

## Overview

Greenwood & Hall is a leader in co-sourced enrollment management, financial aid and student success solutions that address the entire student lifecycle. We seamlessly represent you to cost effectively increase enrollments and reenrollments, maximize revenue and profitability, improve efficiency, ensure compliance, increase student satisfaction and optimize student success. We are contact management and higher education experts that strive to understand your unique needs to develop customized solutions.



Greenwood & Hall has been a cutting edge provider of integrated marketing, contact center, and product fulfillment solutions to leading post-secondary educational institutions, Fortune 1000 corporations, non-profit organizations, and governmental entities since 1997. Our unique focus on results, partnering with each and every client, and providing world-class service has earned us significant business opportunities.

We are proud of the roles we have played in supporting major organizations and national events of interest, including the American Red Cross, Idol Gives Back, Stand Up to Cancer, Shelter from the Storm (Hurricane Katrina relief), Hope for Haiti Now (Haiti earthquake relief), the National Museum of the Marine Corps dedication, the United States Holocaust Memorial Museum dedication and the United Nations Global AIDS Fund.



Greenwood & Hall's universal service architecture includes a highly scalable advanced contact center network that never closes with over 40,000 available seats, a state-of-the-art Web support organization, fully-redundant telecommunications facilities and fulfillment/distribution capabilities that support tomorrow's commerce today.

## Higher Education Solutions

Our Higher Education Consulting division works with institutions to identify and implement strategic enrollment management, default management, student service and financial aid initiatives. We have the higher education and contact management experience and expertise to help institutions identify new markets and new programs, build online programs and learning systems, recruit in new channels, expand markets, increase enrollments, implement default management programs, increase retention and enhance student outcomes.



Our Interactive Media Division provides next generation marketing solutions including advertising agency, media placement, advanced creative production, Internet lead generation, demographic profiling, data mining and multimedia broadcast services. These offerings are fully integrated with Greenwood & Hall's contact center and fulfillment solutions.

Our Enrollment Management Division is staffed with lead response and enrollment counseling professionals whose goals are to quickly engage and qualify leads and then educate and motivate prospects towards application and enrollment. Enrollment Counselors become the face of your institution, sharing information about your institution, mission, programs, application processes, financial aid and scholarship options.

We drive positive student outcomes and help you improve efficiencies through a variety of integrated retention and student success solutions.



- Retention Counselors develop invaluable relationships with students to ensure they are administratively ready to start each term, utilizing a variety of data sources including a unique student assessment tool that determines the core psychology and behaviors of students before they start classes.
- Financial Aid Advisors work with students to address general, institution and student-specific financial aid and business office issues and questions.
- Financial Aid back office services teams ensure students receive their aid in a timely manner, assisting you with packaging, verification, auditing and compliance.
- Career Placement Advisors keep student's eyes on their ultimate goal, working with students on career choices, goals and access to applicable resources.
- Technical Support and Student Concierge Advisors are the support and lifeline student's need to get the answers they need when they need them for myriad questions and issues that arise.

## **Our Services**

- Online and on-ground recruitment
- International recruitment
- Military recruitment
- Online program identification, development and learning management systems
- Lead qualification and prospect management
- Enrollment counseling
- Student behavioral assessments
- Retention counseling
- Career advising and placement
- Financial aid advising
- Financial aid back office services including verification, packaging, auditing and compliance
- Default prevention and management
- Technical support
- 24/7 student concierge
- Marketing assessments
- Strategic planning
- Consulting



## Why Greenwood & Hall?

**Proven track record of achieving performance benchmarks:** We consistently achieve and exceed mutually agreed, school specific service and performance goals.

**Our solutions address the entire student lifecycle.** We offer integrated solutions that address all aspects of the enrollment and retention process from lead generation to reenrollment. We can manage the entire process for you, or provide individual services based on your needs.

**We strive to fully understand you.** We learn about your mission, your culture, academic programs, marketing, enrollment management processes, student information systems and goals so we can develop customized solutions to seamlessly represent you in every prospect and student contact.

**Our people have education backgrounds.** We employ leadership with higher education marketing, advising and financial aid experience. Our enrollment and retention counselors have degrees so they understand and can expertly, and credibly, counsel students on your behalf.

**We understand contact management.** We started as a call center addressing the needs of direct response advertisers. We've grown into a customer relationship management firm with locations in Santa Ana, CA and Bryan, TX that serves the contact management needs of education institutions, major non-profit agencies and consumer brands. We have the expertise, technology, systems and training processes in place to cost effectively and professionally handle hundreds of thousands of inbound and outbound calls per month, with each call being as important as the next. All calls are recorded so you can review our performance and work with us to optimize scripts.

