



Founded in 1887, Alabama's Troy University is one of the South's most enduring institutions of higher learning.

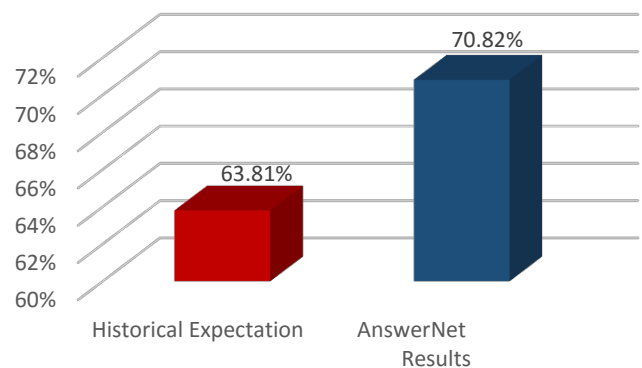
Originally established as a teaching college, Troy now serves over 29,000 traditional, non-traditional and military students throughout Alabama, the United States, internationally and online through eTroy.

Troy University was experiencing a decline in first term to second term retention among the traditional student population. To address this challenge, Troy University wanted a partner who could provide a solution that would engage, motivate and facilitate the transition of students from their first to second term.

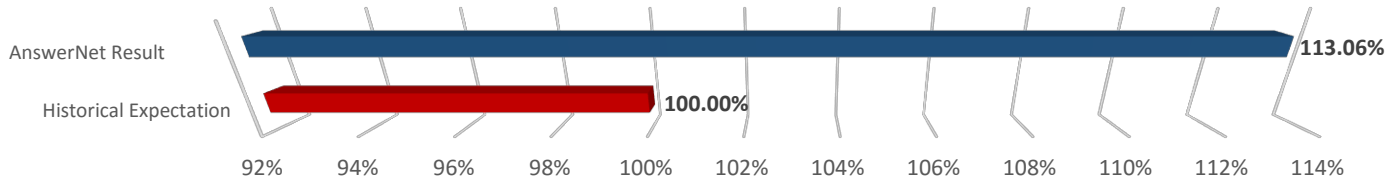
Troy University expanded upon the existing student support and help desk services provided by AnswerNet Education Services to include a pilot project allowing AnswerNet to demonstrate its ability to increase student support and improve term to term retention.

The pilot project was launched with a cohort of first time students with the objective of preparing them for their second term, which started the following month. AnswerNet, utilizing a high-touch motivational approach, was able to improve term over term retention more than 7%, which translated to a revenue increase of more than 13% over expected revenue for the term and a 4.8% improvement in cumulative revenue for the cohort. The incremental increase in tuition revenue, compared to the cost of the initiative, generated a return on investment in excess of 300%.

Term 1 to Term 2 Retention



Tuition Revenue For Term 2



AnswerNet will continue to provide service to this cohort with the goal of increasing future term to term retention, projected to produce a cumulative tuition revenue increase in excess of 120% over historical results.

AnswerNet and Troy University have benefited from a long, successful partnership. These new initiatives strengthen that relationship and enhance our ability to have a positive impact on the long-term success of Troy University and its students.

Cumulative Revenue Projection For 1 Year of Cohort Support

