Enrollment Rx
CRM | HIGHER EDUCATION

Our Core Values

Higher Education administrators have many choices when it comes to CRM solutions. Enrollment Rx believes that the best, and most successful, CRM solutions are founded upon the three P's: Platform, People, and Products. We strive to deliver **out of the box innovative products**, built on **the world's leading CRM platform**, with people who bring **extensive knowledge and best-practices** to higher ed CRM.

Platform

- Salesforce Platform
- Ongoing Innovation
- Highly Scalable
- Trusted Security
- AppExchange Ecosystem

People

- Deep Domain Expertise
- High-Touch Implementation
- Challenge the Status Quo
- Speed to Deployment
- Outstanding Customer Support

Products

- Higher Ed out of the Box
- Clicks not Code
- Strategic Architecture
- Product Roadmap
- Mobile Friendly

About Enrollment Rx

Enrollment Rx is a higher education technology company delivering innovative Constituent Relationship Management (CRM) solutions. Built on the Salesforce platform, Enrollment Rx puts enterprise-class functionality and limitless scalability within reach of any size school. Academic institutions rely on Enrollment Rx to eliminate business process inefficiencies, maximize constituent engagement, and future proof their technology strategy.
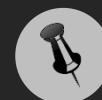
A Recognized Leader in Technology

Your institution will want a technology partner that is a trusted and recognized leader in the industry. Enrollment Rx is proud of our recent recognition in both technology and education.
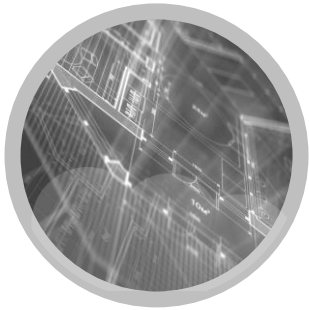
Best of SaaS Showplace BoSS AWARDS

Best in Biz AWARDS 2014 WINNER

THE CLOUD AWARDS WINNER 2016-17

CIOReview The Navigator for Enterprise Solutions

University Business 2016 TOP PRODUCTS READERS' CHOICE

COOL TOOL AWARD edtech digest 2017 FINALIST

THE SaaS AWARDS FINALIST 2016

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World's Leading Platform in CRM Technology

Enrollment Rx's solutions are built on the Salesforce (NYSE: CRM) platform. Like our clients, Enrollment Rx has a choice of CRM systems on which to build our higher education solutions. Enrollment Rx chose to partner with Salesforce as the world leader in CRM technology because of their unrivaled track record of innovation, security, and customer satisfaction in the CRM space. Enrollment Rx remains convinced that Salesforce delivers the best CRM strategy by far and we proudly continue to partner with Salesforce in revolutionizing CRM for higher education.

Trusted Partner with Extensive Expertise

Enrollment Rx is exclusively focused on CRM for higher education. The Enrollment Rx implementation and support team has years of first-hand experience working in higher education. Our extensive experience translates into an array of solutions that have been successfully deployed at various types of educational institutions, both domestically and abroad. As proud as we are of our product features and functionality, we are equally focused on our approach to project implementations and customer support. Enrollment Rx implementations include the guidance and support you would expect from an experienced partner.

Cutting Edge Products Spanning the Student Lifecycle

Enrollment Rx's products are designed to transform Salesforce into a world-class CRM solution for higher education. With years of development and countless hours of innovation, Enrollment Rx's products deliver strategic architecture, best-practices, and limitless scalability to the higher education market. Our CRM solutions supercharge processes and streamline operations throughout the full student lifecycle. Enrollment Rx endeavors to deliver easy-to-use products that can be manipulated by non-IT personnel, rather than forcing our clients to invent functionality from scratch, write extensive lines of code and logic, or place an extra burden on their IT departments.

Enrollment Rx Core™ | Recruitment & Admissions

Reader Rx™ | Application Review & Decisions

Events Rx™ | Comprehensive Event Management

Import Rx™ | Data Import Management

Portal Rx™ | Personalized Student Engagement

FormBuilder Rx™ | Dynamic Form Creation & Design

Integration Rx™ | Third Party Data Integration

Telecenter Rx™ | Outbound Call Center

"Enrollment Rx gave us the structure to match the higher ed model we were going for with the flexibility to mold the platform as much as needed to fit squarely with our needs. The flexibility we have has been a breath of fresh air. We can quickly adapt to changing dynamics while creating a fresh and interesting experience for students that drives a higher level of engagement."

Senior Associate Director of Graduate Enrollment Management & Marketing
Temple University Fox School of Business (Philadelphia, PA)

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Client TESTIMONIALS

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Third Party Data Management Game Changer

"At Saint Louis University, Import Rx changed our approach to data integration. Import Rx allows us to insert, update or upsert to multiple Salesforce objects from a single integration mapping. Each mapping is user defined. Our data is cleaner than ever before thanks to the duplicate rules. We have incorporated Import Rx into our daily loads to Salesforce for our Common Application files, test scores, FAFSA data, college fair scan files, and numerous inquiry sources. Import Rx is a game changer for managing third party data in enrollment management."

Assistant Director of Operations
Saint Louis University | Saint Louis, MO

Transforming the Way We do Business

"Enrollment Rx CRM is an amazing product for higher education institutions. They helped us move our admissions application process into Salesforce. Their student lifecycle, applicant portal, and back-end reviews and workflows transformed the way we do business. They customized their product to fit our needs and requirements, and they always provide excellent customer service and support."

Executive Director of Graduate Systems & Operations
UNLV Graduate College | Las Vegas, NV

Student Engagement Flexibility & Adaptability

"Enrollment Rx gave us the structure to match the higher ed model we were going for with the flexibility to mold the platform as much as needed to fit squarely with our needs. The flexibility we have has been a breath of fresh air. We can quickly adapt to changing dynamics while creating a fresh and interesting experience for students that drives a higher level of engagement."

Senior Associate Director of Graduate Enrollment Management & Marketing
Temple University Fox School of Business | Philadelphia, PA

Flawless Product Integration

"Enrollment Rx did a great job of getting us up and running. We are a demanding client with a lot of specialized needs that tested their team on many occasions. Enrollment Rx's product allows us the freedom to build custom processes… Integration is always the most challenging aspect of new software and Enrollment Rx made it come together flawlessly."

Director of Admissions
University of Alaska, Anchorage | Anchorage, AK

About Enrollment Rx

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Innovative Cloud-Based Solution

"We were impressed with Enrollment Rx's understanding of our business and their level of engagement to help us achieve our goals of simplifying the admissions process, creating an amazing student experience and helping our staff be more efficient… Enrollment Rx knows what modern software should look like and they've built a cloud-based CRM solution that provides the flexibility and quality user experience that outshine so many clunky, out-of-date solutions available today."

