

GEORGETOWN

C O L L E G E

Georgetown College has used the College Bound Selection Service (CBSS) as part of its search marketing mix for 4 years now. With around 25% of our total annual outgoing search coming from CBSS, our analysis shows that the CBSS purchase provides us with a large number of qualified names that we don't get from the other three search sources we use. We're also pleased that the response rates for CBSS names are at or above the rates of other sources. And the bottom line is that CBSS search respondents are in our entering class each year.

Clayton Allen and the staff at CBSS are always willing to assist in the search purchase process in any way possible. From help in defining initial search programs to estimating alternate variations of a search purchase, the staff works quickly to provide estimates and counsel.

We look forward to a continued great working relationship with CBSS.



Garvel Kindrick
Vice President for Enrollment
Georgetown College

