Serving the Educational Community
Our Clients

Colleges and Universities

Agnes Scott College (GA)
Albany Medical College (NY)
Algemene Besturenbond (Holland)
American University (DC)
American University of Central Asia (Kyrgyzstan)
Amherst College (MA)
Anna Maria College (MA)
Arcadia University (PA)
Art Center College of Design (CA)
Assumption College (MA)
Avila University (MO)
Babson College (MA)
Bates College (ME)
Bay Path College (MA)
Baylor University (TX)
Bellarmine University (KY)
Benjamin Franklin Institute of Technology (MA)
Bentley College (MA)
Berklee College of Music (MA)
Bethany College (WV)
Boston Architectural Center (MA)
Boston College (MA)
Boston College Carroll Graduate School of Management (MA)
Boston College Law School (MA)
Boston University (MA)
Boston University Corporate Education Center (MA)
Boston University Metropolitan College (MA)
Boston University School of the Arts (MA)
Brandeis University (MA)
Bridgewater State College (MA)
Brown University (RI)
Bryn Mawr College (PA)
Bryn Mawr Graduate School of Social Work (PA)
Bucknell University (PA)
Calvin College (MI)
Canisius College (NY)
Capital University (OH)
The Catholic University of America (DC)
Centenary College of Louisiana (LA)
Chapman University (CA)
Clarkson University (NY)
Coe College (IA)
Cogswell Polytechnical College (CA)
Colby College (ME)
Colgate University (NY)
College of Charleston (SC)
College of the Holy Cross (MA)
College of Mount Saint Vincent (NY)
College of Mount St. Joseph (OH)
The College of New Rochelle (NY)
Colorado Christian University (CO)
Colorado School of Mines (CO)
Cornell University (NY)
Creighton University (NE)
Curry College (MA)
Dean College (MA)
Delaware County Community College (PA)
Denison University (OH)
DePaul University (IL)
Dickinson College (PA)
Dominican College (NY)
Dordt College (IA)
Dowling College (NY)
Drew University (NJ)
Drexel University (PA)
Emerson College (MA)
Emerson College Division of Continuing Education (MA)
Emmanuel College (MA)
Endicott College (MA)
Fairleigh Dickinson University (NJ)
Florida International University (FL)
Fordham University (NY)
Franklin & Marshall College (PA)
Franklin Pierce College (NH)
Fresno Pacific University (CA)
Georgia College & State University (GA)
Gettysburg College (PA)
Gonzaga University (WA)
Gordon College (MA)
Goucher College (MD)
Greenville College (IL)
Hampshire College (MA)
Hartwick College (NY)
Harvard University (MA)
Harvey Mudd College (CA)
Hebrew College (MA)
Hiram College (OH)
Hobart and William Smith Colleges (NY)
Hofstra University (NY)
Hollins University (VA)
Hood College (MD)
Houghton College (NY)
Illiff School of Theology (CO)
Illinois Institute of Technology (IL)
Indiana University Bloomington (IN)
Indiana University of Pennsylvania (PA)
Iona College (NY)
Iowa State University (IA)
Ithaca College (NY)
John Brown University (AR)
John Carroll University (OH)
Johns Hopkins University (MD)
Johnson & Wales University (RI)
Juniata College (PA)
Keene State College (NH)
Kent State University Graduate School of Management (OH)
Kentucky Wesleyan College (KY)
King College (TN)
The King’s College (NY)
King’s College (PA)
La Roche College (PA)
La Salle University (PA)
Lambeth College (England)
Lasell College (MA)
Lawrence University (WI)
Le Moyne College (NY)
Lehigh University (PA)
Lewis & Clark College (OR)
Linfield College (OR)
Loyola John Moores University (England)
Loyola College in Maryland (MD)
Loyola Marymount University (CA)
Loyola University Chicago (IL)
Lynchburg College (VA)
Lynn University (FL)
Malone College (OH)
Marietta College (OH)
Marquette University (WI)
Mary Baldwin College (VA)
Marymount University (VA)
Marymount Manhattan College (NY)
Massachusetts College of Liberal Arts (MA)
Massasoit Community College (MA)
Mercy College (NY)
Mercyhurst College (PA)
Meredith College (NC)
Miami University (OH)
Middlesex Community College (MA)
Millikin University (IL)
Millsaps College (MS)
Molloy College (NY)
Monmouth University (NJ)
Montclair State University (NJ)
Monterey Institute of International Studies (CA)
Mount Holyoke College (MA)
Mount Vernon Nazarene University (OH)
Muhlenberg College (PA)
National University (CA)
Nazareth College of Rochester (NY)
New England College (NH)
The New School (NY)
New York Chiropractic College (NY)
Newbury College (MA)
Niagara University (NY)
Nichols College (MA)
Northeastern University (MA)
Northeastern University School of Law (MA)
Northern Kentucky University (KY)
Northwestern College (IA)
Northwestern University (IL)
Norwich University (VT)
Notre Dame College (OH)
Oberlin College (OH)
Oglethorpe University (GA)
Ohio State University (OH)
Ohio Wesleyan University (OH)
Oral Roberts University (OK)
Pace Law School (NY)
Pace University (NY)
Pacific University (OR)
Palm Beach Atlantic University (FL)
Paul Smith’s College (NY)
Pitzer College (CA)
Point Loma Nazarene University (CA)
Pine Manor College (MA)
Randolph College (VA)
Regis College (MA)
Regis University (CO)
Rensselaer Polytechnic Institute (NY)
Rhode Island School of Design (RI)
Rhodes College (TN)
Rice University (TX)
Roberts Wesleyan College (NY)
Expanding the Enrollment Management Concept

