

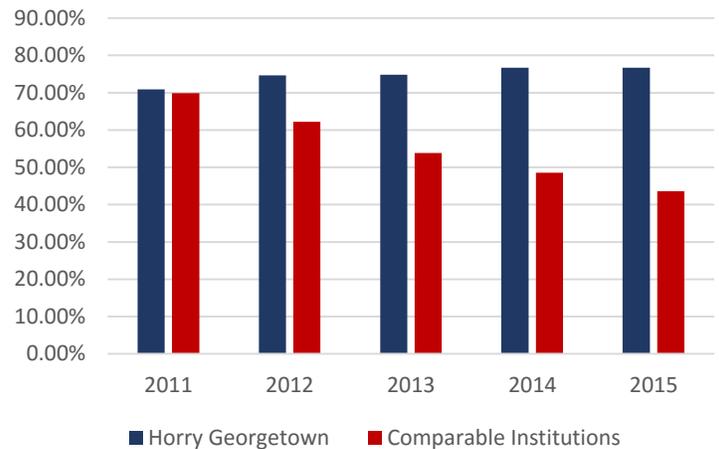


Founded in 1966, Horry Georgetown Technical College (HGTC) is a comprehensive two-year community/technical college located in Myrtle Beach, South Carolina. HGTC is part of the 16 school South Carolina Technical College System, serving more than a quarter million South Carolina students annually.

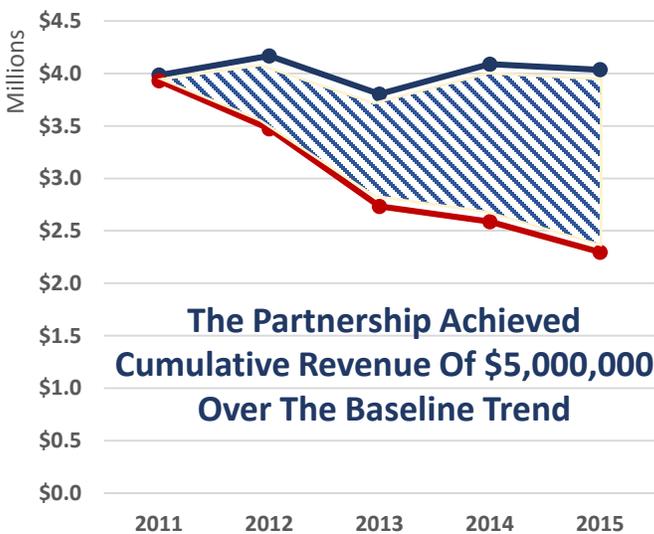
Horry Georgetown offers more than 90 associate degree, diploma and certificate programs for students who are either looking to gain skills for the workforce or who desire to transfer to a four-year program and pursue a bachelor's degree.

Horry Georgetown, a leader in the South Carolina Technical College System, realized their current infrastructure needed to be enhanced to effectively and efficiently support the volume of students who were choosing to attend. To ensure student support remained at the forefront, Horry Georgetown proactively searched for a partner who not only could assist with the volume, but also understood the importance of providing exceptional student support. AnswerNet Education Services, with its expertise in education advisement and processes, as well as a "one student at a time" service model, made the perfect business partner.

Admitted to Enrolled



New Student Tuition



The partnership developed a solution that eliminated lines in the registration and financial aid offices while at the same time improving the percentage of admitted students who enrolled from 70.9% to 76.7%. This during a time when comparable institutions saw a decline of more than 25% in their yield numbers.

Student satisfaction remained strong throughout the partnership with 88% of Financial Aid Students and 93% of Enrollment/Student Support students indicating a positive experience.

The increase in yield generated an average of \$258,000 in additional tuition revenue per year over historic conversion rates, and resulted in more than \$5,000,000 of increased revenue compared to the trend of similar schools.

"We can no longer invest in traditional methods that fail to produce results or meet customer needs. We need a cost-effective and innovative approach that offers better student support, improves customer satisfaction and generates value for the institution. We believe AnswerNet helps us achieve our goals."

- H. Neyle Wilson, President
Horry Georgetown Technical College

Learn more about how AnswerNet can assist your institution improve its enrollment processes and drive student success. Our proactive, high-touch approach focuses on preparing, supporting and motivating students to maximize student engagement, satisfaction and enrollment.