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East Stroudsburg University Selects Starfish By Hobsons as Student Success Platform

ESU Chooses Starfish to Increase Persistence and Retention

ARLINGTON, VA - September XX, 2018 - Hobsons, the education technology leader and company behind Starfish, today announced that East Stroudsburg University (ESU) has partnered with Starfish to launch the Starfish Enterprise Success Platform to increase communication and connection between students, faculty, and staff across campus.

Located in East Stroudsburg, Penn., ESU serves about 6,500 undergraduate students and 700 graduate students annually. The delivery of the Starfish technology campus-wide is aligned with the University's strategic plan, *Students First: Empowering Students through Collaboration*, as well as its mission to "to explore opportunities that will constantly energize and improve its mission as a learning community of the 21st Century."

"For two years we have been studying software systems that would enable us to improve our student success and retention. We chose Starfish because it provides all the features we are looking for, integrates with our current systems, and is very user friendly," said Joanne Bruno, J.D., Provost and Vice-President for Academic Affairs. "Our first objective is to establish a comprehensive advising system, and the second objective is to have an early alert system that helps us to proactively serve our students and to ensure they achieve their educational and career goals."

"As faculty, we see thousands of students with different developmental goals," said Beth Rajan Sockman, Ph.D., Professor and Chair of Professional and Secondary Education. "ESU has resources to help students grow professionally and academically. Starfish has the ability to aggregate data across those resources so faculty, staff, and students are able meet personal-professional growth needs."

"At Starfish, our mission is to provide the technology needed to help students attain their educational and career goals," said Howard Bell, Senior Vice President and General Manager of Starfish. "We look forward to working with East Stroudsburg University to achieve their goals and ultimately provide a more comprehensive student success system for their students."

East Stroudsburg University joins a community of over 450 higher education institutions currently using the Starfish platform.

The Starfish Enterprise Success Platform helps more than 450 colleges and universities scale their student success efforts so more students can achieve their academic and life goals. By helping higher education institutions leverage reliable data to pinpoint areas of concern and opportunity within courses and student populations, as well as institutional programs and services, Starfish connects these findings to action by identifying at-risk students, connecting students with valuable resources, and building academic plans to achieve student goals with the least momentum lost.

To learn more about Starfish, visit <http://www.starfishsolutions.com>.

About East Stroudsburg University

East Stroudsburg University, a comprehensive university in northeastern Pennsylvania the scenic Pocono Mountains and adjacent to the Delaware Water Gap National Recreation Area. Founded in 1893, it offers 57 undergraduate programs, 21 master's programs and 1 doctoral program. ESU is one of the 14 institutions in the Pennsylvania State System of Higher Education.

About Hobsons

A global leader in education technology, [Hobsons](#) helps more than 15 million students to identify their strengths, explore careers, match to best-fit educational opportunities, create academic plans, and reach their education and life goals. More than 13,000 K-12 and higher education institutions partner with Hobsons and leverage our expertise and our solutions -- Naviance, Intersect, and Starfish -- to improve college and career readiness, college recruiting and admissions, and higher education student success to support millions of students around the world.

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