Institutions increasingly need to build productive, lifelong relationships with key constituents. Many colleges and universities are now implementing these services across departments in more expansive, integrated, and disciplined ways. This reflects a more strategic and comprehensive view of enrollment management, extending far beyond student recruitment and retention to the building of engaging, satisfying long-term relationships with faculty, staff, parents, alumni, donors, and friends of the institution.

Jack Maguire, our founder and chairman, invented the enrollment management concept three decades ago. Today, Maguire Associates is reinventing it by helping clients convert high-quality prospects into coveted applicants and ultimately into satisfied students who become generous alumni, legacy parents, and desirable employers.

With over two decades of innovation in research, consulting, and predictive modeling, Maguire Associates has helped more than 350 colleges, universities, independent schools, consortia, and associations:

- Act confidently based on clarity of insight,
- Make strategically sound decisions, and
- Achieve intended outcomes.

We provide the following services to trustees, presidents, CFOs, and professionals in enrollment management and admissions, financial aid, advancement, alumni relations, marketing and communications, and institutional research:

- Market Research
- Enrollment Management
- Strategic Pricing & Forecasting
- Strategic Financial Aid Modeling (EMFASYS™)
- Recruitment Optimization (EMPOWR™)
- Student Satisfaction & Retention
- Advancement & Alumni Engagement
- Strategic Planning
- Branding, Message Development & Integrated Marketing
Educational institutions face growing competition. As a result, schools are setting increasingly ambitious expectations for strategic planning, recruitment and retention, alumni giving, brand imaging, marketing, and, of course, overall financial performance. Why? Because it would be difficult to imagine a more essential calling than helping students become critical thinkers in today’s complex world. Indeed, we entered this business many years ago to help institutions achieve the clarity of insight needed to make good decisions for themselves and their students.

What Drives Your Success?

Every school has unique drivers for enrollment, student satisfaction and retention, alumni engagement, and brand image. We can help you identify the specific drivers for your institution, providing a customized framework for making good strategic choices and for developing and projecting your most effective messages, internally and externally.

We will help you understand what triggers the conscious and unconscious behaviors of your constituents and whether and how they are reacting to your print, electronic, digital, and interpersonal messages.

In doing so, you will achieve a better sense of the perceptions of your school held by prospective and current students, parents, potential transfers, guidance counselors, alumni, benefactors, and opinion leaders. You will be able to anticipate likely behaviors resulting from varied courses of action you are considering.
Converting Data into Knowledge

As researchers, we use in-depth survey research to help clients develop a more meaningful understanding of the values, priorities, and perceptions of their constituents. As consultants, we convert these new data and the results of modeling and forecasting exercises into highly customized knowledge that informs client decision making. With many hundreds of years of combined higher-education experience as consultants, college administrators, faculty members, and trustees, we approach our work with practical knowledge of what it means to face your challenges and consider your possibilities.