Director of Graduate Admissions
Babson College's F. W. Olin Graduate School of Business | Wellesley, MA

Intuitive Communications Platform

"We need to embrace communications processes that conform to each student's unique characteristics. Doing so requires a flexible and intuitive communications platform, which we have found in Enrollment Rx and salesforce.com."

Chief Information Officer
Allegheny College | Meadville, PA

Measurable Relationship Management

"Due to the compartmentalized nature of our old admissions SIS system, our ability to quickly and accurately generate reports was a real problem for us. We also had no ability to manage the relationships of our prospective students beyond simply entering our prospects into a database. We have experienced an immediate and drastic improvement in our ability to track, manage, and improve our relationships with prospective students and other stakeholders."

Executive Director of Enrollment and Outreach Services
Cowley College | Arkansas City, KS

Enables Highly Personalized Recruiting

"Enrollment Rx has allowed our staff to work smarter, not harder, which means that they can concentrate their efforts on ensuring that our recruiting program remains a highly personalized one. … The experts at Enrollment Rx worked closely with our team to help us customize the application to our unique requirements, and now we are exploring options to expand our implementation of the Enrollment Rx system to other departments, such as financial aid."

Director of Admissions
Coker College | Hartsville, SC

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Events Rx
Comprehensive Event Management

Events Rx maximizes your ability to manage events, track invitations, registrations, and student visits - directly impacting your campus visit and yield rates.

Maximize Your Event Management Ability

Mobile Friendly Visit Itinerary
Campus visit itinerary builder, e-mail and print itineraries, QR code event check-in and more.

Drag & Drop Configuration
Easily configure event registration web pages without the need of your IT department.

Customized Messaging
First impressions matter. Make yours count with personalized messaging.

FREE TRIAL
Ask how!

Managing student events can be a time consuming and cumbersome process without the right tools. More importantly, your online event management tools all speak to the student's first impression of your institution and have a **direct impact on your campus visit and yield rates**.

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Events Rx

Enrollment Rx
CRM | HIGHER EDUCATION

Enrollment Rx recognizes the importance and value of having an easy-to-use, mobile friendly event management tool as part of your Constituent Relationship Management (CRM) solution. Built on the Salesforce platform, Events Rx **maximizes your ability to manage events, track invitations, registrations, and student visits**.

Key Features

- Drag and drop configuration of event registration web pages

- Campus visit itinerary builder

- Email and print visitor itineraries

- An intuitive calendar to schedule and manage visit days and their activities

- QR codes for event check-in

- Customized messaging

- Event waitlist functionality

- Lightning ready and mobile friendly

> "We need to embrace communications processes that conform to each student's unique characteristics. Doing so requires a flexible and intuitive communications platform, which we have found in Enrollment Rx and salesforce.com."
>
> **Chief Information Officer | Allegheny College**

Learn More About Events Rx Today!

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Contact us to schedule a personalized demo

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Portal Rx

Personalized Student Engagement Starts here.

Enrollment **Rx**
CRM | HIGHER EDUCATION

> "The Enrollment Rx team has been an outstanding, flexible, supportive, and innovative partner… always working with us to find a way to build a system that suits our needs and our wishes! The Enrollment Rx product capabilities create an incredible experience for our prospects, applicants, and students, as well as an efficient, data-driven, and easy back-end process for our Graduate College team and our faculty partners in each graduate program. This is a game changer for us, and Enrollment Rx has been the partner we needed to make it all happen."
>
> *-Dean of the Graduate College, University of Nevada, Las Vegas*

First impressions count.

Prospective students are interacting with your website before they interact with you, so make your first interaction count.

Portal Rx delivers a personalized web experience that creates that **coveted 1:1 relationship between you and your students**. Fully customizable and branded to your institution, Portal Rx displays personalized content based on the status of the constituent's relationship with your school, all in a centralized environment that reflects your institution's branding, style and voice.

BRANDED LOOK & FEEL

A centralized engagement management source branded to reflect your institutions style.

REAL-TIME CHECKLISTS & REQUIREMENTS

Required documents, activities, and deadlines all updated in real time with self-service capabilities.

MOBILE ENABLED

Any device, anytime, anywhere for both students and staff.

Portal Rx

Enrollment Rx
CRM | HIGHER EDUCATION

When done right, your online student experience can keep students coming back for a true self-service experience. Statistics prove that students not only want, but expect, their school to offer mobile-ready, self-service communication tools. Enrollment Rx excels at delivering online applicant portals on the Salesforce Community Cloud.
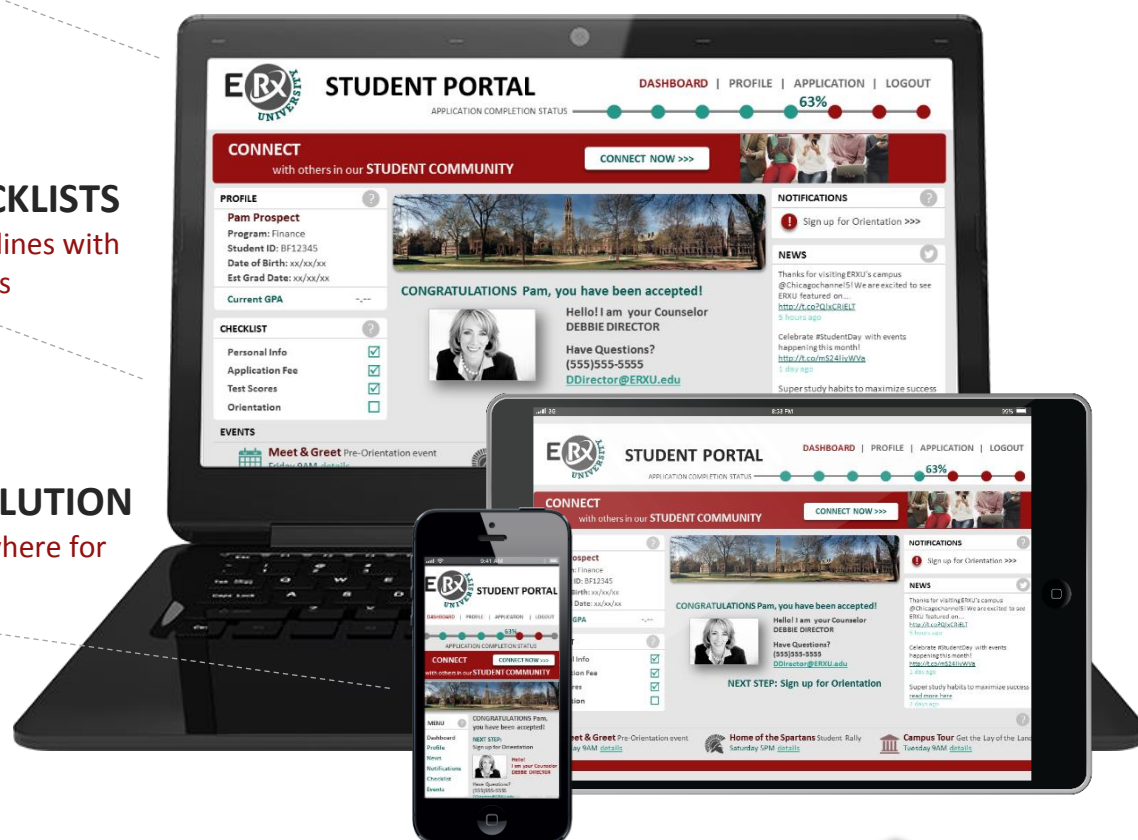
BRANDED LOOK & FEEL
Reflects your institutional style and voice

