



A Message of Pride

Each August, the leaders of the affiliates of the National University System gather at the annual planning retreat to discuss and develop the future strategic direction of the System. At each retreat, Chancellor Jerry C. Lee, the architect of the System and the driving force behind National University's remarkable development into the second-largest private, non-profit institution of higher education in California and the 12th largest in the United States, sets the tone by establishing a theme which will guide the actions of the collective System community during the coming year. Past themes have included quality, leadership, values, performance, purpose and passion, and One System.



Chancellor Lee addresses the National University System Community at the 19th Annual Assembly Luncheon.

This year, the theme established by Dr. Lee is pride.

"We will consider pride in the context of the satisfaction we feel when

we achieve extraordinary goals. Pride in our students, our programs, and our premier facilities motivates us to perform at a higher level," said Chancellor Lee.

"Throughout our lives, we have cause for pride in many areas and for many reasons, and we are afforded many opportunities to act in ways that make us and those around us proud."

Dr. Lee encouraged the gathered retreat participants to have pride in all aspects of their lives, starting with their families.

"The single thing I am most proud of is my family. Any major decision I make starts with what is best for my family," said Dr. Lee. "At the National University System, we have the pride of knowing that we are one family. We are proud of our family and of each other."

The retreat participants also were encouraged to celebrate the diverse cultures that are the foundation for the System's inclusive model for higher education.

"In light of the diversity of cultures within our own System community, we

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Chancellor Jerry C. Lee Encourages National University System Community to Reach New Heights

For each of the past 19 years, Dr. Jerry C. Lee has presided over the National University System Annual Assembly Luncheon. As has become tradition, Dr. Lee begins his remarks recalling the first luncheon, one that included hot dogs, chips, and sodas in a parking lot behind an old church in Mission Valley.

Anyone in attendance at the 19th annual luncheon this past September could clearly see that the collective goals and aspirations of the National University System have been raised, as have the standards for the annual assembly.

Following an inspiring multimedia introduction, Chancellor Lee addressed the more than 780 trustees, faculty, administrators, and staff from the combined affiliates of the National University System Community, encouraging them to take great pride in their past accomplishments while simultaneously striving for new heights in the year to come.

"Today marks the symbolic beginning of an academic year which will usher in National University's 40th anniversary and close the first decade of the National University System's endeavor to forge new pathways for education in the 21st Century," said Dr. Lee. "I am most pleased to wish you all a very happy anniversary."

Dr. Lee's address was highlighted by the achievements shared by the affiliates during the past calendar year, including:



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National Leads California in Preparing Teachers for Credentialing for Tenth Consecutive Year

National University has prepared more teachers for credentialing than any other single institution of higher education in California for the every year during the past decade, dating back to the 2000-2001 academic year, according to figures released by the Commission on Teaching Credentialing (CTC).

Between July 1, 2008, and June 30, 2009, 2,115 teachers earned their single-subject, multiple-subject, and education specialist teaching credentials through National University, according to the 12th annual report on state teacher supply issued by the CTC.

Students completing their teaching credentials at National University accounted for 12 percent of the statewide grand total during that time period, outnumbering the second-ranked university by a nearly two-to-one ratio.

In 2007-2008, National University produced 2,201 credentialed teachers and accounted for 11 percent of the statewide total. In 2006-2007, National University produced 2,458 credentialed teachers. In 2005-2006, 2,699 California teachers were prepared for their teaching credentials through National University. In 2004-2005, National University prepared 2,851 California teachers. In 2003-2004, National prepared 3,629 California teachers, and in 2002-2003, the number was 2,466. The year before, National successfully recommended a total of 3,698 candidates for teaching credentials in California. One year earlier, National led California by recommending 2,576 teachers for credentials.

Graduates and those obtaining their teaching credentials from the National University School of

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Celebrating the Class of 2010

For the students and friends and family of the National University class of 2010, June 20 was a day for celebrating and rejoicing with loved ones.

More than 10,000 people, including nearly 1,600 graduates and 8,500 well-wishers, amassed at the San Diego Convention Center to celebrate National University's 2010 Southern California Commencement Ceremony.