Armed with a powerful blend of normative and institution-specific insights, our clients discover whether – and to what extent – they should transform goals, practices, or structures to serve the needs of their constituents and their own institution.

However, our work extends well beyond serving specific institutions. We also conduct national research on matters of significance to all educational institutions. This work has appeared in The Chronicle of Higher Education and other influential media covering education. We are increasingly working with individuals and institutions in Asia and Europe, underscoring our position as a global thought leader in education.

Enrollment Management

A large metropolitan university sought to increase its national reach and reputation. Our recommendations became the foundation for an enrollment and marketing program that spurred a decade of growth in stature, reach, size, and selectivity. This successful collaboration resulted in a long-term, far-reaching relationship that now extends to all parts of the institution: enrollment, advancement, academic planning, continuing and adult education, and student life.

Branding, Messaging & Integrated Marketing

A small urban college was experiencing a downturn in the number and quality of applicants. We conducted research across a wide spectrum of constituents and influencers, led comprehensive brand strategy, positioning, and message-development processes, created an integrated marketing plan, wrote the new viewbooks and website, and developed the school’s first institution-wide advertising campaign. Over three years, the school reached full capacity, realized a 50-point increase in undergraduate SAT scores, and restored financial stability.

Case Studies
Clarity of insight creates the foundation for effective decision making. Using solid data and sound judgment, we will help you make choices that are aligned with your strategic direction. If needed, we can help you refocus or even determine that direction.

As strategic planners, we help institutions develop and revise their priorities, sharpening the vision, mission, objectives, strategies, and metrics used to calibrate success. In this context, we work with clients to develop convenient online dashboards for monitoring and measuring performance against strategic objectives. Ideally, both the process and product of strategic planning give institutions the rare opportunity to gain perspective on what they are doing, how they are doing, and how they can do even better.

**Converting Knowledge into Practice**

Experience and judgment are not always sufficient for making effective decisions. We have long believed that data-driven knowledge based on solid research promotes better decision making. Weak research – or even good research poorly interpreted – can mislead institutions. Good research should never be allowed to collect dust on the shelf. Instead, it should be interpreted and applied with equal rigor and vigor.

We work with clients every day to produce excellent research while also helping to ensure that it is accurately interpreted and successfully applied with excellence.
Maguire Associates is also known for innovations in predictive modeling – using historical performance to predict future outcomes. Our approach lets clients ask “what if” questions to assess the impact different trade-offs will have on setting specific goals or achieving certain outcomes. Working with us, clients literally see the interdependencies that exist among the performance measures they hope to shape. This holistic, customized view coupled with a clear sense of the larger operating environment creates the right context for making the right decisions.

Maguire Associates always engages in meaningful collaborations. We believe that a client relationship should be every bit as collegial and transformative as the classroom approach of that one extraordinary professor who may have changed your life.

This is why we will never sacrifice the direct participation of our most senior consultants. We will never suggest that prepackaged software or an “800” number serve as authentic solutions to challenges that require real collaboration with real people.

Case Studies

Strategic Planning

A small women’s college wanted to measure the reactions of prospective students and other constituents to several possible initiatives, including becoming co-educational. We explored the value of going co-ed or remaining single-gender – and the many trade-offs each choice produced – ultimately contributing to the school’s decision to go co-ed. Within three years, the college had developed successful partnerships to enrich student life and enjoyed unprecedented growth in undergraduate enrollment.

Advancement/Alumni Engagement

A prestigious private college wanted to assess its success communicating with alumni via its website. We conducted formal focus groups in two regions of the United States, ultimately providing feedback that helped the client make improvements in site navigation, content, and appearance. The website subsequently experienced considerably increased alumni activity.
We are always focused on results. Your results. The key to being effective, relevant, and vital – and remaining so – is to envision and then achieve clear, specific outcomes.

