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**Hobsons Introduces Unique Text Messaging and Web Feed Options for Higher Education**

*Text Messaging and RSS Feeds feature personalization and tracking options that integrate with current programs*

CINCINNATI – In a changing college recruitment landscape, more students than ever are looking to new technology as their source of college information. Thanks to new cross-media features from **Hobsons**, colleges and universities can deliver personalized and track-able text messages and RSS feeds through Hobsons products that make one-on-one connections with students.

“As text messages and RSS feeds become more and more popular, adding them to a college or university’s communication plan is critical to reach prospective students and parents across the country,” said Paul Freedman, Hobsons EMT managing director. “Hobsons is the first company to include these innovative cross-media delivery options with our products, making them powerful and important tools for schools across the country.”

Hobsons’ text messaging and RSS feed options are one-of-a-kind in the higher education market. They are the latest additions to Hobsons’ flagship e-communication and data management system, *EMT Connect*, making it the first educational CRM to enable message delivery through text messages and Web feeds. They include tracking features that show real-time delivery status and user response activity, and seamless integration into existing communication plans for coordinated e-mail, phone and direct mail efforts.

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With text messaging as the new e-mail for prospective students, Hobsons' **text messaging feature** lets schools send text messages to students and parents about upcoming events, impending deadlines and application status updates. Unlike other text applications, these messages are personalized with names and specific information tailored to recipients' interests. Plus, institutions can track messages to see if recipients opened them and if there were any clicks to the Web site. The tracking features give institutions valuable information about their electronic marketing programs and if they're working.

According to a recent Noel-Levitz study, 45 percent of prospective students would subscribe to an available RSS feed from a school. Hobsons' new **RSS feed feature** allows schools to give students and parents real-time updates about pre-selected topics. When the school's Web site publishes information about a topic of interest, recipients will be alerted using an easily accessible, free Web feed reader and can link to the Web site directly from the feed. Schools can also control feed content and include personalized teaser copy that encourages readers to visit to their Web sites. There are also important tracking tools to let schools know the success of each feed.

Institutions interested in learning more about text messaging or RSS feeds options from Hobsons may contact Sasha Peterson, EMT national director of sales and client development, at (800) 927-8439, ext. 4179 or visit Hobsons' EMT Web site at [www.emt.hobsons.com](http://www.emt.hobsons.com).

### About Hobsons



Hobsons EMT, a division of Hobsons U.S., produces totally customizable Web-based software solutions designed to improve the efficiency of the modern college admissions office. Offerings include EMT Connect, EMT Apply, EMT Answer, EMT Retain, EMT Chat University, and EMT Telecenter. These modules work together or independently to help schools elevate their enrollment strategies efficiently, effectively, and easily. For more information, please visit us at [www.emt.hobsons.com](http://www.emt.hobsons.com).

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