

# EDUCATING WORKING PROFESSIONALS

Innovative solutions for an  
evolving marketplace



**NATIONAL**  
UNIVERSITY

A Private Nonprofit University  
Serving the Public Good™





## When Your Employees Win, Your Company Wins

Traditional education was never designed for today's fast-changing market where skills depreciate quickly. Fortunately, employees are often eager and willing to learn new skills, participate in training, and adapt to new business trends.

To stay competitive, companies need an increasingly educated workforce to draw on. That's where National University can help. National University has partnered with over 100 Fortune 500 companies, state and federal government agencies, school districts, nonprofits and local businesses to provide outstanding learning opportunities for employees.

An educational partnership provides you with the opportunity to offer employees a company scholarship towards earning an associate's, bachelor's or master's degree or certification.

Working closely with your management team, National University has offerings to align with the highest and most strategic goals of your organization. Whether your focus is on updating employee knowledge or skills, developing stronger leadership and management qualities, or improving job flexibility within your organization, we'll develop a program that delivers the required results.

National University's educational partnership program is a great way to maintain your competitive edge and bridge the employee skills gap while offering your staff a powerful educational benefit. The reward to your business can be significant; research shows that training is not only a great way to increase loyalty, but helps you to retain talent as well.

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Organizations with the best chance to succeed and thrive in the future are learning organizations.<sup>1</sup>

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# Employee Education Drives Success

As a private, nonprofit institution, National University has been educating working professionals for more than 40 years. With more than 130 programs for undergraduates and graduates offered at an accelerated pace at our 28 campuses or online, we can bring the power of higher learning directly to your staff in a way that helps them balance personal and work obligations with earning a recognized and advanced education.

## Here's how your business will benefit:

- **A true educational partnership** – Working with National University, you'll have opportunities to create your own scholarships, establish apprenticeship programs and professional internships, and provide specialized tools for applied skills training
- **Access to National University campuses** – Use our comfortable, state-of-the-art facilities for your own conferences, training sessions, or events at preferred partner rental rates
- **Increased retention** – Employees who recognize their employer's commitment to their educational growth feel a stronger commitment to their organization
- **Employees work full-time** – Evening classes and online degree programs fit employee schedules and provide a work/school balance
- **Expanded knowledge** – National University faculty members are experienced professionals with real-world decision-making and problem-solving skills
- **Relevant learning** – Employees develop presentation and team-building skills that make their coursework immediately applicable to their jobs and can participate in relevant capstone projects that benefit both the student and the employer
- **Improved morale** – Employee knowledge, confidence, and potential grows through education that is carefully planned to complement students' maturity and experience levels



Since 1977, National University has been accredited by the Accrediting Commission for Senior Colleges and Universities.

## Everybody Wins

With a National University Educational Partnership, your employees will get the education they want and need while continuing to work full-time for your company:

- **One-course-per-month** format provides concentrated learning so students can complete a full course in a single month
- **Flexible schedule** with evening and weekend classes and flexible start dates
- **Year-round enrollment** means students can start their education whenever personal and work schedules allow
- **Online or on-campus options** provide classes at one of the school's 28 campuses or online classes that can be taken from home
- **WASC accreditation** means classes and instructors meet high standards and course credits are transferable
- **A recognized degree** from one of the largest private, nonprofit institutions of higher education in the United States

Organizations with strong learning cultures are 17 percent more likely than their peers to be market share leaders.<sup>2</sup>



Employee productivity is 37% greater.

**+37%**



35% more responsive to customers' needs.