Best-practice institutions today are engaging their constituents throughout a dynamic life cycle. Maguire Associates views this as a new, enhanced framework for enrollment management. In this life cycle, prospects become enrolled students who persist to graduation. With the right research, analysis, messages, and implementation, these graduates are well matched to their institution and have their expectations well met. As a result, they become satisfied, active alumni ready, willing, and able to invest time and money into their alma mater.

In this sense, your students are your alumni from the day they enter your institution. Conversely, your alumni will have numerous lifelong opportunities to continue being your students, too. It is all part of the same continuum.

Whether an institution wants to make an adjustment or completely transform itself, we can help calibrate how changes to structures, operations, practices, and messages – within departments or across the institution – can build value while making the best use of precious resources.
Our research, consulting, and modeling help achieve desired outcomes such as:

- Improving the effectiveness of the recruiting and enrollment process and benchmarking that progress;
- Pricing top-line tuition and fees and pairing them with financial aid and scholarship strategies that balance student access with building quality and net total revenue to fund future progress;
- Assessing likely market demand for new offerings and new delivery approaches;
- Gauging student satisfaction and converting that knowledge into improvements in student retention and, ultimately, in alumni giving;
- Building alumni engagement and giving through the use of research, branding, effective communication, and tailored offerings; and
- Strengthening the institution’s reputation across all constituent groups, most notably by boosting specific appeal to highly valued prospective students.

Case Studies

Strategic Financial Aid Modeling

A private New England college had to strengthen its financial foundation. As part of a systematic rebuilding process, we implemented a financial aid modeling system (EMFASYS) to evaluate the effects on enrollment goals of different trade-off scenarios. The results were immediate as enrollment nearly doubled and net revenue grew substantially.

Strategic Pricing & Forecasting

A private university in the southern U.S. experienced an unexpected drop in enrollment. We helped develop a pricing strategy that immediately addressed this decline. One year later, the university welcomed one of the largest undergraduate classes in its history and has continued to realize enrollment gains since.
**Discovery and Transformation**

Maguire Associates continually invests in new methods and services that help advance enrollment management, strategic planning, competitive positioning, and institutional marketing – for institutions in the United States and around the world.

In many cases, clients confront circumstances that require immediate, intelligent intervention. They turn to us for a roll-up-your-sleeves, right-now collaboration to contend with pressing issues. In other situations, clients invite our counsel to help shift their focus from day-to-day rigors to a broader perspective from which to frame cohesive strategy. Our ability and willingness to work at both ends of this continuum and at all points in between, coupled with our demonstrated collegiality, commitment, and capabilities, accounts for the large number of clients who repeatedly partner with us.

Whether tackling a crisis or framing a proactive strategy, we have a strong record helping clients achieve success through a collaborative process of discovery and transformation.

