

# University of Dallas Graduate School of Management

## **UNIVERSITY OF DALLAS** College of Business

### Quick Stats

- ▶ **Approximately 100 E-Brochures are sent each month to students, in both print and e-mail versions**
- ▶ **University was able to recoup 75 percent of the cost of purchasing E-Brochure with the money it saved in both printing and postage**
- 1,299 undergraduate students; 1,678 graduate students
- 127 full-time faculty
- Named a “Best Western College” by the Princeton Review
- Mission: “To educate its students to develop the intellectual and moral virtues, to prepare themselves for life and work, and to become leaders in the community.”

### Challenge

As a Catholic, co-educational university located in Irving, Texas, the University of Dallas has consistently ranked as one of the top liberal arts universities in America. The Graduate School of Management was founded in 1966, offering one of the nation’s first part-time MBA programs for working professionals.

In order to enroll more students in its graduate program, staff at the school needed assistance capturing prospect information and ensuring that it was easily imported into their CRM, as opposed to the manual data entry process that was in place. The graduate program also lacked customizable communications to prospective students.

“When I started working for the Graduate School of Management there wasn’t very much that we were doing in terms of electronic communication—no marketing pieces that were customizable and electronic. At that time, we didn’t have any updated brochures that we were able to give to students,” Alounda Joseph, director of enrollment processes, said. “We had issues both with data integrity and timing of our mailings—incorrect addresses led to returned mail and manual processing and ‘packet-making’ led to longer response time.”

### Solution

To help with these concerns, staff at the University of Dallas turned to Hobsons’ E-Brochure product.

“I knew there were several other products available, but we needed something that we could tailor to the graduate student—customizable, with quick delivery time. We needed something that could reach our prospects faster than postal,” Joseph said.

Benefits of E-Brochure that staff have seen include:

- Ability to customize communication flow so that the E-Brochure is the first point of contact with students
- Allows staff to start communication with a more specific piece and follow-up is now more generic
- Ability to incorporate electronic pieces, which the graduate program didn’t have before, that are very customizable to what students want
- Reduce the quantity of printed pieces
- IT spends less time in manual data entry

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You don't have the guilt of disposing of old printed brochures—  
**changes to E-Brochure are quick and live.**

- Alounda Joseph,  
Director of Enrollment Processes

- Online inquiry form is branded to the school's Web site and can import leads directly into the CRM

"[E-Brochure] is hands-off for us for the most part. In the sense that, once we provide Hobsons with the information to customize the brochure, we are out of the process so we can focus on other things. If we have changes to our program offerings, they are made very quickly," Joseph said.

### Results

Since implementing E-Brochure, the Graduate School of Management has experienced quicker response time to students, and then from students, once they've received the E-Brochure. Additionally, the school has seen a great reduction in printing costs.

"We didn't have to print many individual pieces; we use E-Brochure for concentration areas within our program offerings. We printed material and sometimes things would change quickly thereafter and it was already out of date," Joseph said. "With E-Brochure, we can change things on demand and update as needed. During the first year of use, we were able to recoup 75 percent of the cost of purchasing E-Brochure with the money we saved in both printing and postage."

The University of Dallas, Graduate School of Management, sends approximately 100 E-Brochures a month to students, in both print and e-mail versions.

In addition to cost savings, the school is able to make better use of student workers as they are now used in different areas and on different projects, instead of working on routine-type things like packet creations and data entry.

"The best thing about E-Brochure is the faster response time to students. As soon as they send in a form, they see something in their mailbox within a minute or two. E-Brochure shows we are on the cutting edge in respect to students who are online only as they tend to be tech-savvy," Joseph 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.