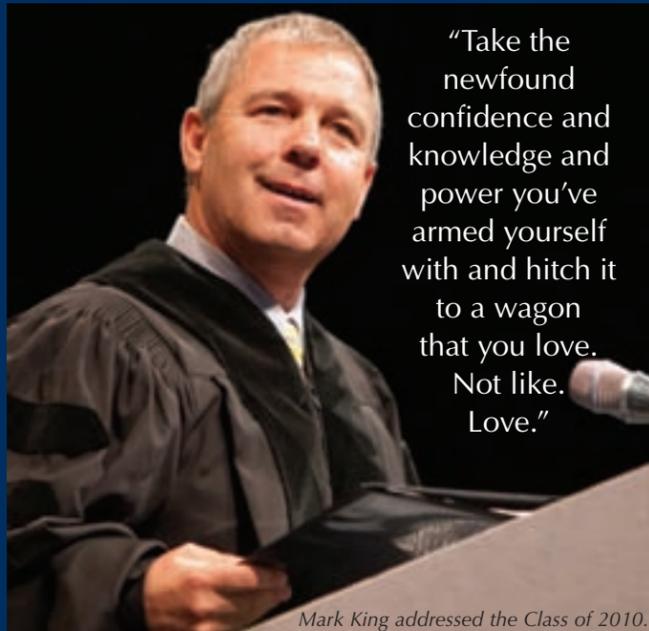
Ms. Patricia Potter, Interim President of National University, had the honor of addressing the graduates on their special day.

"It is truly a privilege to stand here before you, to be one of the first people to recognize and congratulate you, the National University graduating class of 2010. This is your day, your moment, your occasion," said Interim President Potter. "I look out at all of you and I'm filled with admiration and hope.

"You are seated here together, as one group, for what may be the very first time in your National University careers. Yet you are in a very real sense a community, even if you've never met face to face before today, or if you've known each other only by your online names. We hope you'll take that sense of community with you as you embark on, or return to, your careers. Congratulations to each and every one of you on the hard work and persistence that brought you to this day."

The ceremony was highlighted by a speech from keynote speaker Mr. Mark King, CEO and President of TaylorMade-adidas Golf Company. Mr. King addressed the graduates, imploring them to follow their passion in whatever career path they follow.

"Follow your passion, because life is too short not to love what you do, and too precious not to be great at it. Take the newfound confidence and knowledge and power you've armed yourself with and hitch it to a wagon



"Take the newfound confidence and knowledge and power you've armed yourself with and hitch it to a wagon that you love. Not like. Love."

Mark King addressed the Class of 2010.



that you love. Not like. Love," said Mr. King. "You've been using your brain a lot while you've pursued your degree. Now it's time to use your heart, as well. When you can get those two things working together, the brain and the heart, amazing things will happen."

In recognition of his extraordinary leadership and commitment to community service, Mr. King was presented with an honorary doctorate degree from National University by Dr. Jerry C. Lee, Chancellor of the National University System. During the ceremony, Dr. Lee bestowed the Faculty Senate Distinguished Teaching Award upon Dr. Thomas Gatton, a Professor in the Department of Applied Engineering in the National

University School of Engineering and Technology.

The combined National University Class of 2010 was comprised of 4,510 graduates statewide, with 76 percent (3,418) receiving master's degrees, 23 percent (1,027) receiving bachelor's degrees, and one percent (65) earning associate's degrees. Forty-six percent earned degrees from the School of Education, 22 percent from the School of Business and Management, 21 percent from the College of Letters and Sciences, five percent from the School of Engineering and Technology, three percent from the School of Health and Human Services, and one percent from the School of Media and Communication. ▀



National Leads State in Teacher Preparation

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Education are recognized as some of the best educators in California, based upon assessments by the National Blue Ribbon School competition, the California Distinguished School Program, and various teachers of the year competitions.

In 2008, three of the five California Teachers of the Year were National University alumni, including University alumni, including Lewis Chappelle, who teaches engineering design at James Monroe High School in North Hills (Los Angeles County); Gregory McFall, an eighth grade teacher at Johnson Middle School in Westminster (Orange County); and Tamara Reina, who teaches English and U.S. History at the East Mesa Juvenile Detention Facility in Otay Mesa (San Diego County). Mr. Chappelle, Mr. McFall, and Ms. Reina

are on a distinguished list of National University alumni who have been named California Teacher of the Year, joining Ms. Sandra McBrayer (1994), Ms. Jan Mongoven (2000), and Mr. Alan Sitomer (2007).