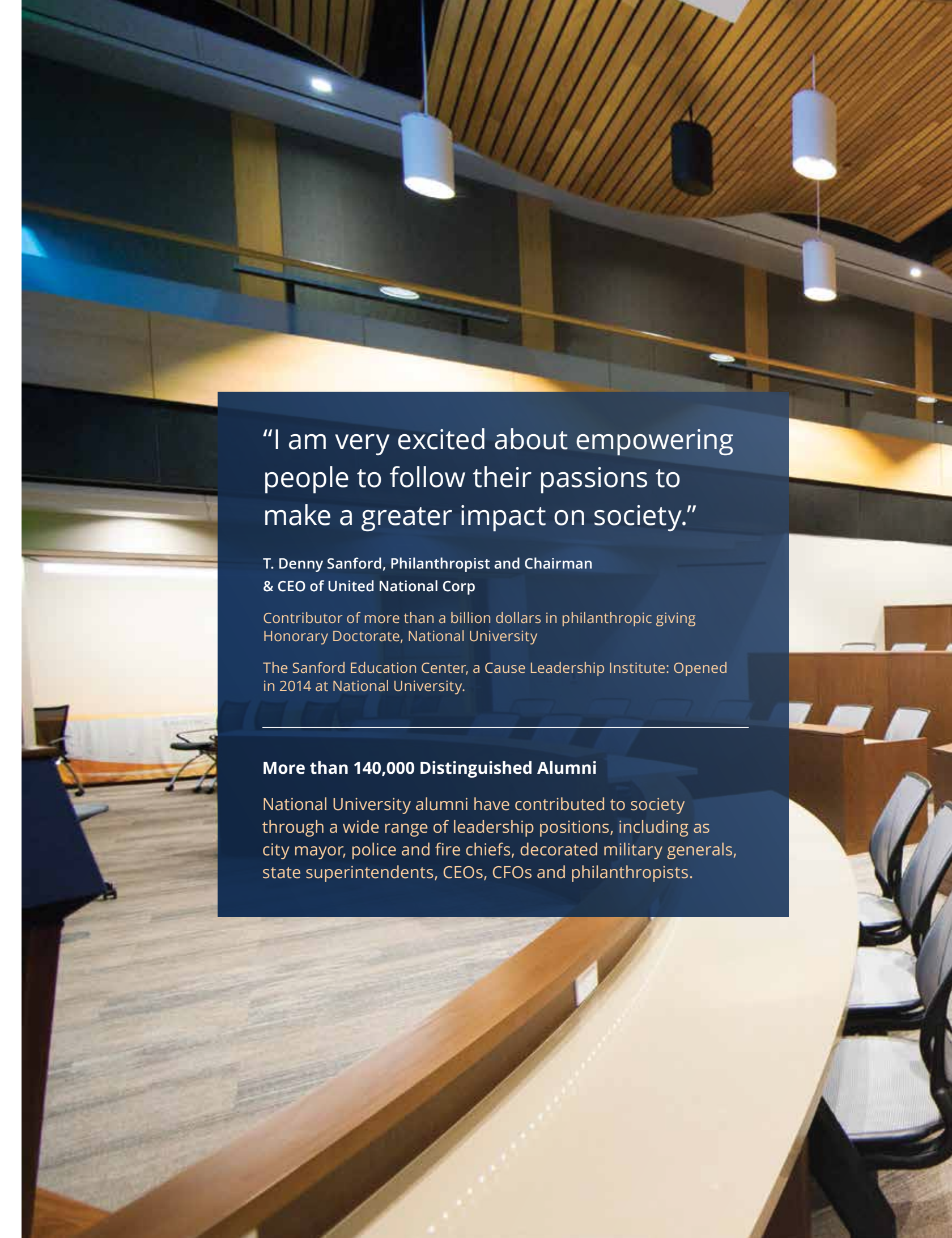
**+35%**



Ability to deliver quality products is 26% greater.

**+26%**





“I am very excited about empowering people to follow their passions to make a greater impact on society.”

T. Denny Sanford, Philanthropist and Chairman  
& CEO of United National Corp

Contributor of more than a billion dollars in philanthropic giving  
Honorary Doctorate, National University

The Sanford Education Center, a Cause Leadership Institute: Opened  
in 2014 at National University.

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### **More than 140,000 Distinguished Alumni**

National University alumni have contributed to society through a wide range of leadership positions, including as city mayor, police and fire chiefs, decorated military generals, state superintendents, CEOs, CFOs and philanthropists.



