



CUnet Adds Three Schools to Expanding Inquiry Management Division

Paramus, NJ (PRWEB) September 13, 2011

CUnet (<http://www.cunet.com>) announced today that three colleges have selected CUnet's Inquiry Management team to manage their enrollment marketing programs. Northwestern College, National College and Wright College have selected CUnet to help them oversee and advise on their media planning and inquiry vendor management, expand their reach, support their brand, and generate more interest from prospective students.

"We were looking for two key things. First, we wanted a team that would work with us closely and act as a partner—CUnet was an obvious choice, given their solid reputation for customer service," said Gail Schumacher, Executive Vice President of Operations at Northwestern College. "Secondly, we wanted to understand exactly where our marketing dollars are going. CUnet gives us access to detailed, real-time reporting and analysis on every inquiry, giving us a level of transparency we didn't find with other vendors. When you combine CUnet's expertise with their technology, it's an easy decision to make."

During the past eight years, CUnet's team of interactive marketers has managed the promotional campaigns of more than 1,000 colleges, universities and career schools throughout the United States and Canada. The team has continued to expand, offering an unparalleled combination of higher education expertise and advanced technology tools, thanks to the addition of the industry-leading Sparkroom enrollment marketing automation platform.

CUnet will work with all three schools to help grow their enrollments by optimizing their media spend and targeting the best prospects for their respective programs, while helping them manage compliance with new regulatory rules.

"We are excited to partner with these three schools and to support them as they work toward their goal of finding the best students for their programs," said Matt McLaughlin, President of CUnet. "We also look forward to assisting their growth during the coming months and years and helping them navigate the increasingly complex world of marketing in a highly regulated environment."

For more information about CUnet, please visit <http://www.cunet.com>.

About CUnet

CUnet delivers industry-leading technology, media and marketing services to higher education institutions to help recruit and enroll students. Driven by a commitment to technology leadership, compliance and exceptional customer service, CUnet's higher education experts partner with schools to improve marketing performance and deliver qualified inquiries that meet enrollment and retention goals. CUnet is dedicated to providing the highest standards of transparency and compliance while promoting ethical marketing practices in postsecondary education. Headquartered in Paramus NJ, CUnet is part of Nelnet (NYSE: NNI), a leader in education planning and financing for more than 30 years. For more information, visit <http://www.cunet.com>.

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