

GeoRecruiter

GEOGRAPHIC INTELLIGENCE FOR TARGETED STUDENT RECRUITING





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Features

- Intuitive map-centric interface
- Customized to meet each institutions needs
- View and analyze your current student body
- Targeted recruiting with geographic intelligence

Expertise

GeoRecruiter is powered with software and expertise from experts in the field of Geographic Intelligence

- GIS Solutions - 2 decades of experience with geographic information systems
- NavTeq - World leader in mapping databases
- Nielsen - World leader in marketing and demographics
- ESRI - World leader in map systems software platforms

You Are In Control

GeoRecruiter puts you in control over your data, and helps you create targeted marketing results

- Web interface puts you in control 24/7
- Create unlimited marketing scenarios using our unique Student Profiler tools
- Tailored marketing results fits your needs: GeoRecruiter identifies Zip Codes, High Schools, or Individual Addresses for your targeted marketing efforts

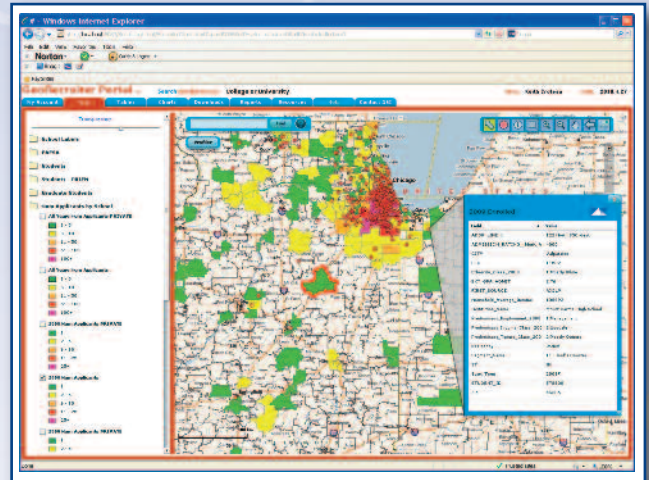
Return On Investment (ROI)

Recruiting just one new student with a profile similar to your "best" students covers your investment in the GeoRecruiter

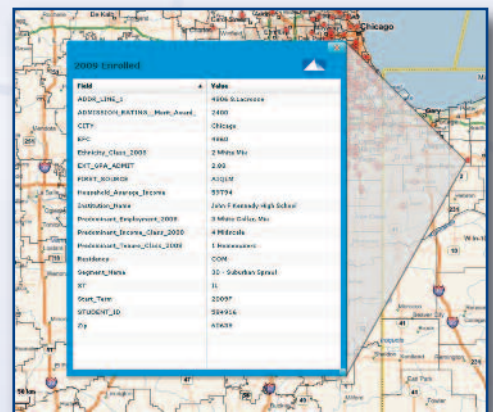
Custom Services

At your direction, we can provide customized services including: data cleanup, GeoRecruiter customizations and integration with other enterprise systems

The GeoRecruiter process incorporates your data and unique goals to produce tailored results.



Recruitment Goals

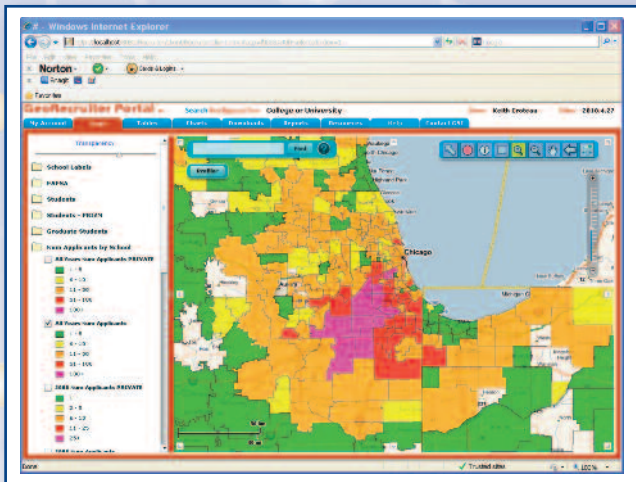


Display Current Students

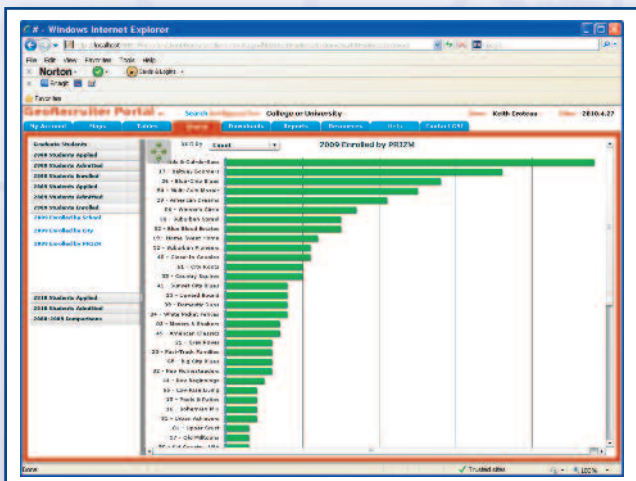


Define Your Target

The GeoRecruiter combines your student data with premier mapping systems, demographic data, and PRIZM lifestyle data for profiling your best students, and recruiting more of them. In addition, the GeoRecruiter will provide you with a more effective student recruitment, tailored for your institution, and, an improved understanding of your current student body.



Dynamic Web Interface



Advanced Analytics

Step 1: Discovery

We begin with a face-to-face meeting at your institution. We listen to your recruitment challenges and goals. Then, together, we discuss how the GeoRecruiter can help you achieve a better understanding of your current student body, AND how you can achieve recruitment success.

Step 2: Data Analysis

Next, we analyze and “geocode” the data for your current student body. “Geocoding” is a process that allows us to place all your students on the GeoRecruiter’s interactive map display. This is a **100% secure** process. We only process the data you provide and we never release your data to outside companies.

Step 3: Explore

Your geocoded information is loaded into the GeoRecruiter web portal. Now, you have **secure, 24/7 access** to your student data. The GeoRecruiter includes unlimited access to interactive data exploration and mapping tools.

Step 4: Define Recruitment Profile

Use the GeoRecruiter profiling tools to define the type of students you hope to recruit. The GeoRecruiter uses these profiles in combination with geographic, demographic, and lifestyle datasets to seek out new recruitment targets.

Step 5: Download Results

Of course the goal of using the GeoRecruiter is to improve your recruiting process. The GeoRecruiter helps you focus your marketing efforts by providing zip codes, high schools, and individual mailing addresses that match your desired recruitment profile.

Contact us to start focusing your recruitment with the GeoRecruiter.



GeoRecruiter Sales

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