

FACT SHEET

Company Description: Teresa Farnum & Associates (TFA) provides consulting, research, and statistical services for institutions of higher education aiming to increase or shape student enrollment in both retention and recruitment initiatives. TFA prides itself on working collaboratively with schools to develop and implement customized, data-driven retention and enrollment plans at affordable rates. This is accomplished through a practiced belief in creating an institutional culture that values student-centeredness, research-based decisions, and realization of clear, targeted goals. Dedication to high quality work coupled with devotion to affordability makes TFA a recognized leader in change management solutions that produce measurable results.

Company President: After serving as vice president for retention services at Noel-Levitz for five years, Teresa Farnum founded TFA in 2004. Prior to her consulting career, Farnum held a variety of different academic positions including division director, natural sciences; professor of math; and assistant to the president.

Services: TFA offers a suite of change management services, all of which can be delivered as a single assessment or as part of a longer-term partnership with TFA:

- Student Retention
- Adult Learner Enrollment Management
- Predictive Modeling
- Student Profiles
- List Selection and Testing
- Student Recruitment
- Faculty Workshops Customer Service Workshops
- On-going Change Management Partnerships
- Customized Workshops for Faculty and/or Staff
- Specialized Services Available upon Request

Annual Workshops: Every summer, TFA hosts a series of interactive workshops in locations across the country. Workshop sessions focus on timely topics, related to the full spectrum of enrollment management issues. To ensure attendees are able to participate actively in the sessions, enrollment for each session is capped. Workshop format is varied, incorporating a mix of formal presentations, facilitated small group exercises, and structured networking opportunities, all of which are designed to directly engage participants.

Benefits: TFA provides superior services because of our:

- Broad spectrum of offerings, all of which facilitate the creation of comprehensive student retention and recruitment solutions designed to match institutions' unique circumstances
- Commitment to pairing consultants' expertise to the needs of the college or university
- Understanding of institutional challenges and solutions across a wide range of campus and population types
- Individualized attention to clients, including unlimited access to company resources and expertise, and the knowledge that TFA is personally invested in institutional success
- Acknowledgment that retention increases are the result of improving student learning, success, and satisfaction; and that improvements in enrollment involve streamlining processes and employing strategic use of resources
- Commitment to maintaining low fees while providing high quality services

Employees: TFA has 15 primary associates, all of whom have proven successes in retention and/or recruitment and have held or currently hold senior positions in higher education. In addition to the associates, TFA employs full-time staff who oversee marketing, research, and company operations.

Clients: Teresa Farnum has personally served more than 200 institutions of far-ranging size and characteristics; clients include large, public institutions; small, private institutions; faith-affiliated institutions; historically black colleges and universities; tribal colleges; community colleges of all sizes; proprietary institutions; and state systems across the world.

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