In the past, National University alumni have also earned such honors as National Teacher of the Year (1994); California Principal of the Year (2003); Los Angeles Unified School District Teacher of the Year (2002); and Sacramento County Teacher of the Year (2003).

To review CTC data on teacher credentialing online, visit the commission's website at http://www.ctc.ca.gov/reports/TS_2008-2009_AnnualRpt.pdf. The source of credentialed teachers by university begins on page 19 of the report. ▀

Sacramento Commencement Attracts 3,300 Friends and Family

A cheerful gathering of more than 3,300 friends and family amassed at the Sacramento Convention Center on Sunday, May 23 to celebrate the accomplishments of the 2010 graduates from National University's campuses from around Northern California, including Redding, Sacramento, Stockton, San Jose, Fresno, and Bakersfield.

Interim President Patricia Potter saluted the assembled graduates and their families, saying, "Your own college experience, here at National University, was almost certainly different than students from so-called 'traditional' institutions. You took classes in the evenings or online. You studied after work or in the early morning. You studied in your car, on your cell phone, at your desk, in the library, or on your personal computer. Because of all these differences, National University has been labeled a 'non-traditional' institution of higher learning. I'd put it a little differently. I prefer to say that National University is 'new traditional,'



More than 1,106 students graduated from National University's Northern California campuses in 2010.

because you are the future of higher education."

Ms. Francine Ward, a noted author, life coach, and attorney, served as the ceremony's commencement speaker. Ms. Ward shared her personal story of resilience and persistence with the assembled graduates, encouraging them to meet the opportunities their newly-earned degrees will offer them with strength and dignity.

Following her address to the graduates, Ms. Ward was honored with the Distinguished Leadership Award from National University by Interim President Potter.

"Ms. Ward, your commitment to community and service to others is an inspiration to us all, and your willingness to share your hard-earned experiences to help make the world a better place deserves our admiration and respect,"

said Interim President Potter. "Your comments today are indicative of the power to educate and inform, and reflect National University's core values of community and access to lifelong learning. Ideally, your accomplishments will encourage others to apply their education and abilities toward achieving the same remarkable levels of success you have enjoyed in your personal and professional endeavors."

Approximately 345 students participated in the commencement in Sacramento, with 74 percent (254) receiving master's degrees, 26 percent (90) earning bachelor's, and one person earning an associate's. The majority of the students (164) were from the National University College of Letters and Sciences, with the School of Education close behind with 119 graduates. Another 47 students participated from the School of Business and Management, followed by seven students from the School of Engineering and Technology, six from the School of Media and Communication, and three from the School of Health and Human Services.

In all, more than 1,106 students graduated from National University's campuses in Northern California in 2010, with 88 percent (899) receiving master's degrees, 10 percent (100) earning bachelor's, and two people receiving associate's degrees. //

Center of Excellence for Veteran Student Success to Service Military Personnel

In an effort to offer unparalleled access to educational opportunities to the men and women of the United States Armed Forces, National University will be expanding its services to veterans and active duty members through a new Center of Excellence for Veteran Student Success.

The Center, which will be located at National's Spectrum Business Park Campus in San Diego, a national hub for military personnel, is the result of a \$621,299, three-year grant that was awarded to the National University Department of Student Services by the U.S. Department of Education's Fund for the Improvement of Postsecondary Education (FIPSE).

The Center will be a centralized point for the coordination of services that focus on four key areas: 1) easing veterans' transition to campus life, 2) increasing retention, 3) improving

achievement of educational and career goals, and 4) providing a higher quality of life through the coupling of pre-existing services and support with newly created programming specifically developed to meet the needs of veteran students.

As part of this project, National University will

establish the Veteran Student Support Team to facilitate the development and implementation of the Center and its services. The Center will serve as a one-stop referral point to provide guidance and assistance in directing veterans to the additional services they need. Funding from the grant also will facilitate a military peer-

to-peer mentoring programming that will assist with retention and academic achievement. As a result of the Center, National University anticipates an increase in graduation rates for veterans, higher job placement, lower unemployment, and higher retention rates.

National University enjoys a distinguished reputation for its commitment to military education. The University is a past winner of the prestigious Ray Ehrensberger Award for Institutional Excellence in Military Education.

In December, the University will be opening an Online Information Center on the Marine Corps base in Quantico, Virginia, which will be the only center of its kind on a United States military base.

National University also has been named a Military Friendly School by *G.I. Jobs* magazine and one of "America's Top Military Friendly Colleges and Universities" by *Military Advanced Education* magazine.

