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Admissions Lab and Nuventive Sign Partnership Agreement **Electronic portfolios promise to redefine college admission process**

ATLANTA, GA: Admissions Lab and Nuventive, a Pittsburgh-based education and learning technology company, have announced a partnership that will benefit colleges and universities seeking a more holistic, equitable approach to student admission.

Under the agreement, Admissions Lab will represent Nuventive's [iWebfolio](#), an electronic student portfolio management system, to college and university admission and enrollment offices.

"iWebfolio represents the future of college admission," said Dave Raney, Nuventive CEO. "It allows students to truly present themselves as unique individuals while ensuring that the evaluation process remains manageable for colleges."

iWebfolio empowers schools to manage their evaluation of candidates through admission portfolio templates that facilitate online reviews and interactive staff dialogue. The online templates also allow colleges to customize the admission experience for different programs of study and applicant types (i.e., freshman, transfer, graduate) while giving each student the ability to represent his/her educationally-relevant experiences through a range of documents, files and multi-media presentations.

"An increasing number of schools want to evaluate admission candidates in a holistic manner that goes well beyond test scores and high school grades," noted Doug Wofford, President and CEO of Admissions Lab. "iWebfolio provides the tools to facilitate this broader approach in an efficient, effective manner while also empowering students to represent themselves in very creative ways."

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As an added bonus, Nuventive offers students the opportunity to maintain their portfolios beyond the admission process so they can store and present a lifetime's worth of experience to support future educational and/or employment opportunities.

The agreement strengthens the list of existing Nuventive educational partners, which includes well-known educational organizations such as Blackboard, Sungard SCT, WebCT and the National Association of Student Personnel Administrators (NASPA).

Nuventive, based in Pittsburgh, Pennsylvania, USA, is an education and learning technology company providing institutions, faculty, students and other users in over 20 countries with the necessary tools and services to effectively examine, improve, and manage the life-long learning process. www.nuventive.com.

Admissions Lab is an Atlanta-based technology and professional services company that helps colleges manage student enrollments more effectively. Admissions Lab staff have over 80 years of experience in software development, marketing and enrollment management. They have previously developed software solutions and data services for Sequitur Corporation, PeopleSoft and the College Board in place at nearly 500 colleges and universities in the U.S and abroad. www.admissionslab.com.

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