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Admissions Lab Acquires Enrollment Consulting Firm Extends research, modeling and data management capability

ATLANTA, GA: Admissions Lab announced today that it has acquired Nashville-based Enrollment Management Research and Consulting, a firm specializing in econometric modeling, geodemographic research and the development of data management solutions for colleges.

"This acquisition brings some exceptional talent to our organization," said Doug Wofford, Admissions Lab President and CEO. "It will be great to collaborate with the EMRC team on new product ideas, modeling services and consulting opportunities."

In particular, Admissions Lab will be able to retain the services of Dr. Greg Perfetto, a well-known expert in enrollment management research who consulted with EMRC. Dr. Perfetto will serve as a senior research consultant to Admissions Lab.

Enrollment Management Research and Consulting has worked with a number of selective colleges and universities on financial aid modeling, retention strategy and student market research. The firm has also worked extensively on product development with the College Board and on research related to the SAT program and admission management models.

Admissions Lab is an Atlanta-based technology and professional services company founded in 2004 to help colleges and universities manage enrollments more effectively. Admissions Lab staff have over 80 years of experience in marketing communications, software development and enrollment management. They have developed and implemented software solutions and data services for organizations such as Sequitur Corporation, PeopleSoft and the College Board that are being used at nearly 500 colleges and universities in the U.S and abroad. (www.admissionslab.com)

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