



Contact:

Jon Jeffreys, President - [jjeffreys@studentchoice.org](mailto:jjeffreys@studentchoice.org)

Scott Patterson, EVP - [spatterson@studentchoice.org](mailto:spatterson@studentchoice.org)

Credit Union Student Choice

(800) 446-7453

## ***FOR IMMEDIATE RELEASE***

### **Melissa Hunt Joins Credit Union Student Choice CUSO**

The *Credit Union Student Choice* CUSO, formed to help members finance higher education directly through their credit union, is excited to announce that Melissa Hunt has joined the management team as Vice President of Business Development. Ms. Hunt formerly served as the Vice President of Business Development at Smart Financial Credit Union in Houston, Texas.

"I am excited to be a part of an organization that realizes the importance of reaching out to our Gen-Y market. *Credit Union Student Choice* has created an opportunity for credit unions of all asset sizes and fields of membership to assist young adults with one of the most important financial decisions they will ever make. This type of relationship building is what creates the loyalty all credit unions are searching for," said Ms. Hunt.

Ms. Hunt's major responsibilities at Smart Financial included youth outreach through high school and college channels, SEG relationship development, and community outreach. Her prior successes bring experience that will help credit unions develop meaningful relationships with universities and families in their local communities. Melissa previously spent 13 years with Suncoast Schools Federal Credit Union in Tampa, Florida and has over 19 years experience in the financial services industry.

"Melissa brings a wealth of knowledge and skills that will help our credit unions develop deeper relationships with local schools and financial aid offices to drive both Gen Y membership growth and student loan volume," said Jon Jeffreys, President of *Credit Union Student Choice*. "There is a significant opportunity for credit unions to build relationships with schools and students within their communities and Melissa brings the experience in both areas to help our credit unions succeed."

The *Credit Union Student Choice* network enables credit unions to offer their own private student loan program without referring the economic and relationship values of these loans to 3<sup>rd</sup> parties. The program leverages best of breed partners to handle call center operations, automated credit decisioning, loan servicing and insurance, and fully co-branded websites for each participating credit union. Service partners include the Callahan Credit Union Financial Services Limited Partnership CUSO, Callahan &

Associates, PSCU Financial Services, Digital Dialogue, L9.com, Credit Union Direct Lending (CUDL), CU\*Answers, as well as experienced student loan servicers.

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***Credit Union Student Choice*** is a credit union service organization (CUSO) founded in 2008 by several of the nation's leading credit unions and CUSOs. *Credit Union Student Choice* positions credit unions as leaders in education financing in the 21st century by redefining value for student borrowers and helping credit unions connect with new Gen Y members. The *Credit Union Student Choice* network enables credit unions of all asset sizes and fields of membership to make private student loans that may be held on their own balance sheet to recognize the long-term economic return of the loan relationship versus a one-time referral fee. The CUSO helps credit unions by managing many of the challenges and risks commonly associated with student lending. To learn more or find out how your credit union can participate, call 800-446-7453 and ask for a Credit Union Student Choice representative.