationdynamics.com.

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