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Hobsons EMS and Barker Educational Services Team Become Knowlura

FOR IMMEDIATE RELEASE

Phoenix, AZ (September 27, 2016) –Hobsons EMS and Barker Educational Services Team (BEST) announced this week that the two entities have merged to become Knowlura.

Hobsons EMS is a leading provider of consulting and digital marketing strategies focusing on audience understanding, recruitment of students, and the continuous optimization of those strategies. BEST is a market expert in outsourced enrollment and student services for higher education institutions seeking to launch and support online degree programs. The transaction will position Knowlura to be a unique services provider in higher education as the combination of services allows institutions to gain complete visibility of their adult and non-traditional students from recruitment through graduation. Additionally, Knowlura plans to enhance its Program and Market Viability solution to leverage the shared expertise of the company and its partner institutions, allowing administrations to make data-driven decisions about their program offerings.

Hobsons EMS, formerly a division of Hobsons, Inc., was established in 2010. Since that time, the group has partnered with higher education institutions to improve the outcomes of adult and non-traditional students. With more than 20 clients in its portfolio, and experience working with both private and public universities, Hobsons EMS has been known for leveraging its shared expertise in the admissions and enrollment fields to improve outcomes for institutions and the students they serve.

BEST was founded in early 2006 by industry leader Bob Barker and a team of experienced higher education professionals. When the company was founded, the intention was to help small to mid-size institutions build online programs in a marketplace dominated by large for-profit providers. Since then, BEST has served a variety of institutions in the areas of outsourced enrollment, student services, retention support, and more.

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“As our services portfolio reflects, Knowlura is positioned to develop smarter ideas for colleges and universities working in the dynamic area of online learning and those that serve the adult and non-traditional student in a variety of areas,” said Greg Baker, CEO of Knowlura. “With more than 50 years of combined higher education experience within our team, it is our mission to help our partner institutions make data-based decisions while continuing to promote the values of collaboration, transparency, and expertise through each of our partnerships.”

Mrs. Catherine Barker, Knowlura board member, also expressed enthusiasm for the merger: “We are excited to combine two market leaders in the areas of recruitment, enrollment, retention, analytics, and success of students. With over 10 years of experience in these fields, Knowlura will be a company that can reveal an institution’s path to progress as they continue to implement strategies to serve adult and non-traditional students.”

The details of the transaction were not disclosed. Hobsons CEO Craig Heldman offered his support: “As Hobsons continues to focus on connecting learning to life by matching students across a lifetime of educational opportunities, we wish Knowlura success in its efforts to guide institutions in identifying successful strategies for growth.”

Knowlura will serve as Hobsons’ exclusive online program management partner with offices in Phoenix, Ariz., and Cincinnati, Ohio, continuing to service existing clients in each location. More information can be found at www.knowlura.com.

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