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422 Group Expands Online Forms Capabilities

New features provide colleges with more flexible data collection options and ways to easily integrate forms data into existing campus systems

May 2007—422 Group, an Atlanta-based technology company focused on relationship management within higher education has expanded its relationship management capabilities to include more robust online data collection forms. The forms provide additional user management tools, additional item configuration options, flexible data export packages and e-commerce capability.

“Collecting student data through your Web site is an essential part of the relationship-building process,” said Doug Wofford, President & CEO of 422 Group. “Our new forms can easily be embedded into a college’s Web site to support recruitment, admission and course registration processes.”

Online forms from 422 Group now include user authentication, application fee processing, options for full or partial data transfer, a forms-administrator dashboard, automated e-mail confirmation messaging, and data exports formatted for systems from PeopleSoft[®], Sungard[®], and the College Board. Additionally, College Board Recruitment PLUS[™] clients hosted by 422 Group will also enjoy the benefit of automated data transfer of completed admission applications directly into Recruitment PLUS.

“Our forms provide a valuable way to enhance interaction with visitors to your college’s Web site,” notes Keith Beindorf, 422 Group’s vice president for products and services. “Schools need to know who’s visiting their site and for what reason so they can follow-up in a timely manner. When prospects are ready to apply online, admission officers need to monitor who’s starting an application, who’s completing an application and what’s happening in between. Our forms management tools can help with this and allow schools to interact with students along the way in a thoughtful, proactive manner.”

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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