



**MAGUIRE
ASSOCIATES**

*Advancing
Higher Education
Through Insight
and Innovation*

For Immediate Release

Maguire Associates Introduces a Customized Yield Enhancement Service for Colleges and Universities

*Firm Enhances Service during Current Economic Downturn to Help Institutions Improve
Percentage of Admitted Students who Enroll*

CONCORD, MA - (April 21 2009) - [Maguire Associates, Inc.](#), a research-based consulting firm serving educational institutions and consortia, has introduced a customized yield enhancement service, for colleges and universities.

This service helps colleges and universities understand the motivations, intentions and characteristics of their admitted students, providing actionable recommendations for increasing the percentage of admitted students who ultimately enroll. Maguire Associates has enhanced and formalized this long-standing service in response to the current economic environment. It is particularly well suited to delivering customized, meaningful and highly usable knowledge when the need to counter doubt and uncertainty is greatest.

“In unsettled times, relevant, actionable market knowledge is an indispensable resource,” said Kathleen Dawley, President, Maguire Associates. “This service is designed to help our clients acquire this vital knowledge by capturing an in-depth, real-time understanding of their admitted students’ attitudes, opinions and decisions that is uniquely applicable to their institution. When the margin of error between enrolling a successful class and one that fails to meet expectations is so thin, we are certain that the insights gleaned throughout the yield enhancement process can make an important difference.”

The service combines three powerful elements for institutions seeking to ensure better-informed strategy development and overall decision-making with respect to yield, and to minimize “summer melt” (i.e., students rescinding on their enrollment decisions):

1. Customized Survey:

Maguire Associates will collaborate with clients to design a survey instrument that responds both to institutions’ precise information needs and to the demographics of their admitted student populations. The research can explore specific concerns and opportunities, such as pricing and perceived value, campus presentation, infrastructure and technology, key competitor comparisons, location, and much more.

2. Sophisticated Analysis:

The company will then provide a comprehensive, customized analysis of the research findings to understand what is going on with the current group of admitted students and what it might take to boost yield. The customized data analyses include in-depth segmentation by subgroups of interest, as well as multivariate techniques to

understand the underlying forces that influence admitted students' opinions, preferences, and decisions. Maguire Associates can also incorporate into the analysis any additional institutional data a college or university would find valuable, including financial aid awards.

3. Specific Recommendations:

Maguire Associates will translate the analysis into actionable recommendations designed to deter summer melt and make substantial yield-enhancing improvements in future cycles.

From instrument design to analysis to recommendations, the entire process typically takes 10-12 weeks to complete.

Emmanuel College has previously engaged Maguire Associates to help them move their admitted students to enrollment. "Each year we want to know whether we are doing all that we can to enroll a successful class; we have seen that past experience is no guarantee of future success," said Sister Janet Eisner, President, Emmanuel College. "Maguire Associates' insightful research, analysis and recommendations have helped us to define and meet our yield goals."

For more information, please call 978.371.1775 or visit the Yield Enhancement Service section of Maguire Associates' website at http://www.maguireassoc.com/resource/innovations_bulletin1.html.

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 www.maguireassoc.com.

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