REAL-TIME CHECKLISTS
Requirements & deadlines with self-service capabilities

MOBILE DESIGN SOLUTION
Any device, anytime, anywhere for both students and staff

> **"The flexibility we have with Portal Rx has been a breath of fresh air. We can quickly adapt to changing dynamics while creating a fresh and interesting experience for students that drives a higher level of engagement."**
>
> *– Sr. Associate Director of Graduate Enrollment Management & Marketing, St. Louis University*

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Import Rx

Transformation of Information Starts here.

1. Import object data

2. Extract record IDs

4. Repeat for next object

3. Perform VLOOKUP

The **standard way** of importing data into Salesforce is **cumbersome and requires multiple steps**. Administrators are forced to import each target object's data separately, requiring them to perform the following process **multiple times**!

This repetitious import cycle is not only **frustrating**; it is a downright **painful** way to work!

"Import Rx changed our approach to data integration allowing us to insert, update or upsert to multiple Salesforce objects from a single integration mapping. Import Rx is a game changer for managing third party data in enrollment management."

Asst. Director of Operations, Saint Louis University

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Import Rx

FREE TRIAL
Ask how!

Multi-Object Import

Field Mapping Templates

Data Transformations

Reduce Data Duplication

Standard/Custom Object Compatible

With **Import Rx** the painful multi-step import **problem is solved**!

Import Rx supercharges your data import capabilities, allowing you to effortlessly import large volumes of related records into Salesforce from any number of sources, such as higher education search lists and test scores, third party application data, alumni donor lists, active student populations, and business contacts, just to name a few.

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Integration Rx™

Enrollment Rx
CRM | HIGHER EDUCATION

Simplified Integration of Enterprise Data Starts here.

At Enrollment Rx, we know that many higher education institutions are struggling with limited integration between their CRM and other enterprise systems. To meet this challenge, Enrollment Rx is pleased to offer Integration Rx; an unmatched integration solution that provides the following features:

- Integration of **any database** system with Salesforce®

- Bi-directional, real-time and batch integration **synchronization**

- Native database system **API or established** import process

- **Customizable matching** and **duplicate-checking** logic

- **Data quality** governance standards and rules

- **Secure integration** platform for on premise and cloud based apps

Learn More About Integration Rx Today!
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CRM & ERP Integration

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Integration Rx™

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With Integration Rx, Enrollment Rx can deliver bi-directional integration between our clients' Salesforce environments and their other enterprise applications such as Banner, Colleague, PeopleSoft, Jenzabar, CampusVue, etc. Integration Rx includes Enrollment Rx's proprietary integration software, coupled with on-going integration managed services, which are designed to alleviate our clients' often overtaxed IT department and close the loop on student data.

Integrate any Database System with Salesforce

At Enrollment Rx we know that integrating Salesforce with other database systems is a major key to our clients' success. We intimately understand the need for student lifecycle data to be closely tied across your enterprise software, and we provide direct integration with many of the popular cloud and on premise database systems.

Bi-directional, Real-time and Batch Integration Synchronization

Integration between Salesforce and other enterprise systems does not need to be a one-way street. At Enrollment Rx we understand that moving important data back into Salesforce in a timely manner means users have the freedom to manage relationships in a central CRM, with automatic data integration across systems, rather than getting bogged down managing multiple applications.

Data Quality Governance Standards and Rules

At Enrollment Rx we know that maintaining data quality and abiding by institutional governance rules are a high priority for our clients. Our integration software is easily customized to validate and enforce the quality and standards you would expect from a seasoned integration partner.

Customizable Matching and Duplicate-Checking Logic

Our integration software is easily customized to deliver powerful matching and duplicate-checking logic that can not only match existing logic but can easily be extended thereby eliminating existing limitations inherent in some systems.

Native Database System API or Established Import Process

Our integration software, whenever possible, employs vendor-provided open APIs, vendor or client provided database/system APIs, or vendor or client provided file import and export processes.

Secure Integration Platform for On Premise and Cloud Based Apps

Integration Rx is built on the leading-edge Jitterbit Harmony platform. Client transactional data is never stored while it moves between Salesforce and any other application, and Jitterbit employs industry-standard encryption, authentication and communication standards.

> **"The issue of integration is crucial to Higher Ed CRM adoption, especially as clients seek to expand their usage of the technology into student success for retention, career services, alumni relations, and beyond."**
>
> *– Enrollment Rx President, Lawrence Levy*

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Enrollment Rx

Our Clients Say it Best.

PLATFORM FLEXIBILITY & ADAPTABILITY

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Senior Associate Director of Graduate Enrollment Management & Marketing
Temple University Fox School of Business (Philadelphia, PA)

http://www.fox.temple.edu/

DATA MANAGEMENT GAME CHANGER

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Associate Director of Operations | St. Louis University (St. Louis, MO)

http://www.slu.edu/

FLAWLESS PRODUCT INTEGRATION

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Director of Admissions | University of Alaska (Anchorage, AK)

https://www.uaa.alaska.edu/

TRANSFORMING THE WAY WE DO BUSINESS

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Executive Director of Graduate Systems & Operations | University of Nevada Graduate College (Las Vegas, NV)

https://www.unlv.edu/graduatecollege

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## Enrollment Rx
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WHY ENROLLMENT RX

Enrollment Rx believes that the recipe for CRM success starts with our three P's: Platform, Products, and People. Built on the **world's leading CRM platform** from Salesforce, Enrollment Rx delivers **out of the box innovative products**, with a team of people who bring **extensive knowledge and best-practices** to higher education CRM.

