

For Immediate Release

Maguire Associates Debuts “For Those Without Billions”

Publishes Comprehensive Whitepaper to Help Colleges and Universities Compete for Students in Rapidly Changing Financial Aid Environment

CONCORD, MA - (April 3, 2008) - [Maguire Associates, Inc.](#), a research-based consulting firm serving educational institutions and consortia, today launched “[For Those Without Billions: Navigating the Wave of Dramatic Aid Awarding Changes](#)”, a dynamic whitepaper written to help colleges and universities understand the current situation regarding need-based financial aid awards, and to provide strategic advice institutions can follow to remain strong and viable in this time of change and competitive uncertainty.

It’s well known that Harvard and Yale Universities, along with another two dozen of the nation’s wealthiest colleges and universities, have recently made announcements offering greater financial incentives for talented students to enroll at their institutions, setting off a domino effect that is rippling through the entire higher education landscape. “**For Those Without Billions**” provides insights into what these financial aid policy changes mean for colleges and universities who operate with leaner budgets and smaller endowments, and delivers guidance to help them compete strategically for students in this new paradigm while maximizing net revenues.

“Those colleges and universities with fewer resources at their disposal now face an even greater challenge to enroll qualified, desirable students without placing themselves in financial peril,” said Jonathan P. Epstein, Senior Consultant, Maguire Associates. “We felt compelled to write “[For Those Without Billions](#)” to help those less wealthy institutions, that in fact educate the vast majority of students in the U.S., evaluate the situation and respond strategically in meeting this challenge head-on.”

“**For Those Without Billions**” emphasizes that targeted analysis, thoughtful planning and frequent market research are the best tools for colleges and universities to employ in devising their strategic financial aid award policies. Such a measured and proactive approach will enable many institutions to ride this wave of financial aid changes and flourish, rather than being caught by surprise. Among topics that the paper covers in more detail:

- What is happening in need-based financial aid awarding and why now
- What the financial aid policy changes really mean for less well endowed institutions
- Concrete steps colleges and universities should take to ensure their financial aid awarding policies remain competitive

“For Those Without Billions” draws 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 or to download a copy of ***“For Those Without Billions: Navigating the Wave of Dramatic Aid Awarding Changes”***, please visit: http://www.maguireassoc.com/resource/for_those_without_billions_march08_epstein_parrott.pdf 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.maguireassoc.com.

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