Using new technology in recruiting

Overview of the Hobsons Enrollment Product
Hobson’s EMT Connect is a recruitment tool that allows for automatic communications to prospective graduate students.

Prospective students, called Contacts, have personalized records in the system.
Imported Contacts

- UK Undergraduates
- UK Prospects (students who applied to UK for undergrad but chose not to attend)
- GRE Search Service
- Recruitment Trips
- Hobson’s gradview website
- McNairs Scholars Directory
- Graduate School Interest Page
How Contacts are finding us

How did you hear?

- Family Member
- Friend
- TV Commercial
- Website
- Mail
- Student Recruitment Fair
- Empty
Contacts in Hobson’s

- Total contacts: 59,892
- Contacts with VIP Grad seeblue page: 2244
Grad seeblue page

- Personalized web page based upon personalized information filled out on the Interest Page form
- Students go to Graduate School’s homepage and click on Request More Information
- Students fill out Interest Page and get a personalized Grad seeblue page
- Students can revisit Grad seeblue page by clicking on Log in to Grad seeblue page
- Example Grad seeblue page - Username: John Doe, Password: come2uk
The Graduate School Admissions

Welcome, John - Edit Profile | Log out
John, welcome to your personalized Grad seeblue Page

Challenging the future...

As a graduate student at the University of Kentucky, you will join a community of scholars and researchers who continue to further knowledge in many academic areas. The research effort is supported by 16 colleges, over 80 departments, and more than 50 research centers, institutes and programs where focused study takes place across a wide spectrum of academic disciplines.

The Commonwealth of Kentucky and UK have embarked on an ambitious mission to further elevate the university's ranking. This commitment has significantly increased support for fellowships and assistantships, created additional opportunities for students to receive research and travel funding, and enhanced the university's research laboratories and scholarly environment.

Tuition and Fees

For a full listing of the Tuition and Fees for the various schools and programs at the Graduate School at the University of Kentucky, please click here.

Libraries

The University of Kentucky Library system includes a main library, 12 branch and associate libraries, and two information centers.
Features of Grad seeblue

Where does your VIP page excel

- Displays custom information based on student request
- Creates a sense of community and belonging to UK
- Great use of images and widgets

The University of Kentucky Library system includes a main library, 15 branch and special libraries, and three information centers.

The central library, featuring the rare Bookstacks, humanists, and rare books, is the largest academic library in the state of Kentucky. The library seats 4,000 patrons, houses 1.2 million volumes, and is open 24 hours a day, seven days a week, during the school year. The library of the most advanced academic library systems in the world, with 5,000 workstations and 500 personal computers, all connected to a high-speed ATM network. Laptop computers are available for students to use in the library as well as a large student computing lab, an audiovisual area, and...
Active Visitors (visited more than once): 2316
Engaged Visitors (clicked on links): 1392
Average log in time: 8 minutes, 58 seconds
Average clicks per visit: 2
Most popular links: Tuition/Fees and Financial Aid
E-mail Communications

**E-mails**

*Total E-mails*

- 18,712 Emails Sent
- 18,180 Emails Received
- 5,686 Emails Viewed
- 1,902 Clicked on Any Link
- 4,080 Opted Out
- 0 Forwarded an Email

- 97% of emails sent were received
- 31% of emails received were viewed
- 10% of emails received, students clicked on a link
- 22% of emails received were Opted Out
- 0% of emails received were forwarded
1. Prospective Student fills out Interest Page
2. One day later, receives “Welcome” email
3. One week following, receives “Best Aspects” email
4. Third email, “Funding” follows in another week
5. Last email, “Applying to UK” follows a week later (total plan = 30 days)

Note: each email contains direct link to on-line application, once prospective student has applied the communication plan stops
Grad SeeBlue users indicated interest in programs in these colleges for entry in Fall 2011:

Agriculture – 68
Arts and Sciences – 202
Business and Economics – 64
Communication and Information Sciences – 39
Education – 98
Engineering – 21
Fine Arts – 28
Graduate School – 18
Health Sciences – 50
Medicine – 16
Pharmacy – 6
Public Health – 21
Social Work – 27
Hobson’s Answer Product:

- Pre-populated answers to frequently asked questions
- Most popular topics: Application Materials and Required Tests/GRE
Additional efforts:

- Graduate School will continue to encourage prospective students to set up a Grad seeblue page
- Departments will be able to send a personalized email through Hobsons to prospective students who express an interest in their department on the Interest Page
- Departments can utilize the GRE Search Service to purchase names within given criteria