



## **Fresno Pacific Adopts Relationship Management Software from Intelliworks**

*Continuing Education Program Leverages Software-as-a-Service to Track Marketing Results*

Rockville, MD—June 9, 2008 – Intelliworks, Inc., a leading provider of relationship management and marketing software built specifically for higher education, today announced that Fresno Pacific University has selected the Intelliworks [relationship management](#) suite to manage its marketing and outreach activity for the Office of Continuing Education.

Fresno Pacific University is a Christian liberal arts university with four locations throughout the Central Valley of California. The Office of Continuing Education specializes in independent study courses geared toward the professional growth of K-12 educators. Courses can be delivered through printed materials, audiotapes, videotapes, CD-ROM, and the internet.

“Since we serve so many students in a wide range of programs, it’s important for us know where to spend our marketing dollars,” said Matt Gehrett, Executive Director of Continuing Education at Fresno Pacific. “The Intelliworks system will help us track which marketing tools are most effective and determine where we’re seeing the most return on investment by geographic region.”

Fresno Pacific chose the Intelliworks system because of the short implementation period and the low IT overhead associated with its Software-as-a-Service delivery model, which requires no hardware or software installation on the part of the institution. The Office of Continuing Education plans to use the solution to collect inquiries from the web, track communications with past, present and future students, and conduct follow-up email surveys.

“We’re excited to have Fresno Pacific as a part of the Intelliworks community and proud that our product will help with their outreach. Using our real-time reporting and analytics capabilities, Fresno State will be able to create much more targeted marketing campaigns,” said Todd Gibby, CEO, Intelliworks. “Their program is rapidly expanding and we look forward to helping them manage that growth.”

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### **About Fresno Pacific University**

Fresno Pacific University offers undergraduate and graduate programs that stress solid academic preparation and a strong ethical foundation. Each year about 2,400 traditional and adult students attend classes on the 42-acre main campus in southeast Fresno or centers in North Fresno, Visalia and Bakersfield. The university also reaches 14,000 students across the nation and around the world through professional development studies programs. The Central Valley’s only comprehensive, master’s-granting, Christian university, FPU is accredited by the Western Association of Schools and Colleges and ranked among the best in the Western universities—master’s category by *U.S. News & World Report*. The Office of Continuing Education at Fresno Pacific offers independent study distance education courses in a variety of formats to meet the needs of busy educators.

### **About Intelliworks**

Intelliworks, a leading provider of relationship marketing software for higher education, enables institutions to effectively communicate with prospects, applicants, students, and alumni. Orion’s Web-based technology helps admissions and enrollment personnel improve operational efficiency because of its configurability and flexibility. Leading institutions around the globe leverage Intelliworks’ solutions to generate revenue, increase enrollment and enhance departmental performance. Please visit <http://www.Intelliworks.com>.

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