



Dr. George D. Kuh to Keynote Inaugural *National Dialog On Student Retention Conference* Presented by EducationDynamics

Conference Lineup Representing Not-for-Profit, For-Profit, Traditional and Online Institutions Will Deliver Unique Perspectives on Student Retention

Hoboken, New Jersey (February 27, 2008)—EducationDynamics, the leading [interactive marketing company](#) dedicated to helping higher education institutions find, enroll and retain students, today announced that Dr. George D. Kuh, Chancellor's Professor of Higher Education at Indiana University, Bloomington, will headline EducationDynamics' inaugural [National Dialog on Student Retention Conference](#) to be held in Atlanta, Georgia on June 3, 2008.

Dr. Kuh, renowned for his work in student engagement and retention, directs the Center for Postsecondary Research—home to the National Survey of Student Engagement. A past president of the Association for the Study of Higher Education, Dr. Kuh has written extensively about student engagement, assessment, institutional improvement, and college and university cultures, and has consulted with nearly 200 educational institutions and agencies in the U.S. and abroad.

The *National Dialog on Student Retention Conference* is a one-day conference that will tackle the challenges and provide best practice solutions related to student retention at all levels of post secondary education, whether traditional or online, undergraduate or graduate. Designed for senior administrators in the areas of marketing, admissions, enrollment management, and student affairs, conference attendees will:

- Gain best practice solutions to bolster student engagement and retention
- Learn to better manage issues concerning diversity and the unique needs of adult learners
- Discover new ways to leverage technology to measure and advance engagement
- Network with top authorities in higher education

In addition to Dr. Kuh's keynote address, the conference will feature several prominent panel speakers, including:

- Dr. Kenneth Hartman, Academic Director, Drexel University Online
- Dr. Dennis A. Pruitt, Vice President of Student Affairs and Vice Provost of Academic Support, University of South Carolina
- Dr. George E. Walker, Vice President of Research and Dean, Florida International University
- Carol Aslanian, President, Aslanian Group, Inc.

Catherine Stover, editor of Magna Publications' *Recruitment & Retention in Higher Education* will serve as moderator for the panel discussion.

"This inaugural *National Dialog on Student Retention* will attack the issue of student retention head on with some of the best minds in the higher education field," says Mark Shay, chief academic liaison of EducationDynamics. "Attendees will leave this conference with a deeper understanding of the issues surrounding retention and actionable steps that can be applied at their institution to engage and retain more students."

[Early bird registration](#) for the *National Dialog on Student Retention* is available until May 9, 2008 at a cost of \$199. The cost of registration between May 9, 2008 and the registration closing date of May 30, 2008 is \$250. Space is limited.

For more information on the conference, please visit http://www.educationdynamics.com/retention_conference.

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>.