

EducationDynamics' GoalQuest Announces Launch of Sophomore Year Retention Program

Web-Based Service Combines Interactive Content and Early Alert Tools

New York, New York (December 3, 2007)—GoalQuest, part of the Enrollment and Retention Services Divisions of EducationDynamics, today announced the launch of its Sophomore Year Retention program, a web-based offering designed to increase student retention and connectedness during what has become an increasingly volatile period: the second year of college. The new program immerses students in engaging content, such as interactive self-tests, first-person narratives presented in digital video, career development/portfolio activities and social networking tools specifically designed to encourage community among sophomores.

"Students face a unique set of social and academic adjustments as they embark on their second year, from making more concrete major and career decisions, to learning to sustain new peer relationships, to transitioning out of college residences," said Jennifer Benson Jones, director of academic retention at the University of Alabama. "The First Year Retention program from EducationDynamics has been particularly helpful in improving the University's efforts to grow enrollment while also maintaining a 'high-touch' support relationship with students. The Sophomore Retention program promises to help colleges extend their outreach and visibility to their sophomores."

EducationDynamics' Sophomore Retention program is believed to be the only comprehensive web-based service to offer both an array of pre-written and custom content and e-community activities as well as a reporting dashboard that provides administrators with early warning alerts that help them identify attrition candidates.

For example, students can take part in a rotating menu of "Ph.D.-approved" mini-evaluations/self-tests, known as Heuristics™. Students undecided about their majors might opt to take a quiz that poses the question - "Are You In the Wrong Major?" Next, they may take a series of personality tests to explore careers and majors typically associated with their personality types. Finally, they can choose to join an e-community (UPeers™) composed of others considering the same disciplines as well as upperclassmen and advisors who serve as "e-mentors" within the community.

All of the content and tools within the Sophomore Retention program are written, designed, hosted and deployed by EducationDynamics, thus requiring minimal labor on the part of administrative and technology staff. (Clients provide input and approval during the product development process.) Typical implementation time ranges from eight to twelve weeks.

"From orientation to freshman seminars to specialized social events, first-year experience programming is abundant and reaching maturity on many college campuses," said Peter Kraft, president and co-founder of EducationDynamics' Enrollment and Retention Divisions. "When freshmen return to campus, however, they often find a dearth of programming designed specifically to support their success. Our Sophomore Retention program is a comprehensive service that effectively creates a virtual center for the sophomore year experience, promoting those services that already exist, while providing a custom e-curriculum created by our content team."

For more information on EducationDynamics' enrollment and retention products and services, contact Tracy Howe at 201.377.3318 or tracy@goalquest.com.





About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is a leading interactive marketing and information services company focused on helping higher education institutions find, enroll and retain students. Home to some of the most visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, and StudyAbroad.com, EducationDynamics is one of the leading providers of qualified leads for colleges and universities. In addition, the company offers a full suite of web-delivered products and services to manage a school's relationship with students across their entire life cycle from inquiry through enrollment to retention. For more information on EducationDynamics, please visit <http://www.educationdynamics.com>.

