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# Enrollment Rx™

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## Hebrew Theological College selects Enrollment Rx to provide comprehensive CRM solution for Enrollment Management

July 6<sup>th</sup>, 2009 – Schiller Park, IL. Enrollment Rx, LLC is pleased to announce that Hebrew Theological College has selected Enrollment Rx as their CRM solution for managing Marketing, Admissions, and Enrollment Management across its several campuses and programs. HTC was in need of a software system that could replace their legacy student management database with updated technology that empowers the college to manage and track prospective students through the entire enrollment process. Additionally, HTC wanted a solution that could eliminate the need for multiple hard-copies of student files, which are prone to getting lost or misplaced due to interoffice transport. Enrollment Rx was able to provide a solution that manages all student data, communication, and documentation in one system that provides staff with transparency into each student record as well as the full Enrollment pipeline. Enrollment Rx worked closely with Model Metrics Inc. to develop the solution, which is built entirely on the Force.com platform from salesforce.com.

“We are delighted to be working with Hebrew Theological College to improve their day-to-day Enrollment Management business processes”, said Lawrence Levy, President of Enrollment Rx, LLC. “HTC is the ideal candidate for Enrollment Rx, as they have a limited IT budget, yet needed a powerful enterprise system. Enrollment Rx is able to provide a powerful Student Relationship Management system that is second to none in terms of functionality, infrastructure, and scalability, at a highly affordable price. We are confident that HTC will see major improvements in their Enrollment Management processes over the weeks and months to come.”

Rita Lipshitz, Assistant Dean of Blitstein Institute of Hebrew Theological College said, “We have been extremely pleased with Enrollment Rx and the progress we are making. We look forward to continuing the relationship which will bring us into the 21st century.”

### About HTC

In 1919, a group of rabbis founded The Beis HaMidrash LeRabanim with an initial enrollment of ten students to address the needs of the growing Jewish population in the Midwest. Two years later, the Yeshiva was chartered by the state of Illinois as a degree-granting institution of higher education, known as Beis HaMidrash LaTorah – Hebrew Theological College.

By the 1940's the Teachers Institute for Women was established as a division of Hebrew Theological College to provide women with opportunities for advanced Jewish studies and to prepare those seeking careers in Jewish education. In 1976, the women's division was endowed and named the Anne M. Blitstein Teachers Institute for Women.

The School of Liberal Arts and Sciences, later renamed as the William and Lillian Kanter, was established in 1959, to promote the general education alongside the best Judaic Studies program possible. By the late 1980's HTC made a concerted commitment to establishing a full range of course offerings leading to a Bachelor of

Arts degree in Judaic Studies for both men and women at their respective campuses. In addition to the Hebrew Teacher Certification, the Department of Education developed a program leading to State of Illinois Certification in either Elementary or Special Education. Additional majors were introduced gradually during the 1990's, as the college became accredited by the Higher Learning Commission of North Central Association. In Fall, 2005, the baccalaureate degree was renamed the Bachelor of Arts Degree. Today the additional majors offered are Accounting, Business, Computer and Information Sciences, Education, English and Psychology. Recently, the Kanter School of Liberal Arts and Sciences has introduced a variety of courses preparing students for graduate and professional studies in allied health sciences.

### **About Enrollment Rx**

Enrollment Rx, LLC is a software company dedicated to delivering powerful CRM solutions for Higher Education Institutions. Enrollment Rx, LLC offers several products for Higher Ed including:

- Enrollment Rx – Enrollment Management Software
- Placement Rx – Career Services Management Software
- Alumni Rx – Alumni Relationship Management Software

All of Enrollment Rx, LLC products are built entirely on the force.com platform from salesforce.com, together with Model Metrics, Inc. By leveraging industry-leading Software-as-a-Service technology, Enrollment Rx, LLC is pioneering the way in bringing the Higher Education community into the cloud.

### **About Model Metrics**

Model Metrics delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners and a charter partner of Amazon Web Services. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit, Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic and Orbitz. With a focus on mobile, ecommerce, portal, CRM, and call center technology, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using Force.com, Adobe Flex and AIR, Amazon Web Services, Google, and the Apple iPhone enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit [www.modelmetrics.com](http://www.modelmetrics.com) or email [info@modelmetrics.com](mailto:info@modelmetrics.com) or call 877.542.2885.

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