Platform

- Salesforce Platform
- Ongoing Innovation
- Highly Scalable
- Trusted Security
- AppExchange Ecosystem
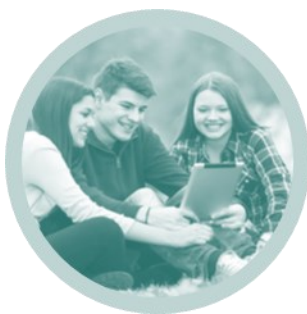
Products

- Higher Ed out of the Box
- Clicks not Code
- Strategic Architecture
- Product Roadmap
- Mobile Friendly

People

- Deep Domain Expertise
- High-Touch Implementation
- Challenge the Status Quo
- Speed to Deployment
- Outstanding Customer Support

OUR VALUE PROPOSITION

Enrollment Rx delivers highly scalable products that transform Salesforce into the higher education CRM system that most universities and colleges are seeking. Our suite of products offer higher education specific functionality, best-practice architecture, and easily configurable features that can be deployed by non-IT professionals, with "clicks not code".

PARTNER WITH A RECOGNIZED LEADER IN TECHNOLOGY

Best in Biz AWARDS 2014 WINNER • Best of SaaS Showplace BeSS AWARDS • 2016 TOP PRODUCTS READERS' CHOICE University Business • THE SaaS AWARDS FINALIST 2016 • COOL TOOL 2017 FINALIST sdcexec digest • THE CLOUD AWARDS WINNER 2016-17

ENROLLMENT RX PRODUCTS AND FEATURES

Enrollment Rx Core™

Enrollment Rx Core delivers extensive functionality that transforms Salesforce into a recruitment and admissions solution for enrollment management in higher education.

Reader Rx™

Reader Rx provides a clean and simple user interface for admissions evaluators to read, review, and score applications.

Events Rx™

Events Rx provides education industry professionals with an easy -to-use, mobile friendly event management tool as part of your CRM solution.

FormBuilder Rx™

FormBuilder Rx provides the capability to create complex and dynamic web forms with drag-and-drop functionality, leveraging standard and custom objects.

Portal Rx™

Portal Rx allows administrators to easily set up forms and personalized homepages using clicks-not-code, leveraging standard and custom objects.

Import Rx™

Import Rx supercharges your data import capabilities, allowing you to effortlessly import large volumes of related records into Salesforce from various different sources.

Integration Rx™

Integration Rx simplifies the bi-directional integration of enterprise data from multiple sources across multiple systems.

Telecenter Rx™

Telecenter Rx provides call queues and scripts, tracks outbound calls with reports and dashboards, and can leverage Salesforce's integration with your telephony system.

FEATURES (Enrollment Rx Core)

- Manages complex prospective student engagement
- Facilitates multiple applications
- Administers dynamic checklist items & touch -points
- Manage education history, test scores & recommendations
- Provides a highly configurable admin panel
- Offers longitudinal enrollment analytics

FEATURES (Reader Rx)

- Simplifies the application review process
- Provides single screen application review
- Enables secure comments & scores applications online
- Offers accessible centralized digital files from any location
- Mobile friendly

FEATURES (Events Rx)

- Drag and drop web page configuration
- Campus visit itinerary builder
- Email & print visitor itineraries
- Intuitive visit and activity calendar
- Customized messaging
- Event waitlist functionality
- Lightning ready & mobile friendly

FEATURES (FormBuilder Rx)

- Advanced integration with Salesforce that allows record creation, updating, pre-filling, & more
- Drag & drop creation of forms for Sites & Communities, for the creation & updating of any set of records related to a Contact
- Custom branding, including code injection & visual editing

FEATURES (Portal Rx)

- Branded look & feel reflecting institutional style & voice
- Personalized content based on status, term & program
- Real-time applicant checklists with statuses & requirements
- Centralized source for engagement & relationship management
- Dynamic links, events & related information
- Mobile friendly

FEATURES (Import Rx)

- Easily import data across multiple objects
- Create/save field mapping templates for specific vendors
- Create & define data transformations
- Reduce data duplication
- Use for standard or custom objects
- 100% native to Salesforce
- Lightning Ready

FEATURES (Integration Rx)

- Integrate any database system with Salesforce
- Bi-directional real-time & batch integration synchronization
- Native database system API or established import process
- Customizable matching & duplicate-checking logic
- Data quality governance standards & rules
- Secure integration platform for on premise & cloud based apps

FEATURES (Telecenter Rx)

- Creates dynamic calling queues for your outbound calling teams
- Offers an Intuitive, customizable user experience
- Provides embedded call scripts for a multitude of campaigns
- Offers standard call objection responses
- Delivers call wrap-up process
- Documents outbound call actions & communications

MEDIA KIT

LEXI CURTISS

WOMEN'S FICTION AUTHOR

BEST SELLING AUTHOR
THE SEDUCTION CLAUSE

LEXI CURTISS

THE SEDUCTION CLAUSE

LEXI CURTISS

BIOGRAPHY

AUTHOR BIOGRAPHIES

One-line bio: Women's fiction author, Lexi Curtiss, wrote THE SEDUCTION CLAUSE to empower readers and instill it's never too late to achieve one's goals. (140 characters)

Short bio: Lexi Curtiss wrote THE SEDUCTION CLAUSE to empower readers by instilling that it's never too late to achieve one's goals. For the women's fiction author, THE SEDUCTION CLAUSE is about the strength that lies within us, the risks we take, and the rules we break to make dreams a reality. (50 words)

Medium bio: Lexi Curtiss always intended THE SEDUCTION CLAUSE to be more than a summer read. The women's fiction author poured her passion for the written word onto the page to empower her readers. She accomplishes this by instilling the message that midlife isn't the crisis society makes it out to be and that it's never too late to achieve one's goals. For Lexi Curtiss, THE SEDUCTION CLAUSE isn't a story about a woman's morality gone awry. It's about the strength that lies within all of us, the risks we take, and the rules we break to make our dreams a reality. (100 words)

Long bio: Author Lexi Curtiss didn't set out to write a women's fiction novel about reinventing oneself. The plot for her provocative novel, THE SEDUCTION CLAUSE, first came to her in 2004. At the time she penned a first draft, but it lacked the substance, style and grit she felt was necessary to do her story and readers justice.

Over the next 14 years, Lexi turned her attention to building a marketing career, predominately in the technology sector. This experience laid the foundation for the promotional initiatives she would eventually undertake publicizing her own brand.

At age forty-seven, Lexi Curtiss decided to leave corporate America to pursue her dream of writing full-time. Over the next two years, she worked with a Tony Robbins peak performance coach to stay focused on finishing her novel. She also sharpened her promotional skills participating in leadership retreats and mastermind groups hosted by the marketing gurus behind the "Chicken Soup for the Soul" phenomenon.

