

FLORIDA SOUTHERN COLLEGE: Double-digit percentage increases in enrollment numbers; the largest ever new student class; and a steadily increasing retention rate have FSC admissions officials beaming about their ongoing partnership with RuffaloCODY for Enrollment Management.

Founded in 1883, Florida Southern College, located in Lakeland, Florida, is nationally acclaimed for academic excellence, exceptional student life programs, and championship athletics. U.S. News & World Report consistently ranks Florida Southern among the Top 10 Best Baccalaureate Colleges in the South. FSC is also ranked by The Princeton Review as one of the “Best 371 Colleges” among all undergraduate colleges and universities in the nation. Additionally, the prestigious Fiske Guide to Colleges lists FSC among 300 of “the best and most interesting” public and private schools and as one of only 44 schools among all colleges and universities in the nation to be recognized as a “Best Buy.”

As a RuffaloCODY partner for Enrollment Management services such as qualification, e-communications, and comprehensive search strategies, Florida Southern was looking to follow one stellar year in admissions with another powerful performance by harnessing RuffaloCODY’s innovative predictive modeling capabilities. According to Director of Admissions Bill Langston, the institution wasn’t disappointed. “We’ve been able to increase the volume of applicants -- and ultimately enrolled students – in concert with significant growth in the size of our student inquiry base,” Langston said. “That’s because the quality of the inquiry base is so much stronger and better understood, and communication with our newly-developed group of ‘hot prospects’ is so targeted.”

Langston says RuffaloCODY’s qualification is instrumental in allowing him to focus his resources where they have the most impact. “When you have a large number of student inquiries like we do, it’s not possible for us to allocate the manpower to qualify them individually via the telephone,” said Langston. “Partnering with RuffaloCODY enables our staff to concentrate its energy and effort on areas that make the most sense for us.”

RuffaloCODY Vice President and Senior Consultant Dennis Matthews says the college’s enrollment and retention results have underscored its motto; ‘FSC is On the Move.’ “They broke all records for enrollment, and they had their largest new student class in college history solidified at a very early date,” Matthews said. “In addition, the strong success they’re experiencing in admissions has driven other activity on the FSC campus.”

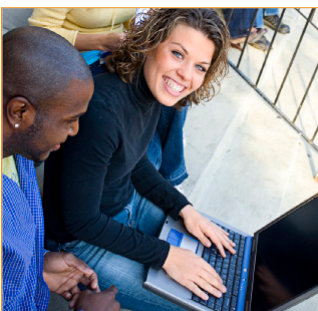
Langston agrees. “Among a number of brand new facilities added on campus recently, we’ve built two new state-of-the-art community living centers. And it’s a very real scenario that we still might need to expand our housing opportunities for students, because we were at 99% capacity for the fall semester,” he said.

“There’s no doubt the momentum we’ve established over the past couple of years is carrying forward,” Langston said. “Our incoming first-year class this year was almost 12% larger than last year’s ... and last year’s first-year class was up 17% over the year before that. Also, we accomplished the growth in a ‘down’ economy and with a decrease in the tuition discount rate.”

Student retention is proving to be another bright spot for the college. “Freshman to sophomore retention is up 5% this year, and that component has seen a steady upward progression over the past three or four years,” Langston said. “A lot of that is because I believe we have the right mix and balance of students, again thanks in part to the work RuffaloCODY did with the original inquiry base.”

FSC Vice President for Enrollment Management Brad Parrish also is extremely pleased with the results so far. Parrish says the upward trends for Florida Southern are showing no signs of slowing down. “We’re already up across the board in terms of applied students, accepted students, and deposited students for the fall of 2010,” he said. “In fact, we’re about 25% ahead in the number of applications received this year compared last year at the same time. It’s definitely a fun and exciting time to be at Florida Southern, and I believe we are poised to maintain our momentum. The partnership with RuffaloCODY has helped us to exceed our goals.”

Information courtesy of Florida Southern College. For more information about Florida Southern College, please visit www.flsouthern.edu.



“I know that RuffaloCODY is always looking for new ways to serve its clients and is continuously tweaking existing services to get the best results. I have the opportunity to serve on the company’s advisory board for Enrollment Management, and it’s good to know that they listen and respond to those of us who are actual front-line practitioners in the field.”

— Bill Langston
Director of Admissions