

AQUINAS COLLEGE: RuffaloCODY's Enrollment Management Division has built a legacy of success and innovation in its partnership with Aquinas College for over a decade. Founded in 1886, Aquinas College in Grand Rapids, Michigan, has established itself as a premiere Catholic liberal arts college. Approximately 2,300 students register for classes in both its undergraduate and graduate programs.

As a longtime client of RuffaloCODY, Aquinas Dean of Admissions Tom Mikowski says the company's role in enhancing the college's retention analysis, qualification, and predictive modeling helped build a legacy of success at Aquinas.

"When we first started working with RuffaloCODY in 1995, our average incoming freshman class was in the range of 240 to 280 students," Mikowski said. "By 2001, we were bringing in about 360 students. Today, we anticipate a freshman class of 500 for the first time in the history of Aquinas."

Mikowski credits RuffaloCODY's quick and accurate data management and manipulation for its contribution to the enrollment successes at Aquinas. "We use predictive modeling to build our search pool, and right now we target 600 zip codes. We are able to gather more names earlier from our search, and it has really helped us build our enrollment," he said.

"Overall, we want to spend our time and resources with the students who are most likely to enroll. They are the ones we need to build relationships with," said Mikowski. "By using RuffaloCODY's services, we have built our enrollment over the long haul. In fact, we've seen record freshman enrollment over the past three years – and we anticipate a fourth straight record year for enrollments, because our applications are running about ten percent ahead of last year. That's pretty substantial."

"There are always good ideas from RuffaloCODY. I've also been very satisfied with the writing and the branding. The messages are always consistent with Aquinas College," Mikowski said. "Quite frankly *we don't have the staff to get through the substantial number of records involved, but RuffaloCODY has quality people who are trained to do it very efficiently*".

Mikowski reflects fondly on the many advances and innovations leveraged over the years during the lengthy partnership between RuffaloCODY and Aquinas. For example, the college was one of the first to employ the Total Telecounseling (T2) concept offered by RuffaloCODY. But he acknowledges that the world of enrollment management is far from a static science. "We're now starting to collect instant message addresses from students, and finding out whether they are willing to accept text messages on their cell phones," he said. "It's really the next wave, making sure we capture data to communicate with students in the way they want us communicating with them. Obviously, if we need to support that level of sophistication, then we'll continue to look to RuffaloCODY to help us do it."

Information courtesy of Aquinas College. For more information about Aquinas College, please visit www.aquinas.edu



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