Lexi Curtiss always intended THE SEDUCTION CLAUSE to be more than a summer read. The women's fiction author poured her passion for the written word onto the page to instill the message that midlife isn't the crisis society makes it out to be and that it's never too late to make one's goals a reality. For Lexi Curtiss, THE SEDUCTION CLAUSE isn't a story about a woman's morality gone awry. It's about the strength that lies within all of us, the risks we take, and the rules we break to achieve our dreams. (250 words)

LEXI CURTISS

BOOK SYNOPSIS

BOOK SYNOPSIS

When sleeping women wake, mountains move. This proverb propelled recently-divorced Juliana Gentry to work twelve part-time jobs in her quest to pay for law school. But with tuition due in less than a month, she needs an infusion of cash. Enter the duchess. The mature woman with impeccable taste teaches Juliana about the Seduction Clause—an infidelity rider that, once violated, will nullify even the most ironclad prenuptial agreement.

Armed with a new education, Juliana wastes no time landing her first client, a socialite desperate for Juliana to seduce her husband before he divorces her for failing to produce an heir. But in Juliana's haste to reinvent herself and earn the $100,000 fee, the forty-five-year-old overlooks one key fact—success breeds enemies.

With her plan exposed, Juliana must fend off a blackmail threat from the unscrupulous moral watchdog of New York society, leaving her to answer the impossible question: How can she protect her dream of becoming an attorney without victimizing the very gender she's trying to empower?
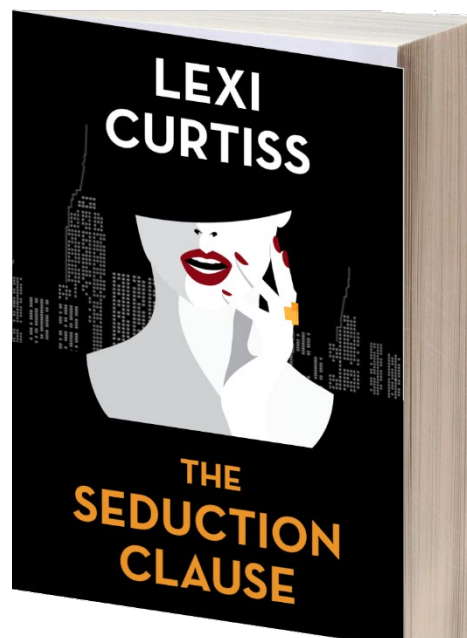
INTERVIEW Q&A

INTERVIEW QUESTIONS & ANSWERS

1.   How much of yourself do you put into the book?

Well, I didn't seduce a man to nullify his prenup, if that's what you're asking. But there are certain scenes that I wrote from experience. One example is the scene where the novel's antagonist, Snuffy Walden, talks about a bus ride he took through Paris with a blind man sitting two rows ahead. This passenger was talking on his cell in French and no one was paying him any mind. Then he mentions to the person on the other end of the phone that he'd just passed the Louvre. The other passengers crane their necks in disbelief wondering how he could have known where they were. As a rider on that bus, I wondered that myself. Until I realized the bumpy, cobblestone road in front of the Louvre is what alerted the unsighted man.

2.   How important is research to you when writing a book?

According to James Patterson, if an author gets stuck while writing, it means he or she needs more information. Before I began writing THE SEDUCTION CLAUSE, I spent a summer reading 45 books on the Gilded Age. I enjoyed learning new things so much, from that point forward if I hit a wall while developing a scene, I'd stop and research the environment or historical significance of the area. Acquiring new information jumpstarted my creativity.

3.   Did you set a plot or prefer going wherever an idea took you?

Before I began writing my novel, I plastered the sliding glass windows in my office with index cards outlining important plot points in the story. But writing is like using the navigation system in your car. It tells you to turn right here. Take a left in fifty feet. You'll arrive at your destination in 32 minutes. However, sometimes, when you least expect it, the story starts driving itself. As an author, I had to decide am I going to hold true to the original route, or let the story take a different route? I soon discovered the best plot twists came when I let the story take me off the beaten path.

4.   Who are your favorite authors?

There are three authors who inspired me every day while I wrote THE SEDUCTION CLAUSE. First is the late, great Jackie Collins. She was the queen of salacious storylines. I loved how she wrote strong, self-assured and unapologetic female characters. I'm a huge fan of Liane Moriarty, as well. She has an innate way of letting readers inside a character's head and heart. To the point where you start thinking like they do. I'm also enthralled with the way Stephen King writes. Especially the way he explains one thing by comparing it to something completely unexpected. It adds a richness to the story that takes it to a whole other level.

INTERVIEW Q&A

5. Any advice you would like to give to aspiring authors?

Tony Robbins has a saying; 'Success leaves clues.' During the two years I wrote THE SEDUCTION CLAUSE, I surrounded myself with mentors who could help me realize my dream of writing novels full-time. I worked with a Tony Robbins' peak performance coach who made me accountable for every action I took to achieve my outcome. When I needed expert advice on how to market my novel, I attended a leadership retreat in Tuscany and mastermind group hosted by Jack Canfield and Patty Aubery. The genius marketers who sold half a billion "Chicken Soup for the Soul" books." My advice to aspiring authors is don't be shy. Find mentors who have achieved the level of success you want and ask for their guidance. It will shave years of frustration from your journey.

6. Why did you choose a salacious theme for your debut novel?

As much as I'd like to take credit, the theme chose me not the other way around. I say that because the idea stuck it's claws in me back in 2004, and never let go. I attempted to write the story at the time. Unfortunately, I lacked the confidence and literary know-how to write the novel. So, I shelved the story until 2017 when I'd garnered enough confidence and life experience to do the story justice.

7. What's the one thing you want women to take away from your novel?

The underlying theme of THE SEDUCTION CLAUSE is that midlife isn't the crisis society makes it out to be and that it's never too late to make one's goals a reality. This isn't a story about a woman's morality gone awry. It's about the strength that lies within all of us, the risks we take, and the rules we break to achieve our dreams.

8. Do you project your own habits onto your characters?

One of the many things I learned from Stephen King's book, "On Writing" is that to be successful author you must be a consummate people watcher. So, that's what I became. For example, my character Madison Fairmont is an OCD, germophobic dental hygienist. She can't go on the New York subway without cleaning the hand rails with antiseptic wipes. I based her fastidious behavior on my own dental hygienist who always wipes down the seat back, arm rests and tray tables before taking her seat on an airplane. For a writer, inspiration is everywhere. All you need to do recognize it.