# Turn-key Program

## Here's what we provide to ensure the success of your program:

- Custom Web pages provide program details and contact information so enrollees can speak directly with a student advisor
- Collateral materials such as flyers, newsletter and email copy detailing the offer for your employees
- Hosted information sessions to explain programs to staff, with educational advisors available for one-on-one meetings
- Advisors to evaluate transcripts and work experience to determine if course credit may be granted, reducing costs of a degree
- Specialized skills training and on-site professional development workshops without the obligation of a degree program

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63% of high-performing companies have found a direct correlation between learning and business performance.<sup>2</sup>

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Learning



Business  
Performance

# What You Can Offer Your Employees

National University has something for everyone, from associate's and bachelor's to master's degrees, as well as a variety of certificates and credential programs. You can choose what to offer your staff based on the needs of your business.

## **Business and Management**

Accounting, business administration, economics, finance, global management, hospitality, human resources, organizational development, international business, leadership, management, marketing, and social media

## **Education**

Administration, early childhood development, educational technology, English, interdisciplinary studies, leadership, math, school counseling and psychology, Spanish, and special education

## **Engineering and Computing**

Applied engineering, biomedical engineering technology, construction engineering technology, construction management, computer science, cyber security, digital media design, data analytics, manufacturing design engineering, engineering management, environmental engineering, information systems, management information systems, wireless communications, and sustainability management

## **Health and Human Services\***

Allied health, community health, clinical lab sciences, clinical regulatory affairs, healthcare administration, health informatics, nursing, and public health

\*Pre-licensure nursing and radiation therapy programs are not eligible for this program.



### **Professional Studies**

Alternative dispute resolution, business law, criminal justice administration, digital cinema, digital journalism, homeland security and emergency management, journalism, paralegal studies, pre-law, and public administration

### **Letters and Sciences**

Alcohol and drug abuse counseling, biology, communication, creative writing, English, environmental science, film studies, forensic sciences, general studies, gerontology, global studies, history, human behavior, interdisciplinary studies, linguistics, mathematics, natural sciences, organizational behavior, performance psychology, political science, psychology, sociology, Spanish, sport psychology, and strategic communications

### **Extended Learning**

Education, healthcare, medical billing and coding, paralegal studies, and professional and personal development

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“Employers should not assume that workers have the resources or knowledge to acquire the skills they will need.”<sup>3</sup>

According to a recent survey, 80 percent of National University students would recommend the University to friends, family members, and colleagues.<sup>4</sup>



National University's undergraduate completion rate is approximately 76 percent.\*

\*Based on students who start and persist for 5 or more classes, including part-time students and students with transfer credits.



# Student Services

A National University degree is much more than a piece of paper; it's an experience. As National University students, your employees will discover a sense of belonging and connection with a newfound community of faculty, students, and alumni.

## Here's how we'll support your student employees:

- **Student Concierge Services** provide advocates trained in a range of areas, available seven days a week from 7 a.m. to midnight Pacific time
- **Student Web portal** provides students with access to class schedules, grades, and academic and financial aid information online
- **Technical Support** for online classes is available 24 hours a day
- **Dedicated Advisors** will guide your staff through the admissions process, providing support from start to graduation
- **The National University Library** provides students with digital and printed resources, including books, journals, and videos
- **National University Digital Apps** and social media lets students mix and mingle with fellow classmates, alumni, and staff to collaborate
- **Financial aid advisors** are available to meet with your employees to determine their eligibility for aid and to assist the employee through the financial aid process

## On Campus

- State-of-the-art facilities
- 28 campuses for students seeking traditional face-to-face learning
- More than 65 computer labs for students to use on-site
- Free parking

## Online

- More than 120 degrees with more than 85 programs that can be taken completely online, providing the greatest flexibility for your staff
- Engaging and informative online classes featuring lectures, readings, multimedia presentations, quizzes, real-time chat, threaded discussions, e-textbooks, an assignment dropbox, and a bulletin board
- A National University mobile app that lets students follow class discussions and assignments via smart phone

## Hybrid

- Combines the benefits of traditional learning with face-to-face interaction for some coursework while other work can be completed online when convenient for your employees





# Expand Your Recruitment Reach

An Educational Partnership offers opportunities at every level of your organization. Options may include participation on our advisory boards, access to our pool of educated professionals, the chance to share your professional experience with student groups, and more.