We feature state-of-the-art contact center technology supporting 24/7 multilingual inbound and outbound calls, web chat, click-to-chat, text messaging and instant messaging.

**The process doesn't stop after the campaign starts.** After launch, our management works with your team on an ongoing basis to optimize the campaign. We are transparent in everything we do, from lead sources to campaign data to all calls being recorded and available for your review.

*"The quality of their service meets our highest expectations. Their ability to handle the sheer volume of calls with professional service is extremely impressive."*

*Ronnie Creel  
Director of Educational Technology Services  
Troy University*



## Who We've Served

Greenwood & Hall is proud to have served many great institutions of higher education, including:



We are also proud to have served many causes, special events and consumer brands, including:





## Major Greenwood & Hall Accomplishments

**1997** Business plans developed.

**1998** Launches operations in Irvine, California.

**2000** Selected by American Red Cross as its national call center partner for 1-800-HELP NOW.

**2001** Handles unprecedented 9/11 response for American Red Cross.

**2003** Launches Education Solutions Division

**2004** Handles National World War II Memorial Dedication, including all event management and seating logistics for over 180,000 attendees.

**2005**

- ❖ Handles Southeast Asian Tsunami response for American Red Cross and NBC telethon event benefiting Tsunami victims.
- ❖ Handles over 3 million calls for Katrina response for American Red Cross, NBC telethon, and multi-network telethon, "Shelter from the Storm."
- ❖ Handles White House Conference on The Aging, including all event relationship management and seating logistics for this once a decade event.

**2006** Handles dedication of National Marine Corps Museum, including all event relationship management and seating logistics for attendees.

**2007**

- ❖ Handles first American Idol Gives Back fundraising event – managing over 1.1 million call and web responses in a single evening!
- ❖ Acquires Nelnet's Financial Aid Solutions Unit in Bryan, Texas.
- ❖ Participates in the launch of enCircle Media.

**2008** Generates over \$ 70 Million in donations for Stand Up To Cancer and American Idol Gives Back events.

**2009** Products and services endorsed by The Education Alliance.

**2010**

- ❖ Handles over 4 Million transactions for Haiti earthquake relief for the American Red Cross, the multi-network Hope for Haiti Now telethon, and BET Networks.
- ❖ Generates over \$ 50 Million in donations for Stand Up To Cancer and American Idol Gives Back events.
- ❖ Becomes a founding member of the Education Marketing Council, along with other leading education marketing companies.
- ❖ Opens new contact management facility in Bryan/College Station, TX.

**2011**

- ❖ Launches The Center For Non-Traditional Student Research.
- ❖ Greenwood & Hall handles American Red Cross response for tornado relief as well as the CMT Network Telethon.



## **Our Leadership**

### **John R. Hall, Ed.D. / Chief-Executive Officer & Co-Founder**

Dr. Hall has been integrally involved in the education management, customer relationship management, and telecommunications industries since 1992. At G2 Direct Response Services, Dr. Hall developed and oversaw a professional sales organization that transformed G2 into a leading provider of high-end direct response marketing and corporate outsourcing solutions to high-profile call center clients, including Gemstar-TV Guide, Time Warner Cable, and Sony Pictures.

In 1997, Dr. Hall co-founded Greenwood & Hall to provide organizations with integrated marketing, customer care, payment processing, and product fulfillment solutions. Greenwood & Hall is now recognized as a leading provider of customer relationship management solutions to a variety of sectors, including post secondary institutions, major non-profits, governmental and consumer brand organizations. Dr. Hall oversees business development, corporate strategy and development, new product development, higher education consulting and enrollment management operations as well as managing disaster relief, dedications and other special projects of national interest.

Dr. Hall is passionate about reducing the achievement gap and expanding access to quality post-secondary educational opportunities. As such, Dr. Hall volunteers his time as a mentor for college-ready high school students at Roybal Learning Center, an urban high school in Downtown Los Angeles. He also serves on the Board of Trustees for Roosevelt University in Chicago, Illinois.

Dr. Hall received his B.A. in Political Science, his Masters Degree in Business Administration (M.B.A.) from Pepperdine University, and his Doctorate in Education (Ed.D.) in Educational Leadership from the University of Southern California.

### **Zan Greenwood / Chief Operating Officer & Co-Founder**

Mr. Greenwood started his professional career in operations, information technology, marketing and human resource management positions as an independent consultant and in retail organizations.

Since 1991, he has served in an executive capacity in the direct response marketing, telecommunications and contact management industries. His diverse roles and responsibilities have included development and management of human resources, business processes, software, fulfillment systems, voice and data systems, Web infrastructure and facilities.

