

For Immediate Release

New Retention Program to Help Colleges and Universities Realize Increased Revenue Opportunities

Maguire Associates Program Responds to Survey of College Leaders Who Identify Retention as Top Challenge

CONCORD, MA - (June 21, 2010) – [Maguire Associates, Inc.](http://www.maguireassoc.com), a research-based consulting firm serving [educational institutions](http://www.maguireassoc.com) and consortia, today launched a comprehensive program (www.maguireassoc.com/what-we-do/retention/), to help colleges and universities solve the critical challenge of improving student retention rates. The new program helps institutions understand why students are leaving and delivers evidence-based, action-oriented recommendations for increasing net revenues by raising the number of enrolled students who remain until graduation.

“A majority of college and university leaders surveyed by Maguire Associates report that improving student retention and graduation rates is their most pressing challenge, as they look to make substantial gains in revenue and reputation, and foster more alumni giving. These leaders and administrators also have a new sense of urgency as the U.S. Government prepares to make stimulus monies available to help institutions improve their retention performance. Despite this opportunity, we understand that mobilizing systems and strategies to get started, or even recalibrate an existing retention program, can be a daunting task. We’ve formalized and built our existing offerings into this new service that provides a clear roadmap,” said Kathleen Dawley, President, Maguire Associates.

Four Distinct Services

The Maguire Associates program includes four distinct retention services that institutions can elect, depending on their needs, goals and timetables:

- **Diagnostic Audit:** Serving as a strategic “conversation starter” on campus, this audit captures how leaders across departments view their institutions’ success in managing critical retention strategies, such as tracking students at risk of leaving, intervening to prevent attrition, and enrolling students likely to persist. Over a 30-day engagement, results of the online audit are combined with a site visit, competitive and comparative analyses, and secondary research to create a written assessment and action plan.

“Frequently, colleges find that retention is the concern of many but the responsibility of no one. In fact, many of the leaders Maguire Associates surveyed reported that there is no single person designated to track and improve retention at their institution. The Diagnostic Audit seeks to uncover such systemic challenges and identify specific areas for improvement,” added Ms. Dawley.

Other services, all of which incorporate the Diagnostic Audit, include:

- **Short-Term Attrition Reduction Service** focusing on current students: This 60-day program helps those who want to know why students are leaving, track at-risk students, and intervene and organize to prevent attrition. The service includes satisfaction and dropout surveys of current and former students, predictive

modeling of retention success factors, assessment of retention tradeoffs, priority metrics for dashboard reporting, and much more.

- **Long-Term Retention Enhancement Service** to align student expectations and experiences and improve overall retention performance. Implemented in 120 days, this service is designed for colleges and universities that want to promise only what they can deliver and then deliver that desired experience, and enroll students likely to persist. Among many features of the program are a review of institutions' websites, publications, and [social media content](#), and interviews and focus groups with current and former students including optional use of a new, [patented research methodology](#), co-authored by Maguire Associates Chairman and Founder Jack Maguire, for expanding the reach and analytic power of focus groups.
- **Comprehensive Retention Plan** combining the programs above. This 150-day program is intended for institutions seeking a comprehensive approach both to reducing attrition *and* boosting long-term retention.

Estimating the Revenue Opportunity

Each service also incorporates Maguire Associates' free [Retention Revenue Estimator](#) that illustrates how much revenue colleges and universities stand to gain by improving retention. It measures the financial impact of a wide range of factors, from the percentage of students retained from the first to the second year, to the tuition and mandatory fees for which each student is responsible. Colleges and universities can go to <http://www.maguireassoc.com/resources/revenue-calculator/> to complete the Estimator.

For additional information on Maguire Associates' retention services, please visit <http://www.maguireassoc.com> or call 978.371.1775.

About Maguire Associates

Maguire Associates is a research-based consulting firm that exclusively serves educational clients – close to 400 of them – from colleges and universities to independent and public schools, consortia and government organizations focused on education. For 25 years, the firm has applied innovations in market research, analysis, and predictive modeling to help clients understand the dynamics of past performance, apply insightful knowledge to sound decision-making, and attain desired outcomes. For more information, visit the Maguire Associates' website at <http://www.maguireassoc.com>, call 978.371.1775, or connect with us on Facebook: www.facebook.com/maguireassociates, LinkedIn: <http://www.linkedin.com/companies/957355> and YouTube: <http://www.youtube.com/user/MaguireAssociatesInc>.

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