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Cal Poly First to Launch Online Tool to Serve Spanish-Speaking Prospective Students

SAN LUIS OBISPO -- Cal Poly's Admissions and Recruitment office has another first: The university has launched an online tool that allows Spanish-speaking prospective students to ask questions and receive answers in Spanish directly from the Web.

The university teamed with Hobsons, an international provider of education and recruitment information, to provide "Respuestas EMT," a program endorsed by the Hispanic Association of Colleges and Universities.

"We are proud to be the first to employ this tool that will allow us to serve Hispanic students and their parents in a more customized way," said James Maraviglia, vice president for admissions, recruitment, and financial aid at Cal Poly. "Not only are we able to provide 24/7 access to information about the admissions and enrollment process that is specific to Hispanic prospective students, we also show our dedication to furthering the educational progress of the fast-growing Hispanic population as a whole."

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