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**FOR IMMEDIATE RELEASE**

### **Lake Forest Graduate School of Management Partners with Greenwood & Hall for Strategic Enrollment Management Solutions**

(December 2, 2011) LAKE FOREST, ILL. — Lake Forest Graduate School of Management (LFGSM) officials announced today a collaborative partnership with California-based higher education consultancy and management firm Greenwood & Hall. This partnership is designed to expand LFGSM’s graduate business programs and geographic reach to increase the School’s MBA enrollments on a regional and national scale. LFGSM currently offers one of Chicagoland’s largest and finest part-time MBA programs, and is the area’s only independent, not-for-profit graduate business school. Greenwood & Hall will work with LFGSM’s marketing and admissions teams on recruitment, retention and student service solutions to support business students from initial inquiry to graduation.

“We are pleased to be partnering with Greenwood & Hall in providing best-in-class services to our future MBA students,” said John Popoli, President and CEO of Lake Forest Graduate School of Management. “The impetus for this engagement was our desire to expand LFGSM’s geographic footprint beyond the Chicago region, and to do it in a way that is consistent with our very personalized approach to working with the busy professionals who choose an LFGSM education. We were particularly attracted to Greenwood & Hall’s expertise in launching new degree programs, both on-the-ground and online. We look forward to combining our strengths with those of Greenwood & Hall’s experienced and able team.”

Lake Forest Graduate School of Management was established in 1946 and offers the Chicago area’s premier part-time MBA program for experienced professionals. LFGSM is the only independent, not-for-profit, accredited graduate business school in the Chicago area, and has campuses in Schaumburg and Lake Forest, and also offers its MBA program on site at some of the area’s leading companies. LFGSM also offers a full spectrum of corporate learning solutions, such as certificate programs and customized workshops, to area companies. Learn more at [www.LFGSM.edu](http://www.LFGSM.edu).

“We look forward to working with Lake Forest Graduate School of Management to expand its offerings of graduate management programs nationwide,” said 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).

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