PASKILL
INNOVATING ENROLLMENT SUCCESS

Paskill Launches Fusion, an AI-powered System that Helps Colleges Turn Prospective Students into Enrolled Students

Harrisburg, PA – March 10, 2026. Paskill, the higher education division of JPL, today announced the launch of **Fusion**, a proprietary AI-powered system that transforms how colleges and universities approach enrollment marketing. Fusion helps institutions listen more closely, act more strategically, and connect more meaningfully with prospective students.

Developed in response to mounting enrollment pressures, Fusion helps colleges navigate demographic shifts, tighter budgets, and rapidly changing student search behavior. With Fusion, Paskill's enrollment experts work with client marketing and admissions teams to turn data into insights that drive better enrollment results.

"Enrollment success means connecting the right prospective students with the institution's recruiters at the right times," said **Luke Kempski**, **president of JPL**. "With Fusion, we show our clients how measured prospective student engagement informs smarter marketing and recruitment investments with better returns."

Grounded in decades of enrollment marketing experience and informed by real student data, Fusion brings together strategy, creativity, and technology in one responsive solution. This is not new thinking for Paskill. Fusion represents the evolution of how the agency has long partnered with colleges and universities to solve their most pressing enrollment challenges.

"It's been exciting to lead the development of Fusion with our executive creative director and our AI pioneers," said **Ryan Pudloski**, **chief technology officer at Paskill**. "Fusion takes our expertise to another level by powering stronger creative work, a better digital presence for the institution's brand and higher-performing advertising programs."

Over the past three years, Paskill has advanced its AI capabilities to strengthen digital marketing programs and institutional websites for its clients. In 2025, **Executive Creative Director Mary Pedersen** challenged higher education leaders at eduWeb to move beyond experimentation and focus on measurable results. With Fusion, Paskill is delivering on that call — equipping institutions with the insight and strategy needed to turn prospective students into enrolled students.

About Paskill

Paskill is a full-service higher education and enrollment marketing agency, committed to helping colleges and universities achieve their enrollment and brand goals. As the higher education division of JPL, Paskill partners with institutions across the country to elevate student recruitment, enhance digital presence, and support long-term institutional success.

With four decades of experience and a team of more than 80 enrollment, creative, paid media, analytics, and technical experts, the agency delivers integrated enrollment marketing solutions that are insight-driven and student-focused. From comprehensive website redesigns and multichannel campaigns to professional development and compelling creative, Paskill provides the strategy, storytelling, and execution that connect schools with the students who need them most.