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## **University of Kentucky Chooses Hobsons Retention Solutions**

**CINCINNATI (January 1, 2008)** – The **University of Kentucky** (UK) has stepped to the cutting-edge of student communication by selecting **Hobsons Student Retention Solutions** to help improve its student retention rates. *EMT Retain*, Hobsons' flagship communication system to reach enrolled students, will let the University of Kentucky use technology to boost retention efforts among its more than 27,000 students.

"Hobsons is extremely pleased to make our student retention solutions part of the University of Kentucky's student success initiative," said Craig Heldman, president, Hobsons U.S. "Together, Hobsons aspires to engage UK's at-risk students with early initiatives, and provide the university with the cohesive and cooperative tools it needs to bring together departmental efforts and succeed in today's competitive education environment."

Hobsons EMT Retain will enable UK to reach at-risk students more effectively with cross-media communication methods, improve overall communication from the University to these students, leverage student data to make student communications more efficient, and create a single, integrated hub for all retention efforts for the entire university. Ultimately, these tools will enhance, diversify, and streamline communications and administrative tasks, allowing UK staff more time to interact with at-risk students.

"We are encouraged by the personalization and timeliness that Hobsons' EMT Retain provides us in connecting with our students and faculty," said Randolph Hollingsworth, assistant provost for integrated academic services, University of Kentucky. "With the features of EMT Retain, we can build profiles around students and faculty that includes their responses to our communication. We can now more efficiently include our faculty's

feedback on retention issues, and involve them in conversations about retention-related issues.”

An all-inclusive, university-wide approach to student retention will be key in elevating student retention efforts in each one of UK’s 70 academic programs. With Hobsons’ cross-media retention tools, UK will move toward an integrated cross-departmental system to bolster 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. More effective communication among faculty, staff and students is a key element in UK’s overall strategy to improve student retention and academic success..

“The Provost’s office has made it a firm priority to address student success here at UK,” said Philipp Kraemer, associate provost for undergraduate education, University of Kentucky. “We are optimistic that Hobsons’ EMT Retain will facilitate implementation of a new retention plan. The solution’s communication piece is vital to the university’s goal to move toward a less segregated, more unified retention philosophy.”

Finally, in a time when student retention is a hot issue nationwide, UK looked to Hobsons to help them address and improve their student retention rates. By identifying early on students who are at risk academically and engaging them in strategies for success for a timely graduation, EMT Retain will help UK administrators address an important set of challenges and goals.

Located in Lexington, the University of Kentucky is the Commonwealth of Kentucky’s flagship institution of higher education. With more than 27,000 students enrolled, the University consists of 16 colleges, plus the Graduate School.

### **About Hobsons**

Headquartered in Cincinnati, OH, 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 enrollment technology and student retention solutions for institutions, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily.

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