INTERVIEW Q&A

9. Did you write your characters with an actor or actress in mind?

I created vision boards for my office wall of my main characters with color photos of their lifestyles, residences, wardrobes, finances, goals and secrets, as well as, the actor or actress I envisioned in the role. Take antagonist Snuffy Walden, for example. He's 73, looks like Santa and takes pleasure in blackmailing NY society. Donald Sutherland served as my inspiration. The Duchess of Montrose is 71, British and carries herself with dignity and grace. Helen Mirren was my muse. Then there's Portia Van Cleve. She's 46 and a blond version of Jackie O reincarnate. My pick to play her is Cate Blanchett.

10. You reference the Gilded Age in your story. What makes this period so special?

To offer some context, the Gilded Age ran roughly from the 1870s to the 1900s. My father's an architect and growing up he'd take me to visit historical house museums. The first time I went to Newport, I was hooked with the period. I love the architecture and the history. Especially the way the women, who were prohibited from working, managing money and voting, established the rules of proper a society. Where they could reign supreme.

11. To borrow from James Lipton: What are your favorite and least favorite words?

My favorite word is "passion." It's what makes you bound out of bed every morning. My least favorite word is "content." A nice way of saying you've settled for less than you deserve.

12. What is your next project?

THE SEDUCTION CLAUSE is the first book in a series of three. In the second book, THE SEDUCTION CORP., protagonist Juliana Gentry, uses more salacious and unconventional methods to empower the women of Manhattan.

LEXI CURTISS

CONTACT

LEXI CURTISS

THE SEDUCTION CLAUSE
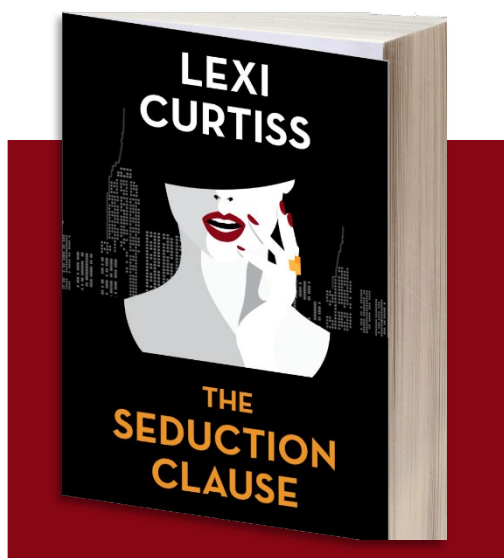
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Instagram:

Automated Verification & C-Code Resolution

studentVerification.com
Automated Verification & C-Code Resolution

StudentVerification.com is a web-based software solution that automates the financial aid verification and C-code resolution process. It is a paperless solution designed to facilitate document submission, data validation, and outbound student contact. StudentVerification.com is a secure solution designed to allow students to quickly resolve ISIR verification, C-codes, and reject codes. The software can be used as a stand-alone service or in conjunction with CampusLogic's student contact center outsourcing services. StudentVerification.com is a smart way to automate the verification process and improve the student experience.

Features

- ▶ Quick and easy implementation
- ▶ Scalable to multiple campus locations
- ▶ No additional cost of hardware or software
- ▶ Customized to meet each school's needs
- ▶ Portal for both student and school access
- ▶ Automated outbound student notification
- ▶ Web form completion with e-signature

- ▶ Multiple source document receipt
- ▶ Provides complete student audit trail
- ▶ Auto-validation of FAFSA data
- ▶ Optional 24X7 student communication
- ▶ Seamless existing system integration
- ▶ FERPA compliant
- ▶ Real-time dashboard reporting

Non-compliance with verification regulations is a leading finding in Department of Education program reviews and Title IV audits. It is also an expensive process for schools to administer and a source of frustration for students. StudentVerification.com eliminates verification compliance risk and improves the student experience automating process controls, enforcing regulatory compliance, and simplifying the verification process through an intuitive student portal.

About Us

CampusLogic provides software-driven solutions across the student life cycle including Student Call Center, Financial Aid, Placement Verification, and Default Management. Since 2001, CampusLogic has established itself as an education industry leader by providing innovative financial aid solutions that create efficiency, enable compliance, and improve the student experience.

Contact Us

Call or e-mail us today to schedule a demo of StudentVerification.com.

The Department of Education and national accrediting commissions have recently tightened the requirements for job placement statistics to be reported and verified. The accuracy of this data is under a higher level of scrutiny due to increased attention on placement rates as an outcome of the Gainful Employment provisions. The level of risk for schools is extremely high when using internal resources to both report and verify placement statistics due to the increased pressure on placement personnel to achieve desired results.

CampusLogic acts as an independent third-party servicer providing placement verification services to help minimize the risks of reporting inaccurate placement rates including financial penalties, institutional embarrassment, and loss of accreditation. Our placement verification services drive compliance and improve student retention by providing:

▶ A secure web-portal for schools to download placement data requiring verification

▶ Recorded student and employer contact calls

▶ Cross reference analysis of placement data

▶ Dashboard reporting of verified placements at summary and detail levels

The accuracy and integrity of placement data is critical to maintain compliance and avoid severe penalties that can irreparably damage a school's reputation. CampusLogic will help ensure that schools pass compliance audits and increase their retention rates on a continuous basis.

About Us

CampusLogic provides product and service solutions across the entire student lifecycle. We have a track record of providing measurable results including faster processing times, higher compliance rates, and greater student satisfaction.

Contact Us

Call or e-mail us today to learn how our professional services team can assist you.

SmartTrac

SmartTrac is a proprietary workflow and quality management application developed by CampusLogic. It enables CampusLogic to determine the WHO, WHAT, WHEN and HOW of every transaction we process. This approach provides an unparalleled level of transparency for our clients.

"CampusLogic's team of financial aid experts has helped us to resolve our concerns with meeting verification requirements. We feel strongly that with their direction our team of Financial Aid Representatives are better prepared to complete financial aid packaging while exceeding regulatory requirements."

SmartTrac consists of three modules. Each module is designed to enable our team to monitor every transaction.

- **Transaction Management** identifies work to be completed, assigns transactions to the right resource at the right time and enables CampusLogic management to monitor completion status from start to finish.

- **Quality Assurance** enables sampling and quality review at a file attribute level and an overall file level that can be configured specifically for each project.

- **Operational Reporting** includes productivity, turnaround time, quality and work-in-process reporting at an employee, team, and project level.
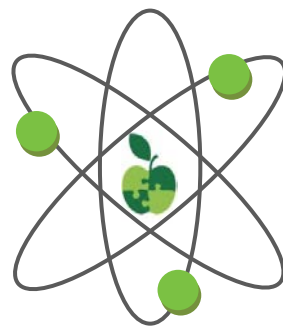
WHAT GETS MEASURED GETS MANAGED
FINANCIAL AID AGING, CYCLETIME AND QUALITY METRICS AT OUR FINGERTIPS

CampusLogic

CampusLogic provides solutions across the entire financial aid lifecycle. We have a track record of providing measurable results including faster processing times, higher compliance rates, and greater student satisfaction.

