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University of Central Missouri Chooses Hobsons EMT Retain Product

CINCINNATI (August 28, 2007) – The **University of Central Missouri** has stepped to the cutting-edge of communicating with current students by selecting the **Hobsons EMT Retain** product to elevate its student retention efforts. *EMT Retain*, Hobsons' flagship communication system to reach current students, will allow the University of Central Missouri to boost retention efforts among its more than 11,000 students.

"The Hobsons EMT Retain product will allow the University of Central Missouri the ability to coordinate its efforts, identify student groups to target, and build loyalty among those graduating," said Matt Melvin, Assistant Provost, Enrollment Management.

Improving communication to and among current students is the primary reason that UCM looked into a student retention system. The university intends to communicate its available resources to students earlier, allowing them ample time to address issues before they leave campus.

With EMT Retain's cross-media tools, UCM also intends on implementing a cross-departmental system to further its retention efforts. Offices across campus, from admissions to student affairs, the bursar's office to student records, can all access EMT Retain to coordinate student retention efforts for ultimate institutional success.

Finally, in a time when student retention is a hot issue on campus, UCM looked to Hobsons EMT to help them address and improve their student retention rates.

“Our 69 percent retention rate is average for the overall student population, but we’d like to take this to the next level,” said Melvin. “In the next few years, with the help of EMT Retain, we hope to increase this number by approximately ten percent.”

About Hobsons

Headquartered in Cincinnati, Ohio, Hobsons U.S. has partnered with colleges and universities to enhance and empower institutions’ enrollment and admissions efforts. Through domestic, international, and graduate publishing products for students, as well as Web sites & enrollment technology solutions for schools, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily. Hobsons U.S. is the U.S. division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit us at www.hobsons.com.

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