

PARTNERSHIP PROFILE:

WESTWOOD COLLEGE

Collaborating to find the right students for the right programs

OVERVIEW

With 14 campuses and an online campus, Westwood College provides students with knowledge, skills, and credentials to launch successful careers. To date, more than 24,000 Westwood graduates have pursued new and life-changing career paths. In many cases, those students found Westwood through online—affiliates, the large network of vendors that help to support Westwood's efforts to identify and place students in the programs that best meet their needs.

"A significant portion of our inquiries come from the affiliate channel," says Kristen Schiffner, Director of Integrated Marketing, Westwood College. "Creating and managing direct relationships with that large network of vendors really requires niche skills and specific talent. That's why we look to CUnet as an extension of our team. CUnet is the expert in the affiliate marketing space, and it makes sense for us to consolidate through one master vendor that focuses on the affiliate channel as its core business, instead of trying to manage it internally."

In addition to managing all their affiliates, CUnet provides Westwood with a steady stream of high quality, targeted prospect inquiries through their inquiry generation team. And with inquiry intake, scrubbing, deduping, and assignment based on pre-defined rules done through the Sparkroom Enrollment Marketing platform, CUnet's dedicated account team can focus on continually optimizing Westwood's day-to-day inquiry intake to ensure enrollment goals are met. Westwood also relies on CUnet to support their commitment to compliance, most recently adding Enforce, CUnet's fully-managed compliance monitoring service.

HELPING RESPOND QUICKLY TO INDUSTRY CHANGES

The education industry has changed dramatically in the past several years. With the economic downturn, education took on a new meaning as people looked to reinvent themselves, their careers, and their existing skills and training. The shifts were fast, frequent, and ongoing. And Westwood had to keep up.

"We had to act quickly as the trends took shape, and CUnet shifted as we shifted so we could remain efficient," says Jason Weissert, Director of Media Management, Westwood College. "I attribute that to two key factors. First, CUnet has the insight and ability to anticipate our requirements. Our CUnet team can monitor, track, and respond back to us within that large affiliate network very quickly. And second, we have great data. With such a long-standing relationship, CUnet understands our business, our data, and our needs simultaneously so we get the information that we need to shift programming, affiliate volume, conversion, or cost points accordingly."

PARTNERSHIP SNAPSHOT

For the past eight years, Westwood College has regarded CUnet as an extension of its marketing team, leveraging CUnet's industry expertise, flexibility, and adaptability to support inquiry generation and management of all their affiliate marketing. With a changing business landscape and the introduction of industry integrity regulations, Westwood and CUnet are working together to ensure that campaigns are not only compliant but are targeted at the right students for the right programs to develop and support them in the right careers.

PRODUCTS & SERVICES

- Inquiry Generation
- Inquiry Management Services
- Sparkroom Enrollment Marketing Automation
- Compliance Monitoring

BENEFITS

- Dedicated account team has the insight and expertise to anticipate Westwood's requirements
- Industry-leading technology provides real-time analytics for ongoing optimization
- Comprehensive compliance support across all channels
- Wide span of offerings supports Westwood across channels

SUPPORTING WESTWOOD'S MISSION AND COMMITMENT TO COMPLIANCE

With the recent introduction of the Department of Education's Program Integrity Rules, Westwood faced a whole new set of challenges. To ensure they were meeting the strict regulations that govern how educational institutions communicate campaigns and represent programs and program outcomes, Westwood immediately turned to CUnet. In addition to helping coordinate the launch of Westwood's Employment Pledge across the affiliate partners, CUnet also supported the rollout of a web-based toolkit that Westwood developed for their partners to provide an extensive library of content, guidelines, creative assets, and policies that are approved and vetted for compliance with misrepresentation rules.

More recently, Westwood added Enforce, CUnet's fully managed compliance monitoring solution. This comprehensive compliance offering was a natural extension of the compliance efforts that CUnet already had in place through the inquiry generation and inquiry management teams. With Enforce, CUnet has added automated monitoring of thousands of URLs, supported by analyst reviews, real-time violation reports, and periodic audits to ensure that Westwood's compliance guidelines are being enforced.

"Throughout our relationship with CUnet, compliance has been a key priority," says Schiffner. "But with a dedicated team and new tools, we now have a more formalized, rigid, consistent way of monitoring, capturing, taking action, and making sure that we are being represented in the best way possible."

Westwood and CUnet's collaborative activities span a wide—and constantly growing—spectrum, with plans for mobile campaigns, pay-per-call, and pay-per-click campaigns already under way. And in Schiffner's view, that is exactly the direction that the partnership is heading.

"We have a very clear goal to find and help the students who are interested and who are a good fit. We remain committed to stewarding them in the right way, supporting them from day one all the way through their job search. We're committed to their success with the Employment Pledge. CUnet respects our mission and they're really smart about how to find the students that are going to be successful. That foundation of understanding is why the partnership works and continues to evolve and deepen."

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Kristen Schiffnes, Director of Integrated Marketing

SUPPORTING WESTWOOD'S MISSION AND COMMITMENT TO COMPLIANCE

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 [CUNET.COM](https://www.cunet.com) OR E-MAIL US AT SALES@CUNET.COM.

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