



**FOR IMMEDIATE RELEASE**  
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**Contact: Michelle Gaseau**  
**Director of Communications**  
**617-243-2150, [mgaseau@lasell.edu](mailto:mgaseau@lasell.edu)**

**LASELL COLLEGE PARTNERS WITH GREENWOOD & HALL TO EXPAND COLLEGE'S ONLINE PROGRAMS**

(June 13, 2011) Newton, Mass. — Lasell College 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 increase Lasell's enrollment of online students. Greenwood & Hall will work with Lasell's enrollment management team on recruitment, retention and student concierge solutions to support students from initial inquiry to graduation. Services will launch in June.

"The partnership with Greenwood & Hall will facilitate growth in Lasell's expanding roster of online graduate programs, including master's degree programs in Communication, Management and Sport Management," said Lasell President Michael B. Alexander. "Through this collaboration, we expect our geographic reach to broaden and enrollment to increase more rapidly."

Founded in 1851, Lasell College is one of the oldest institutions of higher learning in the Boston area. Lasell is a comprehensive coeducational college offering professionally oriented bachelor's and master's degree programs. Lasell College integrates challenging coursework with practical experience in an environment that fosters lifelong intellectual exploration, active citizenship and social responsibility.

"We look forward to working with Lasell College to expand its mission and provide the quality education of a Lasell 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 enrollment management, financial aid and student success solutions for higher education, helping institutions increase enrollments, improve retention, enhance student services and improve student outcomes. For more information about Greenwood & Hall, visit [www.greenwoodhall.com](http://www.greenwoodhall.com).