At Greenwood & Hall, he oversees:

- Technology development, including product design and development, design and administration of web platforms, data management systems, network design, secure Internet based customer relationship management systems, fulfillment/logistics infrastructure, direct telecommunications, voice over IP and logic flow software.
- Management of 13 key managers and 300+ employees, including hiring and training of staff, payroll and human resources administration.



- Facilities, including supervision of facilities management, managing leases, managing vendor contracts.
- Oversight of business and procedural business processes.
- Cultivation of client relationships.
- Long-term strategic planning.

### **Harvey Ross / Chief Strategic Officer & Executive Vice President, Operations**

Mr. Ross has over 25 years of operations and strategic planning experience with a proven track record in identifying operating opportunities and challenges and then executing effective solutions. Mr. Ross has held diverse senior operational and financial positions within contact management, direct response, as well as manufacturing and distribution companies. At Greenwood & Hall, he oversees operations including operational effectiveness, expansion, costing and strategic planning.

Mr. Ross received his Masters in Business and Accounting at the University of South Africa, and a Bachelor of Commerce from University of Witwatersrand.

### **Frumi Rachel Barr / Acting Chief Financial Officer**

Dr. Barr has had a distinguished career history as an entrepreneur and financial executive. Her experience and expertise as both a CEO and a CFO provides responsive and collaborative support to Greenwood & Hall's executive team. It is her unique blend of practical, theoretical and communications/strategic skills that makes Frumi a valuable member of the team.

After 25 years in the business world, Dr. Barr earned a Masters in Business Administration from California State University at Fullerton, and her doctorate in Business Communications. Her first-hand business acumen and formal business studies are complemented by her training as a performance expert. She holds multiple certifications including Virtual Facilitation, Conflict Resolution and Mediation.

### **Brad Johnson / Executive Vice President, Strategic Relationships**

Mr. Johnson is a seasoned consultation professional having worked for a series of application and customer care service providers. Mr. Johnson is responsible for developing strategic long-term relationships by providing fully customizable, state-of-the-art media, fulfillment and customer care solutions maximizing client profitability and their customer relationships.

Mr. Johnson graduated with a B.A. in Broadcast Journalism from the University of North Carolina.

### **Art Stenmo / Executive Vice President, Higher Education Services**

Mr. Stenmo has 25 years of experience in higher education and oversees enrollment management operations specializing in new student recruitment, admissions, enrollment and retention for traditional and non-traditional students. Mr. Stenmo's leadership positions include Director of Admission at Pitzer College, Director of Student Outreach & Recruitment at California State Polytechnic University, Pomona, and Director of Academic Advising at the University of La Verne.

Mr. Stenmo holds a B.S. in Physical Education from the University of La Verne and a M.A. in Higher Education Administration and Policy Analysis from Stanford University.



### **David Ruderman / Chief Marketing Officer**

Mr. Ruderman has over 25 years of direct marketing and education marketing experience, including 10 years as Chief Marketing Officer at Chapman University where he oversaw marketing for adult students, online programs, and Chapman's Orange Campus graduate programs.

Mr. Ruderman assists the sales team in building strategic enrollment and student service solutions as well as overseeing marketing, Web development and collateral.

Mr. Ruderman holds a B.S. in Business and a M.S. in Business Administration (M.B.A.) from California State University, Northridge.

### **Steven C. Panagiotakos / Strategic Policy Advisor**

Former Massachusetts Senator Panagiotakos has a long history of community and political involvement, playing a key role in elevating higher education support and increasing institutional accountability and performance. He provided the leadership that resulted in unprecedented state investments in public higher education through increased appropriations and a landmark higher education bond bill. At Greenwood & Hall, he is responsible for the formulation and analysis of global and domestic strategies and increasing Greenwood & Hall's presence in the higher education marketplace.

Mr. Panagiotakos received a Bachelor's degree from Harvard University and obtained a Juris Doctorate from Suffolk University Law School.

### **Pamela Notemyer Rogers / Vice President, Business Solutions**

Ms. Notemyer Rogers has over 18 years of experience in college admissions and sales management. Her leadership positions include Senior Director of Admissions at Art Institute of Charlotte, Senior Admissions Officer at Johnson & Wales University, as well as Dean of Admission and Adjunct Faculty Member at Bay State College. At Greenwood & Hall, Ms. Notemyer Rogers is responsible for generating new higher education school partnerships throughout the Eastern region.

Ms. Notemyer Rogers holds a B.S. in Psychology and Sociology from Simmons College.