



Gradschools.Com Relaunches With Greater Functionality to Help Recruiters Find and Enroll More Graduate Students

EducationDynamics' leading online resource for graduate school optimizes website to offer students improved access to graduate programs and advising opportunities

Chester, Pennsylvania (May 20, 2008)—GradSchools.com, part of the [Prospecting Services Division](#) of EducationDynamics, today announced the launch of its newly redesigned website. The site boasts a fresh new look and new features that empower prospective students to gather more graduate program information and provides graduate advisors enhanced opportunities to connect to those prospective students.

GradSchools.com debuted 11 years ago and has since become the most comprehensive and trusted [online graduate school directory](#), providing general information about graduate school, available graduate program offerings, financing considerations and more. While the site has undergone updates over time and always offered the latest information and resources, this redesign represents a total overhaul with greater functionality and resources for both the institution and the student.

"The driving force behind the website revamp was to meet consumer demand," explains Doug Seymour, general manager of GradSchools.com. "Not only does the redesign optimize the functionality and enhance available resources of GradSchools.com, but it helps students understand their motivations and preferences for graduate education."

New features that improve functionality of GradSchools.com include:

- New areas of the site devoted to enabling grad school advisors to help prospective students understand and overcome the obstacles that may be in their way in pursuing a graduate degree, including email blast options and an "Advisor Guide".
- More detailed information about featured grad programs, including GPA requirements, GRE, GMAT and other testing qualifications, language requirements, pre-requisite courses, and more to help advisors pair students with ideal programs.
- A new search field that allows site visitors to search grad programs by field of study, school, location or subject to better pinpoint the programs that meet their needs.
- MyGradSchools.com, an advanced personalization and networking program that allows users to customize pertinent information and share that information with others online. Users can create a profile and save searches, blogs, articles and other site content to their unique profile for quick future reference.

Beyond increased ease of use, the new GradSchools.com allows prospective graduate students to make meaningful connections with advisors and other graduate students, offering support and other helpful resources in the often stressful school search process.

"The new features are incredible. The grad school decision process is getting harder and harder, with more and more choices and considerations," says Alison Finberg, current elementary education master's student at Holy Family University. "The content is richer, the connection with advisors is more interactive, and the ability to create my own page to keep track of the process is a big plus."

About GradSchools.com

GradSchools.com, part of the Prospecting Services Division of EducationDynamics, is the Internet's leading source of graduate school information. The site helps students find and gain acceptance to their ideal graduate school through a comprehensive directory of more than 60,000 graduate school programs organized by subject, school and location. For more information, visit <http://www.GradSchools.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>.