

MEASURING SUCCESS

Client Relationship Management System

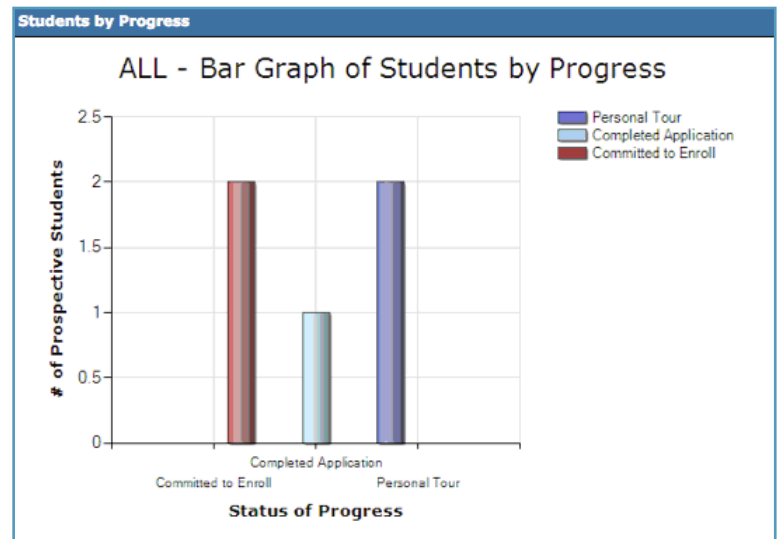
Measuring Success delivers quantitative performance tools and consulting services to help non profit managers and boards measure and enhance their organizational behavior. We deliver results by defining successful outcomes with clients at the outset and delivering recommendations that are actionable relative to the outcomes. We have successfully delivered our products through a combination of consulting services, tools, training, and support to large global institutions, to schools, and to community organizations.

About the CRM (Client Relationship Management) System

The CRM system is an online tool that helps organizations manage the membership or enrollment process using a simple web interface. The tool enables timely progression of prospects through the admission process and the ability to create custom reports and historical comparisons. One can view, sort, print or edit the prospect list at any time. Measuring Success' CRM tool allows organizations to immediately come up to speed on best practices relating to membership.

Example: Admission Tracker

The Admission Tracker is a CRM tool commonly used by schools. It helps schools organize the admissions process and reach enrollment goals. The Tracker manages data on all prospective students and families from inquiry to enrollment using simple software designed to support best practices in admission. The software is user friendly and accessible on-line to allow staff to collect data throughout the year. By using the Admission Tracker your staff saves time and money.



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Admission Tracker features:

- Easy to access standard reports, graphs and charts that present the data
- Simple format to track on-going progress
- Custom reports for individual school needs
- Historical comparisons to align goals with current admission activities
- One central location of the database with access for multiple users: eliminates version control & ensures most updated information
- Online storage of data protects against PC failures
- Data available anywhere with internet access
- Easy to download data from other Yardstick Tools

Peer Yardstick can help a community develop a roadmap for change that is based on facts and data, rather than politics and emotion

– Michael M. Sonduck
Chief Operating Officer,
United Jewish Federation of San Diego County

Year of Likely Entry	2008-2009		2009-2010		TOTALS	
Most Recent Contact	Number of Prospective students	Number of Prospective students (% of col)	Number of Prospective students	Number of Prospective students (% of col)	Number of Prospective students	Number of Prospective students (% of col)
MAR 2008		0.0%	1	25.0%	1	20.0%
APR 2008		0.0%	1	25.0%	1	20.0%
MAY 2008	1	100.0%	2	50.0%	3	60.0%
TOTALS (4 groups)	1	100.0%	4	100.0%	5	100.0%

Family Name	First Name	Home Phone	Parent Email	Most Recent Contact	Status of Progress	Year of Likely Entry	Grade of entry	Next Steps
Barrett			measuring-ss.com	05-08-2008	Committed to Enroll	2008-2009	4th	get to commit
Beilin			measuring-ss.com	05-23-2008	Completed Application	2009-2010	12th	test this tracker more
Cohen				03-15-2008	Personal Tour	2009-2010	K	
Goldberg				05-01-2008	Committed to	2009-2010	K	

Benefits of Admissions Tracker:

- Track all prospective students quickly and accurately
- Ensure timely progression of prospective students through the admissions process
- Critical link to strategic discussions on growth and investment
- Ease of use and broad reporting capabilities

The Admissions Tracker, priced at \$600, includes:

- Online access to Admission Tracker tool
- Online hosting for one year
- Access to future upgrades for one year
- The Admission Tracker user guide
- Access for multiple users
- Webinar training on usage
- Technical support by phone or email

For more information contact us at info@measuring-success.com or call us at 617.475.5001 or 202.684.7024.

Visit our website at <http://www.measuring-success.com>