

NEWS RELEASE

March 26, 2009

Contact: John Shultz (913) 758-6165
Email: shultz35@stmary.edu



University of Saint Mary Unites with Other Kansas Private Colleges for Web-Marketing Effort

(Leavenworth, Kan.)— The University of Saint Mary has combined resources with the 17 other member schools of the Kansas Independent College Association to launch a new website, Proud2bPrivate.com. The site is designed to assist students and their parents in choosing the right college by acquainting them with Kansas private colleges and by assisting them in finding programs and campus settings that match their interests and preferences.

“The primary goal of Proud2bPrivate is to centralize and simplify the process of narrowing down options and ultimately selecting a college,” said USM President Sister Diane Steele. “I can think of no greater service we can provide students—and their families—as they seek to navigate the complex college selection process.”

The site addresses topics ranging from college prep information to the benefits of private colleges to help in finding financial aid and applying for scholarships. It also features a useful tool that allows students and parents to focus their search based on available majors, sports and activities, as well as a tool that helps in planning school visits to coincide with campus events.

Proud2bPrivate was designed by Wichita-based marketing outfit Armstrong|Shank.

Leading the project for Armstrong|Shank, account executive John DeCesaro had this to say: “We didn’t want to just educate parents and students about what makes private colleges special. We wanted to provide useful tools that help people make the major decision of where to go to college. It makes sense to be in the online space, because that’s where people are looking.”

The University of Saint Mary is a Catholic co-educational applied liberal arts university founded and sponsored by the Sisters of Charity of Leavenworth. The University of Saint Mary is located at 4100 South 4th Street, Leavenworth, Kan., with additional locations in Overland Park, Shawnee, and Kansas City, Kan. Visit www.stmary.edu on the web for more information.

The Kansas Independent College Association (KICA) provides a range of support services for its 18 member independent, nonprofit, accredited colleges and universities. Together with its members, the KICA strives to assure opportunity, access and choice in higher education for all students.

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