



# Private Social Networking For Prospective Students



## What Clients are Saying:

### What is U360®?

U360® is a web based private social networking tool for prospective students. U360® is designed to provide students with a unique experience by developing stronger campus ties through interacting with other incoming students, current students and faculty. U360® is unique because it leverages social networking in a controlled and secure environment that creates substantial benefits for both the University and incoming students.

### Key Benefits of U360®

- **Measurable Return:** Yield and Retention
- **Private:** Controlled and Safe
- **Turnkey:** Effortless implementation
- **Analytics:** Tracking usage and marketing feedback
- **Customized:** One size does not fit all
- **Integration:** Can tie into your back office system
- **Award Winning:** University Industry Leader

### The Straxis Difference

At Straxis, we build innovative, creative and cost-effective solutions for your business. Our goal is to make your life simple and to develop solutions that help your business thrive in today's marketplace. Our services include: Web Development & Design, Application Development, E-Marketing, E-Commerce, Community/Social Networking Sites, Security Consulting and IT Consulting.



*For the first time we have a yield activity that is more powerful than campus visits.*

*- David Burge, Associate Director  
University of Nebraska-Lincoln*



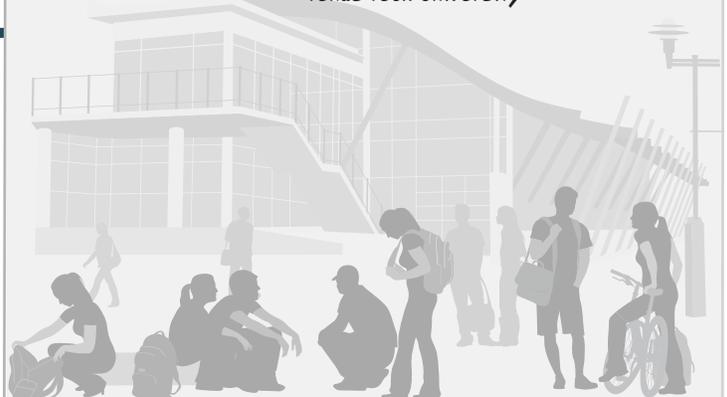
*After deploying U360® our summer melt was 60% lower than anticipated in light of challenging economic conditions.*

*- Gil Rogers, Sr. Associate Director of Admissions  
University of New Haven*



*We found that U360® is the best social networking product for prospective student recruitment.*

*- Karen Hamel, Director of Marketing  
Texas Tech University*



For more information about or if you would like a demo please contact us at:

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Creative Interactive Networking