

## NEWS RELEASE

June 18, 2009

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### **University of Saint Mary Now Providing Immediate Customized Brochures to Prospective Students**

(Leavenworth, Kan.)—In a move to elevate its communication plan by putting instant information in the hands of prospective students, the University of Saint Mary today began offering free, full-color, customized e-brochures through the university’s website.

The e-brochures, created by education solutions company Hobsons EMT, are designed to provide potential students with custom, personalized information geared toward his or her specific academic and extra-curricular interests, financial aid, and student amenities.

Students go to [www.stmary.edu](http://www.stmary.edu) and click on the “**Get Your Free Customized E-Brochure**” button. Then they select from a list of potential majors and other interests. The customized, printable brochure is then generated in .pdf format that is sent to their email address in near real time. A hardcopy paper brochure will also be sent to the home address of Kansas and Missouri residents within two to three business days.

“We think students, whether traditional age or working professionals, will really enjoy this new cutting-edge digital print technology we now have available through our website. The e-brochure they create will address them personally and include only the information in which they are interested,” said Sister Diane Steele, president of the University of Saint Mary. “It gives us the ability to give prospective students exactly what they want as soon as they request it, with the added benefit of maximizing the efficiency of our staff.”

“Although today’s students are very active online, studies show that they still want to receive printed materials from colleges in the mail,” said Sasha Peterson, president of Hobsons EMT. “E-brochures offer the best of both worlds—the personalization and on-demand capabilities of the web and the proven impact of traditional printed brochures. The University of Saint Mary will undoubtedly make an impact on students with this innovative strategy and we applaud them for their forward-thinking approach.”

Go to [www.stmary.edu](http://www.stmary.edu) to get your free, customized University of Saint Mary e-brochure now.

*The University of Saint Mary is a Catholic co-educational applied liberal arts university founded and sponsored by the Sisters of Charity of Leavenworth. The University of Saint Mary is located at 4100 South 4th Street, Leavenworth, Kan., with additional locations in Overland Park, Shawnee, and Kansas City, Kan. Visit [www.stmary.edu](http://www.stmary.edu) for more information.*

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