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Research Reveals Gaps in Student Recruitment Technology **Admission Offices struggling with communication, data management**

ATLANTA, GA: It started with the Y2K scare and gained momentum with the influx of enterprise resource planning (ERP) systems from vendors such as Sungard/SCT, PeopleSoft and Datatel. But the better-late-than-never technology revolution in higher education still hasn't caught-up with many of the critical communication and analytical processes needed to successfully recruit a class of new students.

That is one research finding reported in a new research report from Admissions Lab (www.admissionslab.com), an Atlanta-based technology, research and professional services firm that helps colleges manage student recruitment and enrollment more effectively.

The report is based on a series of phone interviews with chief enrollment officers from a wide range of colleges and universities. The interviews, conducted in May and June 2004, focused on the use of technology in the admissions office with a primary focus on functions that help to shape the size and profile of a new student class.

The research revealed that:

- Campus-wide systems are improving with regard to management of communication but continue to struggle with many of the creative functions related to student recruitment and admission.
- Enrollment managers are relying on multiple vendors/products to handle communication and information management functions but would prefer a comprehensive "solution" from a single vendor.
- E-mail communication has emerged as the primary vehicle for building relationships with students, but e-mail issues vary greatly across institutions depending on inbound volume and outbound campaign capability.

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- Web portals/portfolios are emerging as a means of collecting and communicating pertinent admission information while also permitting colleges to share this information across staff members—particularly those who work remotely.

“The research revealed some new uses for technology while also confirming some obvious gaps,” said Doug Wofford, president of Admissions Lab. “Enrollment managers clearly understand the opportunities but are struggling to find cost-effective, manageable solutions to address them.”

Admissions Lab is an Atlanta-based technology, research 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 in use at nearly 500 colleges and universities in the U.S and abroad.

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