



ADMISSIONS RECOGNIZED

*for Expanding and
Diversifying Enrollment*

In July 2020, Mercy College was named the 2020 winner of the Hobsons Education Advances Award for its Admissions outreach. After being named one of three finalists, Mercy claimed the top prize for institutional innovation and success, surpassing nearly 60 other colleges and universities with its impressive enrollment growth and skillful use of Hobsons technology and services.

“It is an honor to be selected for this award among such a strong group of finalists. I’m extremely proud of the work we are doing. Receiving this type of national recognition only solidifies my belief that Mercy is quickly becoming a leader in higher education in New York and beyond,” said Mercy’s Vice President of Enrollment Management Adam Castro.

Hobsons, a nationally renowned education technology company, annually recognizes academic institutions for their achievements in three categories. In the Admission category, finalists were asked to demonstrate successful practices in attracting students and improving overall recruitment efforts.

In its announcement of the awards, Hobsons cited Mercy’s recent growth, including welcoming 1,700 students from the former College of New Rochelle, accelerating academic offerings, particularly in the field of nursing, and refurbishing its Manhattan Campus with state-of-the-art facilities and a new dorm. Outcomes included improving geographic diversity of Mercy’s inquiry and applicant pool, especially among underrepresented student populations, and enhancing efforts toward enrolling targeted student populations most likely to succeed.

Castro added, “We have worked hard to ensure we are getting in front of prospective students and their families in an efficient and welcoming manner, but we also know that college admissions is a two-way street. We are looking for students who are a good fit for Mercy and vice versa. Our Hobsons partnership allows us to identify students that are likely to be interested in the attributes that make Mercy special – small classes, mentoring and convenient locations provide a great user experience for our students and maximizes the institution’s reach.”

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Castro acknowledged the work of Mercy’s admissions and marketing teams in working together to win the Hobsons award. “It’s a challenging enrollment landscape, especially now, and colleges need to be creative with their messaging while staying true to their mission. This award, along with our ability to keep enrollment moving despite the current challenges, is a sign of good things to come.”

