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422 Group Expands Enrollment Management Research and Analytic Services

Yield Modeling, Geodemographic Segmentation and Financial Aid Optimization Offerings Available

May 2007—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, has launched a new set of enrollment management research and analytic services designed for institutions seeking a more customized, sophisticated approach to enrollment analysis and planning.

422 Group research and analytic services will utilize sophisticated statistical models and extensive geodemographic research that have been developed and validated through many years of interaction with a diverse group of colleges and universities. These services include:

- **Yield Modeling and Enrollment Stabilization** services that enable colleges to develop forward-looking logistic regression models for budget planning and enrollment projections while helping them to anticipate future enrollment trends.
- **Market Research and Geodemographic Segmentation** services that include *prospect qualification* for focusing recruitment efforts within a pool of existing prospects, and *market segmentation* for identifying new prospect pools and expanding recruitment efforts into new markets.
- **Financial Aid Optimization** aimed at developing a plan that maximizes the impact of each financial aid dollar, regardless of internal designation, within the context of a school's individual enrollment goals and resources.

"We believe our direct experience with enrollment management and our historical success with modeling and geodemography sets us apart from the long list of enrollment management consulting firms that are out there," said Doug Wofford, President & CEO of 422 Group.

"Institutions that are seeking a thoughtful, tailored evaluation of key enrollment management variables will be pleased with these new services."

Much of the information resulting from use of these new research and analytic services will be made available to enrollment managers through 422 Group's Lifecycle Dashboard, a business intelligence tool designed to consolidate and present critical enrollment metrics, trends and alerts

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in a graphical format. The Dashboard also allows enrollment managers to set and monitor monthly targets for inquiries, applications, admitted students, and confirmation deposits.

About 422 Group

422 Group LLC, is Microsoft Certified technology and professional services company founded to help colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with relationship management today. They've developed and implemented enterprise-level CRM solutions, relationship management strategies, and market research services for the College Board, PeopleSoft and Sequitur Corporation in place at nearly 500 institutions in the U.S. and abroad.

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