Overview

Virginia Tech’s Graduate School purchased Hobsons® Connect to serve as a Client Relations Management System. It allows users to build, automate, execute, and track their entire admissions communications plan in one place. Each program has the opportunity to build a unique communication plan for prospective students, applicants, and admitted students.

How do I get started?

1. To become a Hobsons administrator for a department or program, you must contact the Graduate School. Email Dannette Gomez Beane dannette@vt.edu (540) 231-6529 or Kasey Lawrence klawr5@vt.edu to receive access.

2. You will be prompted to set up a username and password. Since this is an outside vendor, your PID is not connected, this is a unique username and password. You can then enter the system using this URL https://gradsvt.askadmissions.net/admin/Account/Login.

3. Once you’re logged in, you will see tabs at the top of the page. The HOME tab gives contact information of our account manager and quick LINKS to trainings and updates.

*You may not see all tabs shown above with your access.*
4. If you click on the CONTACTS tab, the first option on the left side of the screen is the Overview >Dashboard. You can view the total number of people in Hobsons that have shown interest or applied to your department/program.

All numbers are hyperlinked so you can view student records through the CONTACTS>Dashboard.
All records are hyperlinked so you can view individual student records.

5. It is recommended that you now click on the COMMUNICATIONS tab. Click on DELIVERY > E-Mail > Templates
6. You can look at other department folders to get a feel for communication plans. It is recommended that you create (or copy from others) at least 1 email.

For example, if a student inquires about the program (e.g. phone, email, fair, Interest Page) they should receive an email like this:

![Image of Virginia Tech Graduate School email]

Here is an example of an acknowledgement of a student applicant.

![Image of Department of Biological Systems Engineering email]

Other suggestions for emails are the following:

For Prospects

- Approaching application deadline
- Statistics about where your graduates go to work and/or salaries
- Funding opportunities available
- Cutting edge research news
- Student leader to compose email about student life in your department
For Applicants

- The timeline for reviewing applications
- Funding process

For Admits

- Why choose Virginia Tech
- Orientation information
- Invite student to visit

You can also create a video that captures a lot of these areas. You can view examples here http://www.youtube.com/user/VTGradSchool.

7. Work with the Graduate School to create and queue emails. All communication must be made with filters attached in order for it reach the appropriate population. Once a communication plan is created, you can automate it to run with date-specific criteria.

8. You can customize reports in Hobsons® Connect. Attend a training or consult with the Graduate School staff to create filters for reporting.

There are several types of reports that are possible such as the following:

- Funnel of prospects, applicants, admits, enrolled
- Female vs. male
- International vs. Domestic
- Race
- Gauges of goals for applicants, admits, gender, etc.
- Applicants by month