



Concordia University Texas Launches Intelliworks Orion to Boost Recruitment Efforts

Institution looks to streamline admissions and enrollment operations using Web-based relationship management and marketing technology

Rockville, MD — February 14, 2008 — Intelliworks, Inc., a leading provider of relationship management and marketing software built specifically for higher education, today announces that Concordia University Texas has selected Intelliworks Orion software to manage its constituent outreach and communications programs.

Based in Austin, Texas, Concordia University Texas is a private, coeducational institution of liberal arts and sciences offering undergraduate and graduate degrees to approximately 1,400 students.

“Like many small liberal arts schools, our admissions department consists of a handful of professionals tasked with managing day-to-day enrollment operations and recruitment efforts to prospective students,” said Jennielle Strother, Director of Admissions Operations, Concordia University Texas. “Orion helps our department operate much more efficiently and effectively than ever before. I’d estimate that it saves me several hours of work every week.”

In a matter of days, Concordia was able to deploy Orion to enhance its admissions process. The institution plans to use the solution to manage online event registration and prospect inquiries, track interactions with prospective students, and create targeted email marketing campaigns.

“We’re very pleased to announce our new partnership with Concordia University Texas, and proud of how quickly they have been able to incorporate Orion’s technology into their daily recruitment and marketing operations,” said Todd Gibby, CEO, Intelliworks. “In just a couple of days, their staff was able to implement the technology, and began creating and executing new outreach campaigns.”

About Concordia University Texas

Concordia University Texas is an award-winning institute of higher education located in Austin, with satellite campuses in Fort Worth, Houston and San Antonio. A privately-held, accredited, liberal arts university, Concordia is owned by The Lutheran Church-Missouri Synod. It is a member of the highly respected Concordia University System in which more than 19,000 students are enrolled nationwide. Spring 2007 showed the highest enrollment in the school's history with more than 1,250 students. *U.S. News & World Report* named Concordia University at Austin to its 2007 and 2008 lists of “America’s Best Colleges.” The *Austin Business Journal* named Concordia University Texas to the 2006 list of “Best Places to Work.” For more information, please visit www.concordia.edu.

About Intelliworks

Intelliworks is a leading provider of relationship management and marketing software built for higher education institutions. Its Orion product is a flexible, configurable Web-based solution designed to empower operational professionals tasked with growing student enrollment and revenue for their academic programs. Leading higher education institutions, including Harvard Business School, ESADE and Empire State College, leverage Intelliworks’ technology to enhance communications and outreach to prospects, students, alumni and donors.

For more information, visit <http://www.intelliworks.com> or email info@intelliworks.com.

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