

FOR IMMEDIATE RELEASE:

Finally, a Canadian approach to Strategic Enrolment Management

London Ontario | October 14, 2009

Academica Group Inc, Canada's leading provider of higher education consumer research and recruitment marketing innovation, announced today an international partnership that will bring leading expertise in Strategic Enrolment Management (SEM) to our Canadian college and university clients, supported by all the Canadian market context, research data, and technological innovation they have come to expect.

Academica Group has signed a formal strategic alliance with **SEM Works**, a North American leader in SEM consulting based in Greensboro, North Carolina. Now, in addition to comprehensive market research, recruitment strategy, web technology and social media consulting services, Canadian colleges and universities will benefit from a full spectrum of recruitment, admissions, retention, and enrolment management consulting services. Internationally, Academica Group will now serve as the exclusive market research provider to SEM Works clients in the United States and abroad.

Dr. Jim Black, president of SEM Works, has authored 3 books and numerous papers on enrolment management, and is an undisputed SEM thought leader. "This alliance enhances the service offerings of both companies, in Canada and the United States. In particular, Academica Group's UCAS™ and ADS™ surveys provide a solid foundation for targeted strategies that will produce enrolment results. We look forward to bringing this data-driven approach to more American colleges, too."

Rod Skinkle, president and CEO of Academica Group, emphasizes the compatibility of the two companies' approaches. "Jim Black, and his company SEM Works, are pioneers in the development of SEM science, the way we are pioneers in recruitment research and technology. Our mutual respect for data-driven decision-making, innovation, and a complete commitment to our clients' best interests make our corporate cultures a natural fit."

For further information, please contact:

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About the allied companies:



Academica Group Inc. is a research-based marketing consultancy focused exclusively on the higher education sector, and a worldwide leader bringing marketing innovation to higher education. For 14 years, our continent-wide survey of college and university applicants (the *UCAS™ Applicant Study*) has set the global standard for comprehensive higher education consumer research into market perceptions and brand reputations. Academica Group has made important contributions to provincial and national higher education policy research, in areas such as postsecondary accessibility, funding, retention and student pathways studies. Back in 2007, Academica Group's social media team was among the first to experiment with a Facebook application for prospective students. Our web development group specializes in information architecture and user interface validation for institutional websites, and has pioneered the construction of institutional web presences using the Drupal open-source content management system. Academica Group also publishes Canada's leading daily news digest for higher education, *Academica's Top Ten*, which is now read by more than 6,000 subscribers at institutions and agencies across the country.



Established in 2004, **SEM Works** is a full-service strategic enrolment management consulting firm that brings confidence and clarity to a complex business. Founded by Dr. Jim Black, the SEM Works team shares collective expertise, talents and innovations in strategic enrolment management with higher education institutions of all sizes and descriptions. The core team is comprised of 22 individuals, primarily current or former practitioners in the field, who draw from the know-how of a large network of higher education experts from all over North America. SEM Works offers extensive first-hand experience, strategies grounded in best practices, and customized solutions for change-effecting enrolment management and marketing.

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