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**Hobsons Users' Community Tops 1,000 Participants**

*Hobsons Clients' Social Networking Site Experiencing Tremendous Growth*

CINCINNATI (July 16, 2009) – Hobsons, a leading provider of technology and marketing solutions to higher education, is proud to announce their online users' community has grown to over 1,000 members. This growth in numbers spurs from continued active participation by those clients involved in the community. While Hobsons makes this forum available for clients, clients themselves provide content on a daily basis. The group of clients currently using the social networking site includes users' from almost all fifty states and three continents.

"Hobsons' clients never cease to amaze me. Not only are they always looking for opportunities to increase their knowledge and skills with our products, they are always willing to share their expertise and collaborate on best practices. We are so pleased to be able to facilitate these connections, and look forward to the continued success of the Hobsons' client family," said Craig Heldman, CEO, Hobsons.

The Hobsons users' community works like most typical social networking sites. Members have the ability to friend other users, create groups, or post on message boards. Current popular topics include innovative e-mail campaigns, retention, marketing to students, and must-know tips for new users. Blogging features are also popular on the Web site, allowing those with less experience with Hobsons' products benefit from the knowledge of some of Hobsons' power users.

The users' community serves as a natural extension to Hobsons users' conferences Connect University and the Strategic Symposium, where clients are able to learn from the success and trials of their peer institutions. The key difference being, whereas Connect University and the Strategic Symposium happen for one week, the users' community is active year round. In fact, this year's Connect University featured a new award for the school with the most active participation in the users' community.

"The Hobsons users' community is a great place to share and discuss the latest trends and best practices in enrollment management. From posts about e-mail strategies and EMT adoption to social

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media in college admissions, there are many valuable discussions taking place almost every day. Given its diversity, the users' community allows members to share tips and feedback with admissions professionals from around the world, and it has truly become a valuable resource for higher education," said Abe Gruber, assistant director of marketing, Hawai'i Pacific University and 2009 Hobsons' award winner for users' community activity.

For more information about Hobsons users' community, or any of Hobsons products or services, please contact [lgaffin@hobsons-us.com](mailto:lgaffin@hobsons-us.com). Press passes are also available for members of the media looking to view first-hand Hobsons users' community.

### **About Hobsons**

Headquartered in Cincinnati, Hobsons supports education professionals in the preparation, recruitment, management, and advancement of students. With secondary school solutions, integrated marketing tools, enrollment management technology, and retention solutions, Hobsons provides innovative solutions that help students make decisions throughout the education lifecycle.

For information, please visit [www.hobsons.com](http://www.hobsons.com).

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