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FOR IMMEDIATE RELEASE

## **Industry-Leading Enrollment Management Organization Partners with Web-Based Recruitment Powerhouse**

(August 29, 2011) RuffaloCODY, the leading provider of strategic enrollment management services, recently announced its partnership with Admissions Lab – the industry-leading expert in web-based recruitment and admissions management services. Together, these two organizations offer institutions strategic services in search, inquiry management, application generation, and yield enhancement shaped by an unprecedented level of communication, data integration, and analysis.

By implementing Admission Lab's Constituent Relationship Management (CRM) product, Enrollment Manager™, to manage data internally, RuffaloCODY will provide its clients a more fluid data management process. Institutions will immediately see increased efficiencies in handling their data and will ultimately benefit from more robust communication and analytics. The partnership assures clients will have unparalleled access to their data while better understanding the efficacy of their recruitment and admission strategies.

John Baird, President of the Enrollment Management Division at RuffaloCODY further explains, "In Admissions Lab, we have found a partner with the same philosophies and perspective on the trends and challenges we see emerging in the current admissions landscape. The synergy between our companies will greatly benefit our clients."

Duane Jasper, President of RuffaloCODY, adds, "We met with several good companies and people in this process, and evaluated several platforms and services. In the end, we selected Admissions Lab and Enrollment Manager™ because we felt confident the management team fully understood and could meet our objectives."

"Because both groups have been active in enrollment management for many years, we've known and appreciated RuffaloCODY's people and work," says Doug Wofford, President and CEO of Admissions Lab. "As we explored the opportunities for partnering, a great strategic vision and cultural fit emerged that will provide significant value to our clients."

RuffaloCODY will begin implementing Admissions Lab's Enrollment Manager™ for their internal operations in phases over the next twelve months. Once fully installed, clients will realize both the practical benefit of real-time results monitoring as well as the strategic advantage of more broadly analyzing their recruitment initiatives related to their RuffaloCODY projects. Clients who have or add the full Enrollment Manager™ offering from Admissions Lab will have the additional power of total integration across all of their recruitment and admissions activities, both campus-managed and RuffaloCODY-managed, giving them a single, transparent view of everything touching their prospective students and applicants.

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### **About RuffaloCODY**

Founded in 1991 and headquartered in Cedar Rapids, IA, RuffaloCODY employs more than 4,000 staff throughout the United States and Canada. The Company is the leading provider of enrollment management services, fundraising services, and software for institutions of higher education and high-affinity nonprofit organizations. Today, RuffaloCODY serves more than 700 organizations. The enrollment management team is comprised of former enrollment leaders from institutions across the country, and their combined admissions experience spans more than three centuries.

### **About Admissions Lab**

A Microsoft Higher Education Partner, Admissions Lab is the leading higher education provider of software-as-a-service programs for enrollment management, serving more than 60 client institutions. Admissions Lab, a division of 422 Group, is made up of former higher education admissions officers who bring more than 150 years of experience in the admissions world, helping the company create problem-solving programs specifically designed for that sector. Admissions Lab is based in Atlanta, Georgia.

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