



415 EAST FULTON STREET
GRAND RAPIDS, MICHIGAN 49503

RANDOLPH K. FLECHSIG
PRESIDENT

November 4, 2004

To whom it may concern,

I am pleased to offer a letter of recommendation for Enrollment Management Consultants (EMC.) Brian Sandusky and Troy Harris are outstanding individuals that offer a wealth of experience. They are also two of the hardest working professionals I know, which made a real difference during their consulting engagement with Davenport University.

In October 2003, Davenport University engaged EMC to restructure our admissions staff with a primary focus on the high school market. We worked together as a team to build and implement a unique high school recruitment program that is now proving to be very successful. We have gone from an enrollment system in disarray to a performance trend setter.

They designed and implemented a high school recruitment program for Davenport that resulted in a considerable increase in the number of high school leads. The overall high school conversion rate - application to start - increased from 46% to 52% for the fall 2004. The improved high school conversion rate is a direct result of the presentation created by EMC which is delivered to the prospective student and their parents, which is truly a great way to promote the university's value and commitment to service. We expect even greater things to follow for the fall of 2005.

The other value added - beyond the organic enrollment growth - has been the mentoring and hands-on professional training provided to our enrollment management team. In fact, their leadership and mentoring has been so good that EMC actually takes pride in Davenport no longer needing their full-time consultation in the field. This is an unprecedented level of integrity and commitment to service among consultants. They value the successful outcome of their work by how well they teach the client - Davenport University - how to live without their leadership, which speaks volumes of the quality of character and service provided by Brian and Troy.

Davenport University will continue to call upon EMC for enrollment system upgrades and maintenance. We have great confidence in their work and are especially impressed by their hands on approach to taking a project from concept to implementation.

I recommend EMC without reservation and wish them great success as they grow their consulting firm. Please do not hesitate to contact me if you wish to further discuss this recommendation.

Respectfully,

A handwritten signature in black ink, appearing to read 'R. Flechsig', written over a large, stylized flourish.

Randolph K. Flechsig
President