To discover more about us, call 800-581-1775 or visit [www.maguireassoc.com](http://www.maguireassoc.com).
Rockefeller University (NY)
Roger Williams University (RI)
Roger Williams University School of Law (RI)
Rutgers University Graduate School of Management (NJ)
St. Andrews Presbyterian College (NC)
St. Bonaventure University (NY)
St. John’s University (NY)
St. John’s University Law School (NY)
Saint Joseph’s College (ME)
Saint Joseph’s University (PA)
Saint Mary’s College (IN)
Saint Mary’s College of California (CA)
Saint Meinrad School of Theology (IN)
Saint Michael’s College (VT)
Saint Peter’s College (NJ)
Santa Clara University (CA)
Sarah Lawrence College (NY)
Seattle University (WA)
Seattle Pacific University (WA)
Sewanee, The University of the South (TN)
Simmons College (MA)
Skidmore College (NY)
Smith College (MA)
Southwestern University (TX)
Spring Arbor University (MI)
Spring Hill College (AL)
The Staff College (England)
Stanford School of Medicine (CA)
SUNY at Stony Brook (NY)
SUNY College at Buffalo (NY)
SUNY System Office (NY)
Sterling College (VT)
Stonehill College (MA)
Suffolk University (MA)
Teachers College, Columbia University (NY)
Thomas Jefferson University (PA)
Thomas Jefferson University School of Health Professions (PA)
Tottori University (Japan)
Trinity University (TX)
Tuck School of Business at Dartmouth (NH)
Tufts University School of Dental Medicine (MA)
Union College (NY)
Union Institute & University (OH)
Union University (TN)
United States Naval Academy (MD)
The University of Alabama School of Law (AL)
The University of Central Lancaster (England)
The University of Chicago (IL)
The University of Cincinnati (OH)
The University of Dayton (OH)
The University of Maine (ME)
The University of Maryland-Baltimore County (MD)
The University of Massachusetts (MA)
The University of Miami (FL)
The University of Notre Dame (IN)
The University of Oklahoma (OK)
The University of the Pacific (CA)
The University of Pittsburgh (PA)
The University of Pittsburgh at Bradford (PA)
The University of Puget Sound (WA)
The University of Richmond (VA)
The University of Rochester (NY)
The University of Saint Thomas (MN)
The University of San Diego (CA)
The University of San Francisco (CA)
The University of Scranton (PA)
The University of South Carolina (SC)
The University of South Carolina Beaufort (SC)
The University of Tennessee at Martin (TN)
The University of Tulsa (OK)
The University of Ulster (Northern Ireland)
The University of Vermont (VT)
The University of Virginia (VA)
The University of Virginia’s College at Wise (VA)
The University System of Georgia (GA)
The Urban College of Boston (MA)
The Ursuline College (OH)
Vassar College (NY)
Vawvn College of Aeronautics and Technology (NY)
Vienna Economics University (Austria)
Villanova School of Business (PA)
Wabash College (IN)
Wake Forest University (NC)
Washington University (MO)
Washington and Lee University (VA)
Washington International University in Virginia (VA)
Wentworth Institute of Technology (MA)
Westmont College (CA)
Wheaton College (IL)
Wheeling Jesuit University (WV)
Wheelock College (MA)
White Pines College (NH)
Whittier College (CA)
Whitworth College (WA)
Widener University (PA)
Wilkes University (PA)
Williamette University (OR)
Williamette University School of Law (OR)
William Paterson University (NJ)
Wittenberg University (OH)
Worcester State College (MA)
Worcester Polytechnic Institute (MA)
Xavier University (OH)
York College of Pennsylvania (PA)

Independent/Secondary Schools

Academy of Notre Dame (MA)
Allemand Columbia School (NY)
Asheville School (NC)
Beaver Country Day School (MA)
Boston College High School (MA)
Bryn Mawr School (MD)
Cape Cod Academy (MA)
Chapel Hill-Chauncey Hall School (MA)
Coalition of Girls’ Boarding Schools (MA)
Cristo Rey New York High School (NY)
Culver Academies (IN)
Emma Willard School (NY)
Hudson Catholic High School (MA)
Kent Place School (NJ)
Lexington Christian Academy (MA)
MacDuffie School (MA)
Malden Catholic High School (MA)
Marlborough School (CA)
Maumee Valley Country Day School (OH)
Middlesex School (MA)
Moorestown Friends School (NJ)
Milton Academy (MA)
Northfield Mount Hermon School (MA)
Phillips Academy (MA)
Phillips Exeter Academy (NH)
Putney School (VT)
Saint Martin de Porres High School (OH)
Scranton Preparatory School (PA)
Sonoma Academy (CA)
St. John’s High School (MA)
St. Timothy’s School (MD)
Summit Country Day School (OH)
Wellington School (OH)
Wooster School (CT)
Wyoming Seminary (PA)

Other Educational Clients

Association of Governing Boards of Universities and Colleges (DC)
Association of Independent Schools in New England (MA)
Boston Middle Schools Project (MA)
BTEC (England)
The Chronicle of Higher Education (DC)
The College Board (NY)
The College Board Enrollment Planning Service (NY)
Columbia Earth Institute (NY)
Council for Christian Colleges & Universities (DC)
Educational Testing Service (NJ)
Lilly Foundation (IN)
Lincoln Institute of Land Policy (MA)
Massachusetts Higher Education Assistance Corporation (MA)
Nellie Mae (MA)
New England Boarding Schools’ Marketing Project (MA)
Northeastern University Torch Scholars Program (MA)
SEA Semester/Woods Hole (MA)