

University on national Web site listing private college/university information

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The National Association of Independent Colleges and Universities (NAICU) will be launching the University & College Accountability Network (U-CAN) Web site on Wednesday, Sept 26, 2007. Alfred University will be one of 500-plus schools participating on the Web site. U-CAN is the first national consumer information tool that provides prospective students and their families with consumer-friendly information on individual private colleges and universities such as enrollment, academics, student demographics, graduation rates, financial aid to name a few. U-CAN was developed based on focus groups conducted in cities across the nation. With the help from students and parents from all backgrounds, NAICU was able to shape and format the site with information that will best suit the user with his/her decision-making process. There will be a telephone press conference held at 11 a.m. Eastern. In addition to the conference, U-CAN will be promoted through a national radio tour, advertising on Google; opinion-editorial pieces, along with an editorial board pitches to the national media, Facebook, YouTube, and Wikipedia. For more information visit <http://www.naicu.edu/u-ca...>