

Saint Joseph's University



We thoroughly enjoy working with our Hobsons representative and the support and statistics he provides us.

We like the connection to guidance counselors, students and parents as well. We appreciate the partnerships with Naviance, CollegeView and College Confidential and the benefits it provides us.

*- Maureen Mathis,
Director of Undergraduate Admissions and
Marketing, Saint Joseph's University*

Challenge

Saint Joseph's University contracted with Hobsons out of a need to increase the school's number of student connections and applicants. Additionally, recruitment professionals at the university wanted to reach a more diverse pool of students interested in applying to SJU. For years, they had been recruiting regionally, and were subsequently looking to attract students from more diverse geographic, racial, and ethnic backgrounds.

Solution

SJU's Hobsons representative pointed out that many of the school's applicants were already familiar with the Naviance suite of products and services. Through Hobsons, SJU would be able to enjoy increased exposure—and reach infinitely more student prospects—through the combined use of Naviance, CollegeView, and College Confidential.

Results

As a direct result of the implementation of Hobsons' recruitment tools, Saint Joseph's University was able to:

- Increase its Web presence by creating student profiles and additional videos
- Track the source of all student information requests
- Receive a new list of student prospects each week
- Identify viable student leads and tailor mailings and other communications accordingly
- Make several hundred student connections in the last year
- Increase the number of inquiries for international and domestic recruitment
- Reach students in Indiana, Nebraska, Texas, Oklahoma, and Michigan
- Enhance diversity recruitment
- Develop a better international reputation, increase their name recognition, and promote a stronger Web presence
- Share videos along with basic text, interact with students via College Confidential, and showcase CollegeView profiles



About Hobsons

Headquartered in Cincinnati, Ohio, 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.