

“ *This is an exciting tool that I believe any organization interested in communicating its message can benefit from...* ”

James Maraviglia, Assistant Vice President for Admissions, Recruitment, and Financial Aid

**CAL POLY**  
SAN LUIS OBISPO

## HIGHLIGHTS

- \$250,000 in annual cost savings
- 50 percent increase in applicant pool
- Direct contact with more than 100,000 prospective students every year

## FAST FACTS:

Number of Undergraduates  
or FTE: **17,488**

Minority Students: **23 percent**

Highest Degree Offered: **Doctorate**

Percent Out-of-State Students: **6 percent**

Average Combined SAT: **1103**

Average ACT Composite: **26**

Tuition: **\$4,350** in state; **\$4,576** out of state

Institutional Control: **Public**

Number of Freshman Applications  
Received: **26,865**

Number of Accepts: **11,726**

Number Enrolled: **3,677**

Application Policy: **Rolling**

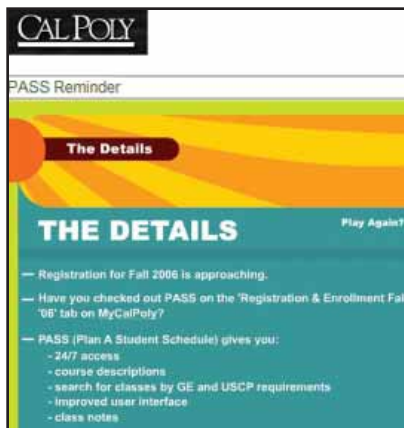
Admission Policy: **Selective**

## Q&A with James Maraviglia, Assistant Vice President for Admissions, Recruitment, and Financial Aid

**Q.** What were your enrollment management concerns prior to purchasing EMT products?

**A.** By 1999, Cal Poly's e-mail inquiries were nearing 200 per day and phone inquiries came in by the hundreds each day; most of these inquiries were requests for general admissions information. Cal Poly's overloaded staff had to respond individually to each one and could not focus on higher-level recruiting work.

As the workload of the admissions staff increased, budgets did not. In order to maintain a competitive recruiting edge, Cal Poly needed to provide students with a self-service model for obtaining the information they wanted and needed.



Cal Poly's Flash e-mails can be sent to any prospect using EMT Connect.

Cal Poly also needed to reach out in an interactive and personalized way. High school students were able to communicate with the university through its virtual tours on Collegeview.com, online applications, and the school's Web site. However, Cal Poly needed a better system of tracking and communicating with these students in a targeted, timely, and professional manner.

**Q.** Why did you choose EMT products to assist with these concerns?

**A.** In 2000, Cal Poly partnered with Hobsons to develop EMT Connect, a Web-based prospect data center and communication system that would help create a complete, personalized online information session between the campus and the student.

EMT Connect works directly with Cal Poly's SIS Plus campus-wide student information database by merging data to and from EMT Connect into and out of SIS Plus. Data is also imported into EMT Connect from third-party list providers such as ACT, NRCCUA, and the College Board.

When student data is entered or imported into EMT Connect, Cal Poly immediately sends an e-mail encouraging prospects to create their personalized web pages, or VIP Pages. They are customized based on student interests and preferences, and are branded in a look and feel unique to Cal Poly. Cal Poly has also developed customized VIP Pages for counselors to best address the needs and desires of this market segment.

## Q. What internal processes have changed and improved since implementation of EMT products?

**A.** Cal Poly has been able to increase the productivity of its staff and the efficiency of its processes while reducing the impact of statewide higher education budget cuts on its admission goals.

With EMT Connect, Cal Poly has been able to automatically import and filter the information of more than 100,000 prospects per year that the university is in touch with. With extensive inquiry forms, Cal Poly is able to collect as much information as possible about a prospective student to customize and tailor communication with that student.

Cal Poly has also been able to send out multiple student surveys through EMT Connect to receive direct, quick feedback on the effectiveness of its communication initiatives. Cal Poly has also been able to automate Flash e-mails, which remind students of application, financial aid, and housing deadlines and promote and manage events. Using EMT Answer, Cal Poly has also been able to automate the manner in which students receive answers to their general admissions questions.

## Q. What results have you seen since implementing EMT products?

**A.** Cal Poly has seen a 230 percent increase in its applicant pool, with a 160 percent growth since the implementation of EMT. Sixty percent of its prospect pool, or 60,000 students per year, create VIP Pages. Cal Poly has also created a single sign-on via the VIP Page that links directly to the student's online application information. This has merged the portal technology for applicants and enrolled students directly with the EMT portal technology.

In fact, since the implementation of EMT, Cal Poly has saved \$100,000 annually in print costs and \$150,000 in postage due to its move toward e-mail as its primary communication method.

## Q. How will you continue using EMT products in the future?

**A.** In the future, Cal Poly intends to continue to enhance its use of the events scheduling component of EMT Connect and fully leverage the capabilities of EMT Answer. In addition, Cal Poly plans to continue working with a cross section of the campus to support its efforts, including collaborations with individual departments and alumni.



*Real-time results are available for Cal Poly's e-mail campaigns.*



*Prospective Cal Poly students can ask questions in Spanish through EMT Answer.*