



Virginia Western Community College Leverages Intelliworks Software to Manage Workforce Development Events and Launch E-Marketing Initiatives

Community College Seeks to Better Connect with Prospective Students Through Email

Rockville, MD- May 13, 2008- Intelliworks, Inc., a leading provider of relationship management and marketing software developed specifically for higher education, today announced that Virginia Western Community College has selected the Intelliworks solution to help the [Workforce Development](#) office manage their outreach and events.

Virginia Western Community College is a two-year public institution serving over 12,500 students in the Roanoke Valley.

"Workforce Development hosts a number of events throughout the year. We chose Intelliworks to help us manage these events because we're impressed with the product and with the level of service we've received," said Chuck Terrell, Virginia Western Community College's Vice President of Workforce Development.

The department has already started using the Intelliworks system to promote an E-Marketing Techniques conference for 23 community college members of the Virginia Community College System (VCCS). During the conference, industry experts will present to members of the VCCS to highlight how they can leverage technology to better manage their [admissions outreach and communications](#). Specifically, they will focus on new and innovative ways to use email and e-marketing to better target and connect to prospective students.

The conference, which will take place on May 29-30, is funded by the VCCS and will be hosted on Virginia Western's campus in Roanoke, Virginia.

"We're looking forward to expanding our partnership with Virginia Western and the VCCS to support its members in its enrollment and admissions initiatives," said Intelliworks CEO, Todd Gibby. "In a very short amount of time, Virginia Western's team has been able to learn our solutions and use it to effectively market their event and share their expertise with the VCCS community."

For more information about the VCCS E-Marketing Techniques conference, please contact Chuck Terrell at 540-857-6677 or email cterrell@vw.vcc.edu.

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About Virginia Western Community College

Virginia Western Community College is a two-year public institution of higher education operating under a statewide system of community colleges. The mission of Virginia Western Community College is to provide comprehensive higher education and workforce training programs and services of superior quality that are affordable and accessible and that meet individual, business, and community needs in the Roanoke Valley and surrounding areas. The College operates under the policies established by the State Board for Community Colleges and the Virginia Western Community College Board.

About Intelliworks, Inc.

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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