## Human resource professionals will appreciate the chance to:

- **Use our facilities at no cost to meet and recruit** undergraduate students, graduating seniors, graduate students, and alumni
- **Increase brand awareness** by presenting an overview of your organization to potential employee candidates in an informal setting
- **Work with our team of professionals** to draw on a talent pool of trained graduates that can support your company's specific hiring needs
- **Recruit graduates, students, and interns** by advertising open positions on our online job board
- **Participate in campus career fairs to access job seekers** from our diverse talent pool and share full-time, part-time, volunteer, and internship opportunities
- **Serve on our advisory boards** to support program curriculum to meet changing labor trends in your industry

# Convenient Locations in California & Nevada

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Headquartered in La Jolla, California  
National University has 28 campuses  
throughout California and Nevada.

National University's 3-year loan default rate is 7.4 percent, compared to the national average of 14.7 percent.



# National University

Founded in 1971, National University is the second-largest private, nonprofit institution of higher education in California. With 30,000 students and more than 140,000 alumni, National University is the flagship institution of the National University System. National University is dedicated to making lifelong learning opportunities accessible, challenging, and relevant to a diverse population of students. Five schools and one college—the College of Letters and Sciences; the School of Business and Management; the School of Education; the School of Engineering and Computing; the School of Health and Human Services; and the School of Professional Studies—offer more than 120 graduate and undergraduate degrees and 25 teacher credentials. Programs are offered at locations throughout California and across the nation, and are also available online. National University is headquartered in La Jolla, California.

## Accredited and Recognized

National University is regionally accredited, which is considered to be the highest form of accreditation given to institutions. National University is accredited by the Western Association of Schools and Colleges (WASC), the same body that accredits all of the major universities and colleges in California, Hawaii, and Guam. In total, National University is accredited or approved by 14 agencies, including:

- The Commission on Teacher credentialing (CTC)
- The California Board of Registered Nursing (BRN)
- The Commission on Collegiate Nursing Education (CCNE)
- The International Assembly for Collegiate Business Education (IACBE)

## Providing Graduates with an Edge

The curriculum combines concept, theory, and application so that what is learned in the classroom is relevant to the workplace.



### References:

1. "Make Learning Matter: Become a Learning Organization." Susan M. Heathfield. About.com Human Resources, n.d. Accessed June 10, 2014 [http://humanresources.about.com/od/educationgeneral/a/learning\\_org.htm](http://humanresources.about.com/od/educationgeneral/a/learning_org.htm)
2. "Learning Culture." The Corporate Learning Factbook 2013. Bersin by Deloitte, n.d. Accessed June 10, 2014 <http://www.bersin.com/practice/Subject.aspx?s=Learning-Culture>
3. "The Accenture Skills Gap Study." November 2011. Accessed June 10, 2014. <http://www.newsroom.accenture.com/news/accenture-study-finds-us-workers-under-pressure-to-improve-skills-but-need-more-support-from-employers.htm>



# Give Your Company and Employees an Edge

An Educational Partnership with National University is a great way to maintain your competitive edge and bridge the employee skills gap while offering your staff a powerful educational benefit.

Curriculum combines concept, theory, and application so that what is learned in the classroom is relevant to the workplace. With a National University Educational Partnership, your employees get the education they want and need while continuing to work full-time for your company. At the same time, you'll be building employee loyalty and increasing retention and productivity. Learn more and get started today by speaking to a National University Partnership Specialist.

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Learn more at:

**[nu.edu/partnerships](https://nu.edu/partnerships)**  
**(855) 642-4668**

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