

West Virginia Higher Education Policy Commission



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Executive Director, Center for International
Programs, Marshall University

Challenge

While the West Virginia Higher Education Policy Commission (WVHEPC) boasts incredible student resources across its member institutions, it was experiencing a great need for the type of diversity that international students bring to the higher education community. The schools within the consortium needed help “selling” the state as a whole to international students. A top priority was presenting the West Virginia brand to international students who may have been unaware of all that the state has to offer, including unparalleled support from the state government and associations such as NAFSA; a wealth of program and discipline offerings; and the opportunity to earn a world-class education in a comfortable, unique setting.

Solution

In partnering with Hobsons—and joining forces with other West Virginia colleges that were already utilizing Hobsons’ products and services—the WVHEPC was able to establish a presence both in print and on the Web that accurately conveys their brand identity to international students.

“We wanted to work with a partner who has expertise within online recruitment and gain a Web presence,” explains Clark Egnor, executive director of the Center for International Programs at Marshall University. “We initially selected Hobsons because of the USA Education Guides Web site and all the different areas they are able to solve our problems. It was great for all (West Virginia) schools to be working with Hobsons individually, but to now be working with Hobsons across the state brings us to a new level. We are all working on driving traffic to our own Web sites; we are now going to start driving traffic to our USA Education Guides portal.”

Results

“Hobsons is multidimensional. I had no idea to what level until I started working with Hobsons and they were holding our hand along the way. We were looking for a partner, not just a company, for someone we could work with as we try to develop a statewide strategy to recruit international students,” says Egnor.



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.