



FOR IMMEDIATE RELEASE

Vocantas Sponsors Students Retention Conference

Ottawa, Ontario – April 1, 2010 –Vocantas, a leading developer of interactive voice response (IVRS) solutions, announced today it will be a Gold sponsor of Colleges Ontario's 2010 Student Retention Conference, to be held in Toronto May 18-19. The conference will include workshops, discussion panels, and a showcase of approaches dedicated to supporting the success of Ontario college students.

"We are delighted that Vocantas is a Gold sponsor of this event," said Linda Franklin, President and CEO of Colleges Ontario. "The conference will play an important part in helping colleges throughout the province to better support students, and Vocantas' support will help ensure the conference is a success."

Ottawa-based IVRS provider Vocantas Inc. develops solutions aimed at strengthening student engagement and lowering drop-out rates with its Scaller™ outbound IVRS applications. Designed in collaboration with partners in the post-secondary education sector, Scaller™ is an automated calling service that provides two-way communication with students.

Research indicates that student drop-out rates can be reduced significantly when outreach and intervention are initiated in the first three weeks of the semester. However, colleges continue to struggle with the best methods to engage students. Studies have shown that proactive outreach is best, but given that it takes an average of five attempts to reach each student – and those calls must often be made in the evenings and on weekends – most colleges and universities simply do not have enough resources available.

Ottawa's Algonquin College of Applied Arts and Technology is trying a new approach. At the beginning of each semester, Algonquin makes thousands of calls to students at both of the school's campuses using the Vocantas Scaller™ service.

Guided by scripted questions, students identify the challenges they are facing and then indicate whether they would like personal follow-up to heighten their awareness of the many programs and services available to help them. Based on the responses, the college can quickly gauge its strategy to address issues that students are having in time to positively affect their academic future.

"The goal of the Vocantas Scaller™ solution is to build on our successes in measuring and tracking human behaviour and enable schools to engage with students at risk," says Gary T. Hannah, CEO of Vocantas. "We work with the College to ensure we meet their goal of keeping students engaged."

In recognition of the successful implementation of Scaller™ at Algonquin College, Vocantas has been nominated for the CATAAlliance 2010 TSX Emerging Technology Leadership Award (to be announced in May).

About Vocantas Inc.

Vocantas is a leading developer of hosted and premise-based interactive voice response solutions (IVRS) using advanced computer telephony and speech recognition technology to provide businesses and service providers with more efficient outreach capabilities. Vocantas solutions help organizations in the higher education, utilities, healthcare and customer service environments improve outreach and engagement while reducing operating costs. Scaller™ automatically conducts student or faculty surveys to gather feedback for benchmarking and reporting purposes or to gauge satisfaction levels, all without any added burden on existing client resources.

About Colleges Ontario

Colleges Ontario is the advocacy and outreach association of Ontario's 21 Colleges of Applied Arts and Technology and three College Institutes of Technology and Advanced Learning. Colleges Ontario advocates for policy improvements and measures that will help produce the skilled workforce that is needed to strengthen Ontario's competitive advantage. Colleges Ontario provides strategic counsel and services to advance Ontario's colleges as a learning resource of choice and a key gateway to both Ontario's and Canada's success.

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