



GoalQuest Introduces Website Design and Development Services

New Offering Helps Colleges Reignite Web Presence Quickly and Cost-Effectively

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GoalQuest, a division of Halyard Education Partners, today announced the addition of website design and development to its expanding suite of products and services offered to colleges and universities. The new services include site evaluation, staff/student/alumni audience research and needs analysis, visual interface and information architecture development, web page creation, content management, training and support. The new services bolster the company's proven set of enrollment, retention, parent and alumni communication tools.

As part of the offering, a GoalQuest website development team works closely with each client to identify the products and service levels that meet the school's needs and budget, maximizing use of existing content and resident applications, such as student information systems, student portals and web-based courseware. The service commences with a comprehensive discovery phase that includes interviews with site end-users as well as competitive positioning—to determine both the information needs of browsers, and the strategic and/or business needs of the institution. Clients may also use GoalQuest's editorial group to write original content to populate the new site structure.

Websites produced through the new service integrate seamlessly with the company's recruiting, yield, retention, parent communication and other modules. They also provide schools with additional intelligence on prospects, admitted students, parents and other audiences—each of which can be granularly segmented according to demographics and other categories (historically underrepresented, first-generation, high-achieving students, etc.)

"We developed our website services by listening attentively to our clients," said Peter Kraft, co-founder and president of GoalQuest. "They told us, and our research confirmed, that there is an absence of high quality consulting and design services that can meet their budgets and desired turnaround. Colleges no longer have to wait an entire recruiting cycle or academic year—nor should website redesign require them to involve their busy staff in onerous consultation meetings. Like they do with all of our clients, our website design and development teams work with each school from discovery phase through training, helping each institution reach its unique goals."

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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