

## **EducationDynamics Experts to Discuss Innovative Enrollment Marketing and Student Retention Strategies at Upcoming UCEA Conferences**

*Industry thought leaders to reveal secret likes and dislikes among prospects and students, and strategies to enhance student prospecting and retention*

**Hoboken, New Jersey (February 10, 2009)**—The key to [attracting prospects](#) and [retaining students](#) in the current economic climate resides in aligning communications efforts to meet the emerging preferences of today's student, according to EducationDynamics. To this end, two of the company's experts will divulge the results of new, comprehensive research that reveals the secret likes and dislikes among higher education prospects and students, as well as ways to effectively attract, engage and retain more students at two upcoming conferences:

1. Andrew Gansler, president of EducationDynamics' Prospecting Services Division, will deliver a presentation titled *Top 10 Tips in Attracting the Next Generation of Online Learners* at the University Continuing Education Association ([UCEA](#)) [17<sup>th</sup> Annual Marketing Seminar](#), February 11-13, 2009.
2. Peter Tomassi, senior vice president of product development for EducationDynamics' Enrollment and Retention Division, will present a session titled *Giving Students What They Want (To Get the Results You Want!)* at the [UCEA 94<sup>th</sup> Annual Conference](#), April 1-4, 2009.

### **17<sup>th</sup> Annual UCEA Marketing Seminar, February 11-13, 2009 in Scottsdale, Arizona**

Gansler will be joined by Jeff Harmon, director of communications and marketing at Arizona State University Online and Extended Campus, to reveal the needs and expectations of the next generation of online learners based on recent research findings. The presentation will walk participants through 10 real-world, practical strategies in enrollment marketing management. This will be a "how to" review on critical subjects such as seeking out "educated" prospects, choosing quality over quantity, understanding metrics, testing and adjusting initiatives, using social media, closing the loop and more.

Gansler and Harmon will also engage attendees in an exercise that allows them to understand the ROI impacts of their efforts within the context of the ultimate goal: converting prospective students into enrolled students. The presentation's concluding focus will be the key outcome of "closing the deal," addressing best practices which can dramatically improve conversion rates.

*Top 10 Tips in Attracting the Next Generation of Online Learners* is scheduled for February 12, 2009 from 2:45 p.m. to 4 p.m. at the Chaparral Suites Resort. For more information about the seminar, visit <http://www.ucea.edu/profdev/seminars/2009marketing/index.html>.

### **UCEA 94<sup>th</sup> Annual Conference, April 1-4, 2009 in Boston, Massachusetts**

Tomassi, along with Dr. Jennifer Jones, currently assistant professor of higher education administration and formerly director of retention at the University of Alabama, is slated to examine how traditional, nontraditional and adult students are using the Internet, and reveal research in support of students' tendency to flock toward group activities such as "friends" networks, blogs, instant messaging applications and lifestyle/entertainment.



Post-secondary administrators of on-campus and online programs will learn new ways to communicate with students online to positively impact student retention. The presentation will explore content and technology strategies that fuse student and administrator needs in one seamless environment.

To demonstrate the effectiveness of school-student online communication, Dr. Jones will use the University of Alabama and *insideua* as a case study to show how online communities can capture student interest while exposing them to retention-oriented material. She will also show how technology can track and measure student interaction to identify students at risk of attrition or under performance.

*Giving Students What they Want (To Get the Results You Want!)* will be held on April 2, 2009 from 8:45 a.m. to 10 a.m. at the Boston Marriott Copley Place. Additional conference details can be found at <http://www.ucea.edu/profdev/2009annconf/>.

### **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>.