



FOR IMMEDIATE RELEASE

The CollegeBound Network Announces the Expansion of Its Enrollment Management Solutions Division

Education Marketing Leader Responds to Industry Demand for Retention Services

Staten Island, NY, March 29, 2011 -- The CollegeBound Network (CBN) today announced an expansion of its Enrollment Management Solutions division with the launch of new retention programs. This additional venture aims to elevate CBN's offerings to a new level of commitment, efficiency, and success for its partner colleges and universities.

CBN Enrollment Management Solutions is flexible, scalable, and tailored to fit each client's specific goals, which include live transfers of interested students to school admissions officers, qualifying and requalifying of leads, as well as customized outreach campaigns and retention services. With a great emphasis on retention services, CBN aims to assist schools that know retaining students is as important as the process of recruiting them. According to the Center for the Study of College Student Retention, nearly 50 percent of students entering higher education currently do not complete their degree. CBN's goal is to collaborate with its partner schools to find the right students and help them graduate.

CBN's Retention Services is powered by its wholly-owned, operated, and quality-assured US-based student help centers, and an on-site team of industry veterans who work collaboratively with each institution to create customized campaigns. "Oftentimes, institutions simply do not have the resources to invest in the ongoing initiative of retaining its students," says Bill Colvin, director of enrollment management. "CBN can provide affordable assistance to help schools reach their goals of higher retention rates, improving their experience and chance of success, while ultimately increasing their ROI."

For more information, contact Bill Colvin, Director of Enrollment Management, 718-761-4800, ext. 159, or bcolvin@collegebound.net.

About The CollegeBound Network

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. More than 3 million surfers utilize CBN's sites, including CollegeBound.net, CollegeSurfing.com, MyGlobalEducation.com, SpaBeautySchools.com, Advanced-Degrees.com, and others. CBN specializes in recruitment lead generation solutions for 1,000+ educational institutions and 3,500 campuses using 15+ websites, robust content, various social media platforms, daily blogs, etc.