Our services include:

- Financial Aid Call Center
- FAFSA/ISIR Verification
- Financial Aid Packaging
- Financial Aid Disbursement
- Title IV Refund Processing
- File Review for Audit Preparation
- Financial Aid Operations Review
- Title IV Compliance Training
- Policy Analysis and Development
- Accounts Receivable Collection
- Default Management

CampusLogic
Smart Solutions for Financial Aid

Contact Us

For more information e-mail us at
info@CampusLogic.com

Or call 1-877-259-9137 to speak with Our professional services team

CampusLogic provides interim staffing, project-based consulting, and business process outsourcing solutions

Consulting

CampusLogic understands the importance of helping clients solve problems by providing measurable results. Our consulting services are designed to improve the quality, efficiency and regulatory compliance of your student financial services.
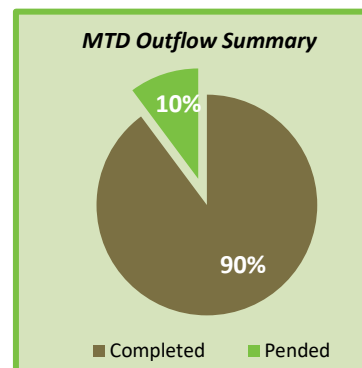
Consulting combines experienced project resources and in-depth Title IV knowledge. CampusLogic delivers critical project resources necessary for:

- Regulatory compliance support

- File review and repair for audit preparation

- Process improvement and compliance training

We work with you to identify root cause, develop and evaluate proposed solutions, implement improved processes and measurable results.

When is consulting right for you?

Consulting is ideal for colleges and universities that need assistance to identify and implement solutions to improve their operation.

"CampusLogic quickly provided experienced resources to assist us with our staffing needs across multiple campuses and numerous projects. Their professionalism and industry expertise helped improve student services and increase our operational efficiency while ensuring regulatory compliance."

Staffing

CampusLogic staffing solutions includes interim Director of Financial Aid, Director of Student Accounts, Financial Aid Officers, and Financial Aid Processors. CampusLogic clients know that having the right people at the right time makes all the difference.
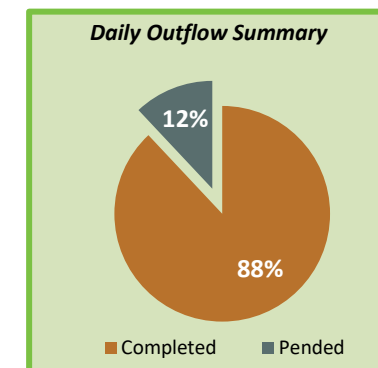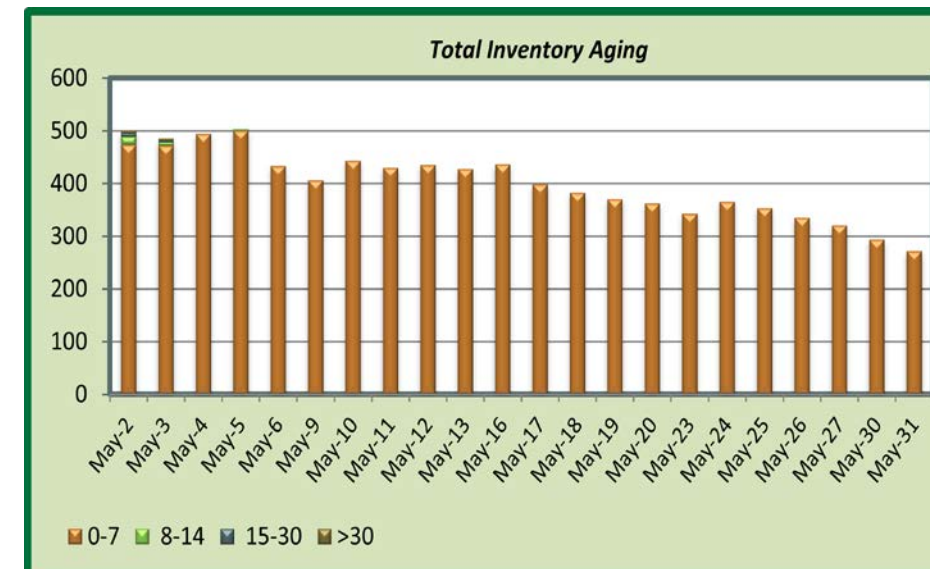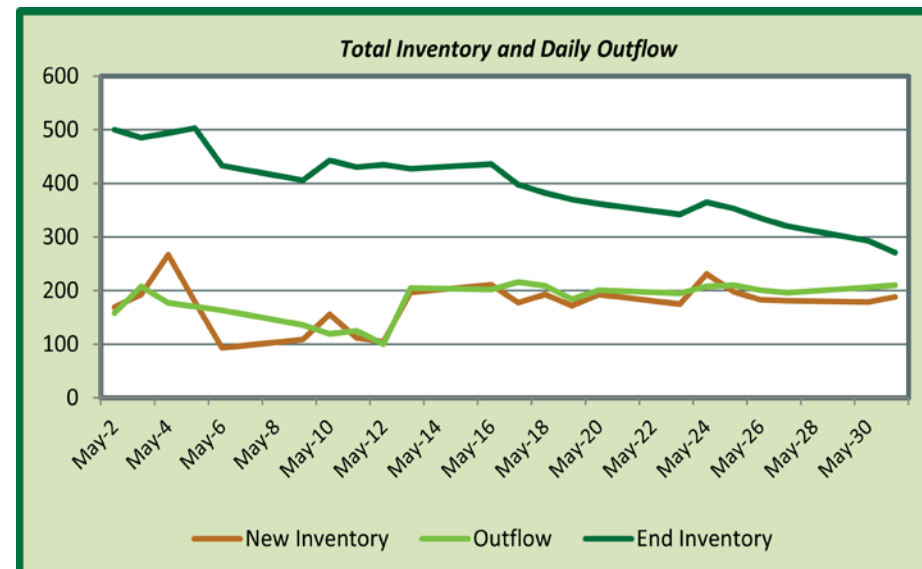
CampusLogic provides experienced financial aid resources when you need them. Our on-demand resources help you:

- Improve student service and packaging cycle times

- Eliminate processing backlogs

- Manage spikes in volume

Our team will travel to your school and provide onsite assistance to help you achieve your goals.

When is staffing right for you?

