

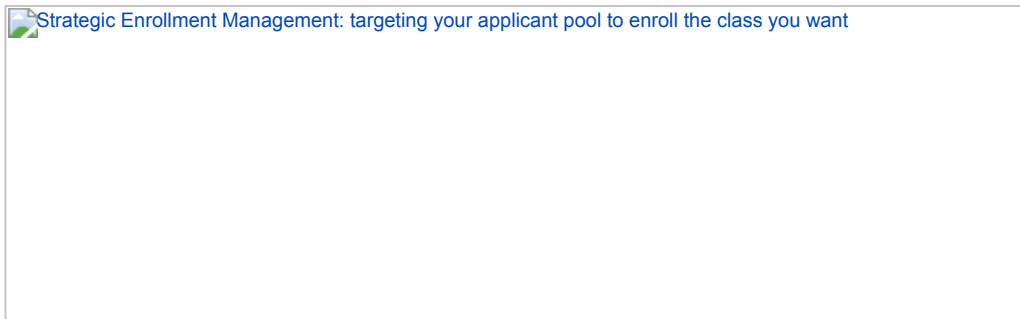


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## Blackbaud Strategic Enrollment Management



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**If your college or university is like most today, you're facing a tough challenge.**

**How do you identify those students with the qualities you want — and gauge their likelihood to enroll — so you can focus your marketing resources?**

Blackbaud Analytics custom predictive models provide a strategic enrollment management tool to help you achieve the student body quality and quantity you want for your school.

**You can start from any point in the enrollment process to:**

### Target your applicant pool

- » Identify desirable applicants.
- » Prioritize your pool of prospective students and focus on those most likely to respond.

### Save enrollment and marketing costs

- » Shorten your enrollment process
- » Save on mailing and printing costs
- » Use admissions staff time more efficiently

**... And enroll the class you want.**

Find out how: Blackbaud Analytics, the leading provider of cutting-edge modeling techniques for schools and non-profits, has prepared a [comprehensive report](#) that explains how custom predictive enrollment modeling can help your university or college save costs and enroll the right students.

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