



GREEN MOUNTAIN COLLEGE

Quick Stats

- ▶ **In the past year, achieved a three percent increase in applications**
- ▶ **Average SAT score rose 125 points**
- ▶ **Saves staff 20 hours each week**
- Number of undergraduate students: 786
- Offers 21 majors and 24 minors
- Situated in southern Vermont's beautiful lakes region with the Adirondack Mountains to the west
- Mission: "To prepare students for productive, caring, and fulfilling lives by taking the environment as the unifying theme underlying its academic and co-curricular programs."

Challenge

Known best for being an environmental liberal arts college, Green Mountain College prides itself on having strong teacher-student relationships as well as experiential learning opportunities for its students. A rich 174-year history, 14:1 student-faculty ratio, and many, unique eco-friendly programs make Green Mountain College a truly different niche college in southern Vermont.

Although the school boasts a small class size, the admissions office was charged by the president and board of trustees to increase enrollment from 700 to 1,000 students as quickly as possible. After a strong year in 2005, new student enrollment fell by 11 percent in 2006.

Solution

With a goal to increase enrollment, GMC chose to purchase Hobsons' EMT Delivery product.

"First and foremost, we chose Hobsons because of their ability to work with us as a hands-on partner. Our account managers recognize our unique concerns as a small, niche school and helped us design communication plans that made sense," Allison Stacey, assistant director of admissions, said.

Thanks to Hobsons support network and the product's ease of use, GMC's young admissions officers were able to take leadership roles in developing the e-mail communication plan, saving its dean a great deal of time and stress.

"Hobsons also has a great reputation and is extremely affordable, which really helped us make this a reality," Stacey said.

Results

Since implementing EMT Delivery, Stacey says that "life is on auto-pilot now" for GMC. The school estimates that EMT Delivery saves its staff 20 man-hours a week. Other results GMC has seen include:

- Inquiry replies are automated, as are follow-ups on new search names, applicants, and enrollments.
- GMC now combines customized delivery e-mails with its print mailing campaigns to improve efficiency and response rates. "We save time, money, and paper (very important for a green-conscious school!) on second mailings," Stacey said.



Life is on autopilot now.

We estimate EMT Delivery saves us 20 man-hours a week between various members of our staff. Inquiry replies are automated, as are follow-ups on new search names, applicants, and enrollments.

- Allison Stacey,
Assistant Director of Admissions

- Response rates have improved for everything from open house registration to the timeliness of FASFA filing.
- In the past year, applications increased by three percent.
- The average SAT score rose by 125 points.
- The constant, sustained contact offered with ease by EMT Delivery allowed GMC to more fully express its unique mission as an environmental school and to create a closer connection with its strongest applicants. The college will continue using Hobsons to help reach its goal of enrolling 1,000 students by 2010.
- Initially GMC was not sure how effective an e-mail service could be coming from an admissions staff where no one had design experience or HTML experience. However, Hobsons made staff at GMC believers and it has paid off: "Students today crave contact with colleges. EMT Delivery allows customized contact with exceptional ease," Stacey said.

"We routinely hear positive feedback from families thanking us for the timeliness, efficiency, quantity, and diversity of information that we provide them. Through e-mail, prospective students and parents receive constant reminders and updates—the hand-holding that so many stressed-out families need. Little do they know, it wasn't us...it was Hobsons!" Stacey said.

Stacey also added that the best thing for GMC is that EMT saves the college a lot of money by providing an instant connection with students without the associated cost of regular mailings.

"EMT also helps us stay connected with students 24/7 while maintaining the personalized aspect we strive for at GMC," Stacey said.



About Hobsons

Headquartered in Cincinnati, OH, 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 make it easy to help students make the best decisions throughout the entire education lifecycle.