

For Immediate Release

Maguire Associates Launches **EMPOWER™** to Help Colleges and Universities Optimize Student Recruitment

New Service Helps Colleges Improve Recruitment Cycle Return On Investment

CONCORD, MA - (September 10, 2007) - Maguire Associates, Inc., a research-based consulting firm serving educational institutions and consortia, today launched **EMPOWER™**, a comprehensive service designed to optimize student recruitment for colleges and universities. **EMPOWER** provides institutions with expanded information and analysis about the impact of the very costly recruitment process and delivers a sophisticated methodology for improving their return-on-investment (ROI).

“The college or university recruitment budget is a six-, seven-, or even eight-figure investment,” said Kathleen (Kathy) Dawley, president of Maguire Associates. “Pressure is increasing on institutions to produce more and higher-quality applications with these dollars or sometimes even with decreasing budgets. We are introducing **EMPOWER** to help our clients meet this challenge by providing stronger competitive intelligence about their prospective students and markets.”

Clarkson University has already engaged Maguire Associates to **EMPOWER** their student recruitment efforts. “**EMPOWER** is the comprehensive approach that Clarkson University has been searching for. **EMPOWER** enables us to use both analytical tools and proven methodology throughout the entire recruitment process to identify and target those students who will excel on our campus. **EMPOWER** takes the guess work out of the recruitment process!” said Brian Grant, Director of Admission at Clarkson University.

EMPOWER focuses on the recruitment phase because of the significant effect it has on net tuition revenue (NTR), one of the key metrics for gauging the financial success of a first-year class. The recruitment phase, which precedes the admission phase, begins when an institution acquires prospective student names or prospective students express interest in an institution. Monies spent during the recruitment phase — from purchasing prospect names, to printing recruitment materials, to attending college fairs — in effect reduce NTR and, when deployed inefficiently, can result in losses of tens or even hundreds of thousands of dollars each year.

Maguire Associates’ **EMPOWER** helps institutions minimize these losses and optimize their recruitment strategies by reducing their focus on students who are unlikely to apply, finding more of the valuable students for whom the institution is a good match, and uncovering promising new student opportunities.

The service builds on Maguire Associates’ proven analytical techniques, cutting-edge research strategies, and in-depth experience with the realities of college and university admissions, providing:

- A comprehensive analytical system that looks at recruitment from the first moment of contact with a prospective student;
- Experienced enrollment analysis, evaluation, and multivariate statistical application likelihood scoring;
- Analysis of prospects and search efforts to better inform targeted name purchasing and marketing;
- Recommendations for more efficient utilization of staff time and effort, and
- Expert enrollment research and analysis in a timely fashion, without having to learn new software or implement new systems.

Through **EMPOWER**, Maguire Associates helps colleges and universities intelligently mine the voluminous amounts of data generated throughout their student recruitment efforts. Through a combination of consulting, data analysis, and easy-to-use visual representations, the service supports institutions with new and actionable insights into:

- Their inquirer and applicant pools — segmented by key variables like first contact type, geography, and other characteristics — so they can see where their efforts are succeeding, where they're falling short, and how they can improve application conversions.
- How they might target and deploy their recruitment marketing efforts more efficiently.

EMPOWER builds on Maguire Associates' long-standing expertise in enrollment management, a process and term coined and developed by John (Jack) Maguire, founder and chairman of Maguire Associates, over 30 years ago. Enrollment management seeks to quantify and optimize the relationship between an institution and a student from the time a student surfaces as a prospect, through the years he or she is enrolled, to graduation and well beyond.

For more information, please see the **EMPOWER** section of Maguire Associates' website at <http://www.maguireassoc.com/services/empowr.html> or call 978.371.1775.

About Maguire Associates:

Maguire Associates of Concord, MA, is a research-based consulting firm serving educational institutions and organizations exclusively. The firm applies 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 goal-setting, and attain future outcomes that are critical to their health and vitality. Maguire Associates was founded in 1983 by Chairman Jack Maguire, the creator of enrollment management, and has since worked with more than 350 educational institutions worldwide. Maguire Associates' service areas include enrollment management, market research, strategic pricing and forecasting,

strategic financial aid modeling, student satisfaction and retention, advancement and alumni engagement, branding and image development, and strategic planning. For more information, visit www.maquireassoc.com.

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