



THE UNIVERSITY  
OF ARIZONA®

## Quick Stats

- ▶ **Since implementing in 2008, 66 percent of LLM, exchange, and SJD alumni have re-established effective, dynamic, and modern communication with their graduate legal program**
- ▶ **40 percent of the college's alumni have logged into the social network**
- 36 full-time faculty members
- Fully accredited by the American Bar Association
- Mission: "To discover, educate, serve, and inspire."

## Challenge

The University of Arizona's College of Law was founded in 1915. As the first law school in the state, the institution has educated many of Arizona's distinguished judges and lawyers. Located in Tucson, approximately 500 students study in the close-knit community of scholars and educators who seek to advance justice.

After completing an analysis of its graduate legal studies program, staff at the college discovered a variety of issues that needed addressing. While the college had great success with its Web site, it proved difficult to communicate with alumni. Other communication channels carried high costs, time delay, or a workload increase. In 2007, staff were still hunting for a technology or tool for its alumni project—something easy to use yet professional looking, but still dynamic and useful for communicating amongst themselves.

"We needed something that would allow us to communicate as a group but not require listserv maintenance. I looked for a playground that would draw an older grad. I investigated Facebook, MySpace, Plaxo, LinkedIn, yet each had essential flaws. I tested and experimented, I discovered companies with super-geek social systems that were technically 'cool,' but difficult to use. Everyone draped their products with whistles, bells, and tinsel...I just wanted 'plain.' And then I discovered Hobsons EMT Social Networking," said Carolyn Coolidge, LLM program coordinator.

## Solution

The University of Arizona's College of Law turned to EMT's Social Networking solution to help with their list of challenges.

"Your tool fit our needs like a glove," Coolidge said. "I fell in love with the level of control we had (unlike the public venue of Facebook, et al.) [and] who enters our space."

Benefits of the product staff has utilized include:

- Ability to host advertising, determine content, allow varying levels of posting, and post messages from the director or links to other university information
- How to use widgets and RSS feeds on the network
- Ability to ban a user if something inappropriate is posted
- How dynamic Social Networking is: users can add forums, groups, blogs, events, photos, as well as write to each other publicly, privately, and in real-time (chat)

## University of Arizona James E. Rogers College of Law

**We now have a very high-quality communication with our alumni** that goes beyond the limitations of snail mail and even e-mail; it is self-sustaining and evolving. The product has done exactly what we needed it to do and more.

- Carolyn Coolidge,  
Program Coordinator, Senior, LLM Program,  
University of Arizona, James E. Rogers  
College of Law

- The network is hosted on Hobsons' servers, so there's never a need to worry about IT expertise, continuity, or the site going off-line
- Ability to brand the network with university colors to mimic Web site

"Our alums are rediscovering each other and reconnecting has proven quite rewarding. The psychological effect of reconnection is amazing and the technology is easy—one person can manage such a network. I am confident it will have a qualitative impact on our future applicant pool through alumni referrals and recommendations," Coolidge said.

### Results

Since implementing Social Networking in 2008, 66 percent of alumni have re-established effective, dynamic, and modern communication with their graduate legal program. Additionally, within a few months, 40 percent of the college's alumni have logged into the social network.

"We were able to raise a significant amount of scholarship money through LLM alumni donations," Coolidge said. "We had zero communication with alumni in any structured manner before the inception of the program. If we tried to regularize our communication with our alumni through traditional mail or even e-mail, we would have to hire another employee to manage the load."

Coolidge says that one of the biggest results she's seen is the time savings that Social Networking has brought her staff.

"I can run this whole thing easily on approximately an hour a week. When I need a moment to relax or reflect, or I just want to play, I readjust something on the network, experiment with something new, or send a few e-mail notes just to say 'hi,'" she said. "The Social Networking tool has allowed me to do a 100-hour task in a tenth of the time."

With 142 members currently, Coolidge also enjoys:

- Utilizing the events page to manage RSVPs, notifications of changes, etc.
- The customization of personal pages
- Creating groups for jobs and internships where she can post information about job openings, networking opportunities, and internships



#### 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.