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University of the Southwest partners with Greenwood & Hall

(March 10, 2011) Hobbs, NM— University of the Southwest officials announced today a collaborative partnership with California-based educational consultants Greenwood & Hall. This new initiative is designed to expand the academic and geographic reach of the university's online education programs and is expected to significantly increase USW's enrollment of online students.

The agreement, which will span the next five years, entails Greenwood & Hall's working with USW staff members throughout all stages of the student enrollment cycle from admissions and financial aid, advising and student support, to various retention services that continue through to graduation from USW's programs.

"Online programs have a broad geographic reach. Greenwood & Hall will strategize with USW to determine the most effective ways to reach students in southeastern New Mexico and west Texas, as well as geographic regions far beyond our local area," noted Gary A. Dill, president of USW. "With the commencement of this partnership, we are poised to dramatically increase our enrollment for online programs throughout the next five years."

University of the Southwest offers fully online graduate programs in the areas of education and business and an increasing number of undergraduate courses as well. As New Mexico's only accredited Christ-centered university, USW is dedicated to developing men and women for a lifetime of servant leadership by emphasizing individual faith, responsibility, and initiative.

"We look forward to working with the University of the Southwest to expand its mission and provide the quality education of a USW degree to a wider audience," added John Hall, Chief Executive Officer and Co-Founder of Greenwood & Hall.

Greenwood & Hall, founded in 1997, is a leader in co-sourced financial aid, enrollment management and student service solutions for higher education, helping institutions increase enrollments, improve retention and enhance student services and student outcomes. Services include online course development, recruitment marketing, lead

qualification, enrollment counseling, retention counseling, 24/7 student concierge and help desk, student assessments, technology solutions, default prevention, financial aid advising and back-office services and consulting. For more information about Greenwood & Hall, visit www.greenwoodhall.