

Sole Source Justification

Prepared for: City Colleges of Chicago

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The basis for the sole source designation is predicated on several key services and qualifications that are unique to Hobsons, and on numerous points of difference inherent in the product offering. Hobsons is the sole provider of Intersect Awareness, Connection & Advanced Awareness.

Unique Product Qualifications: Intersect Awareness

- Intersect by Hobsons is the only product to offer access for increasing awareness in Naviance – a college and career readiness platform that reaches over 40% of high school students in the U.S. and the school counselors who work with them.
- Intersect Awareness includes premium admission access to the Hobsons Counselor Community.
 - The Hobsons Counselor Community is the only online community built specifically for school counseling and college admission professionals.
 - The Hobsons Counselor Community is the only networking community that provides a direct connection to Naviance and the 100,000+ school counselors working in Naviance.
 - The Hobsons Counselor Community offers the ability to develop a dynamic network of connections, search and explore high school profiles and collaborate with the broader counseling community.
- Intersect Awareness allows users to manage and enhance their higher education institution's profile in Naviance to enrich the information being provided to students, parents and high school staff.
 - Enhancements can include a virtual web tour, custom links and highlight profiles for students and programs. These enhancements help students better understand the environment and culture of the university.
 - Naviance college profiles receive over 100 million views each year and are fully integrated with a suite of advising tools and services that guide students through the full post-secondary planning process.

Unique Product Qualifications: Intersect Connection & Advanced Awareness

- Only Hobsons can grant the ability to interact with more than 10 million students in Naviance.
- Intersect Advanced Awareness is the only online application that allows you to display messages to matching students in Naviance to generate awareness for your institution.
- Intersect Connection is the only online application that allows interested students in Naviance to connect to higher education institutions.
- Intersect Advanced Awareness & Connection help you to strategically shape your incoming class, providing more diversity to your school. Using these products gives you unique, direct exposure to the type of students you are looking for at the right time in their college search process.



Unique Company Qualifications

- **About Hobsons**

A 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 admission and higher education student success to support millions of students.

- **Hobsons is financially stable.**

- Hobsons is owned by the Daily Mail & General Trust plc, a publicly listed organization in the UK that has been in business since 1896.
- Hobsons is not for sale, has not been sold, has not been forced to borrow funds to continue operations, and has not experienced any reduction in force during the economic crisis.
- Hobsons reinvests 12 to 15% of its revenues in research and product development annually.

- **Hobsons supports a large, diverse user community.**

- 1,300 higher education customers
- 13,000 K12 schools served by Naviance

- **Hobsons' account management and support staff.**

- As a customer, City Colleges of Chicago would receive a dedicated account manager to act as a partner with the institution.
- The account manager is based in the United States; support is not outsourced globally or locally.