STIFEL NICOLAUS

Stifel Nicolaus Education Research Conference Call & Webcast

Topic: college student perspectives including:

- Student awareness of negative press and enrollment impacts
- Perception on the value of a degree
- Debt sensitivity
- Existing penetration of target market by for-profit marketing

Guest Speaker: Chris Ross, *Parthenon Group*

Mr. Ross' strategy perspective comes from over a decade of advising senior clients in information/publishing businesses, manufacturing, and education. Projects have included growth strategies, customer segmentation, and new product development. He is also a founding member of Parthenon's Education Practice. Mr. Ross coordinates all training at Parthenon. Previously Mr. Ross worked at PricewaterhouseCoopers in the Washington, D.C. office. Mr. Ross earned his undergraduate degree in Economics from Williams College, cum laude. He received his M.B.A., with distinction, from the Tuck School of Business at Dartmouth, where he was a Tuck Scholar. Parthenon Group is a leading strategic advisor and management consulting organization with a prominent role in K-12 and higher education.

Tuesday, March 20, 2012, 11:00 am ET

Dial-In Number(s)
888-267-2848 (Domestic); 973-413-6103 (International)
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http://www.visualwebcaster.com/event.asp?id=85546

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Hosted by: Jerry Herman, CFA, Bob Craig, & Jason Anderson, CFA
Education & eLearning Analysts