CampusLogic staffing solutions are perfect for colleges and universities looking to supplement their existing staff with experienced resources for projects and/or unexpected staffing challenges.

Outsourcing

CampusLogic outsourcing services include ongoing document collection, verification and C-Code processing, packaging, disbursement and refund processing. CampusLogic clients value the freedom to focus on their business by outsourcing their financial aid operations.

We use imaging and workflow technology, best practices and deep subject matter expertise with proven training and quality management programs to:

- Improve the quality of student services

- Streamline processes and maximize efficiencies

- Standardize procedures to reduce compliance risk

Our outsourcing services help schools achieve their goals by providing a complete financial aid office to manage the entire financial aid process.

When is outsourcing right for you?

Outsourcing is ideal for colleges and universities that want scalable solutions that increase process visibility, increase operational efficiency and decrease compliance risk.

" Before CampusLogic helped refine our processes, our packaging rates were consistently averaging 60%. The CampusLogic team stepped in to provide interim leadership and training support, which has allowed us to consistently meet our packaging goal of 100%."

MTD Outflow Summary

10%

90%

■ Completed ■ Pended

Total Inventory and Daily Outflow

— New Inventory — Outflow — End Inventory

Total Inventory Aging

■ 0-7 ■ 8-14 ■ 15-30 ■ >30

Daily Outflow Summary

12%

88%

■ Completed ■ Pended

CAMPUSLOGIC IS PROVEN TO DELIVER RESULTS: SCHOOLS HAVE REDUCED THEIR PAST DUE CASH BY MILLIONS OF DOLLARS IN LESS THAN SIX MONTHS!

SCHOOL SUCCESS RATES ARE INCREASED WHEN: THEY CAN FOCUS ON THEIR CORE COMPETENCIES AND LEAVE FINANCIAL AID TO THE EXPERTS.

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LoydTateLaw@gmail.com
www.TateAgainstTheState.com

1921 S. Alma School Rd., Suite 304
Mesa, AZ 85210

Competitor

Insert color logo

Insert white competitor logo image here

WEBSITE

ABOUT the competitor

FEATURES offered by competitor solutions

STRENGTHS

Lead description bold Supporting info, change sizes of boxes or number of boxes within each category as needed	**Lead description bold** Supporting info	**Lead description bold** Supporting info

WEAKNESSES

Lead description bold Supporting info	**Lead description bold** Supporting info	**Lead description bold** Supporting info

WIN OPPORTUNITIES

Opportunity	Opportunity	Opportunity	Opportunity

THREATS

Threat	Threat

PRICING & LICENSING

Pricing Statement. Summary of pricing/license model

ANNOUNCEMENT:

FEBRUARY 12, 2015

WHO:

Concorde Career Colleges, a proprietary institution with an emphasis on healthcare careers

WHAT:

SaaS Full Enrollment Suite Solution release to 11 remaining campuses

WHEN:

Full launch March, 2015

WHERE:

CA,TX,CO,OR,TN,FL,MI

WHY:

To move to a fully automated solution promoting standardization and optimization across all locations

WE'VE GOT AN ANNOUNCEMENT!

CONCORDE CAREER COLLEGES

Congratulations to our Professional Services Team!
Project Leads: Monica Gauker & Stephanie Neely

We are excited to announce the launch of our SaaS based solution to Concorde's remaining 11 campuses! This expansion opportunity began in October when Concorde was using Education Partners Financial Suite at only two of their campuses and their online division. Currently the Concorde locations are using the Auto Enrollment functionality and will complete a full migration to include Auto Financial Aid in March.

This is an important milestone for EP as Concorde was not seeing value with only two campuses using the solution. They considered moving away from the platform. Concorde and EP leadership came back together in September and resolved to onboard all 14 campuses onto our full Enrollment Suite solution (including Auto Enrollment and Auto Financial Aid).

Concorde leadership is excited and looking forward to completing the rebuild in March. Their goal of completely moving away from home grown and CampusVue tools is in sight. The future is looking bright and they are ready to move forward in a partnership with EP to enable growth while ensuring process optimization and standardization.

Learn more about our client: http://www.concorde.edu/

education partners

WIN ANNOUNCEMENT

Enrollment Rx
CRM | HIGHER EDUCATION

SCHOOL NAME

Website: xxx

Student Population: Xxx

Institution Type: Xxx

Date Signed: Xxx

THE OHIO STATE UNIVERSITY FISHER COLLEGE OF BUSINESS

Follow Our Client

CLIENT CHALLENGES

- Xxx
- Xxx
- Xxx
- Xxx

ENROLLMENT RX SOLUTIONS

- Xxx
- Xxx
- Xxx
- Xxx

THE "WIN" STORY

Founded in 1916, Ohio State University Fisher College of Business (COB)] located in Columbus, Ohio is one of the top public graduate business schools. Fisher COB is **ranked #27 by U.S. News and World Report Best Business School**. When shopping for a CRM, [school name] was determined to find the perfect fit that not only xxx, but also xxx. They found that Enrollment Rx delivered in all of the key xxx whereas [Competitor names] fell short...

Enrollment Rx

Enrollment Rx
Marketing Request

REQUESTED BY: | Click or tap here to enter text. | **DATE SUBMITTED:** | Click or tap to enter a date.

APPROVED BY: | Click or tap here to enter text. | **DATE APPROVED:** | Click or tap to enter a date.

REQUEST CATEGORY

☐ Pardot Template (for email campaign)
☐ PowerPoint Deck Template
☐ Webinar set-up (GTW, Campaign, Form, Land)
☐ Website revisions/adds
☐ Other: Click or tap here to enter text.

☐ Collateral Creation
☐ Social Media/HUB Post
☐ Press Release/Media Alert/Article
☐ Event Logistics Assistance
☐ Document Formatting (misc)

REQUEST DETAILS

Description of Request (send a meeting request to discuss if needed): Click or tap here to enter text.

RESOURCE/REFERENCE DOCUMENTS, ETC.

Drive folder location: Click or tap here to enter text.   ☐ GDrive folder/form shared?

Document Attached: Click or tap here to enter text.

Contact Person Resource: Click or tap here to enter text.

TIMELINES

Request Priority: ☐ URGENT (24hr)   ☐ HIGH (48 hr)   ☐ MEDIUM (1wk)   ☐ LOW (2wk+)

Marketing Use Only Below This Line

Response: Click or tap here to enter text.

Additional Information Request: Click or tap here to enter text.

Priority Approved: ☐ URGENT (24hr)   ☐ HIGH (48 hr)   ☐ MEDIUM (1wk)   ☐ LOW (2wk+)

Version 1.0- January 20, 2016

Title
Subtitle

Melissa Creaney

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