For more information about National University's military-friendly programs, visit www.nu.edu/Admissions/MilitaryAdmissions.html. //



Golf Academy Gains Extensive Media Coverage in Fresno



When the National University Golf Academy opened its first location at the University's existing campus in Carlsbad in 2009, it brought not only a new avenue to attract students, but also an extensive amount of positive media coverage to National. So it shouldn't come as a surprise that both things also happened when the Golf Academy's new location opened at National University's Fresno campus earlier this year.

Since opening, the Fresno Golf Academy location has been featured more than nine times on various local television, radio, and newspaper outlets. The Golf

Academy television coverage alone has resulted in more than 45 minutes of news coverage, starting with an impressive series of segments on KMPH TV Fox 26's morning show where Mike Springer, a local golf icon and director of instruction for the Fresno Academy, was interviewed seven different times. The morning show included more than 35 minutes of coverage, 10 lead-ins, 17 graphic and 16 audio mentions of the academy, and three audio and one graphic mentions of the Academy's phone number, 1-877-NUGOLF1.

Two other local television affiliates, including KSEE NBC TV 24 and KFSN ABC TV 30 have also featured the Golf Academy in Fresno. In terms of print coverage, both the *Fresno Bee* and the *Fresno Business Journal* have covered the Academy. On radio, the Golf Academy has

been featured separately on the Alan Autry and Bill McEwen shows on KYNO Radio and on the Paul Swearingin Show on ESPN Radio in Fresno.

expected to increase in the future, once the Golf Academy finalizes a planned campus in Los Angeles. //



Combined, the Carlsbad and Fresno Golf Academy locations have brought more than 42 positive free media hits for National University, including 14 newspaper articles, six magazine features, 13 television hits, eight radio interviews, and one online story. That number is almost certainly

Endowment Continues to Rank Amongst Nation's 200 Largest

National University maintains an endowment which continues to rank among the top 200 largest in the nation, according to the National Association of College and University Business Officers' (NACUBO) 2009 survey of the leading 842 colleges and universities in the United States and Canada.

Based upon assets of \$278 million in Fiscal Year 2009, National University's endowment was listed as the 178th largest in the United States. Since 2002, National University's endowment assets have increased from \$162.5 to \$278 million, despite a severe nation- and world-wide economic downturn over the past two years.

There were 842 institutions ranked in this year's survey, up 46 from 796 last year.

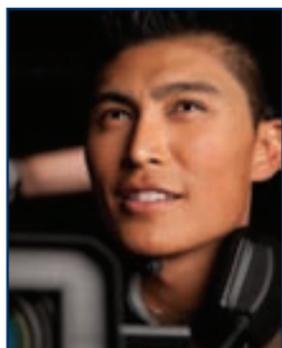
National University's endowment ranks 17th among colleges and universities in California. National's endowment is the second largest among colleges and universities based in San Diego. The University of California, San Diego Foundation's endowment was first in the region, ranking 175th on NACUBO's 2009 survey, with assets of \$281 million. //

National Leads California, Nation in Granting Master's Degrees to Minorities

National University's commitment to diversity is well known in higher education, and according to *Diverse Issues in High Education* magazine, the university once again ranked among the top institutions in the country in granting master's degrees to minority students in several critical categories.

In its annual "Top 100" graduate degree producers list, *Diverse* – which bases its rankings on data from the U.S. Department of Education – listed National University as first in the nation in granting master's degrees in education to Hispanics in academic year 2008-2009, the year for which the most recent complete data was available. National ranked fifth in the nation in granting master's degrees to all minorities in all disciplines combined.

National's dominance as a leader in granting master's degrees to minority students was particularly strong in California, where the University led nine categories, was second in one category, and was fourth in another. Specifically, National University granted more master's degrees in all disciplines combined to Hispanics, African Americans, and Native Americans than any other institution in California.



By specific discipline, National University is a leader in providing master's degrees in education to minority students.

National was first in California in providing master's degrees in education to Hispanics, African Americans, Asian Americans,

and Native Americans. In total, National University conferred 593 master's degrees in education to minorities in the 2008-2009 academic year, representing 27 percent of the state's total master's graduates during that time frame.

National also led the state in providing master's degrees in psychology to Hispanics and ranked second in master's degrees in psychology earned by African Americans. Overall, National University was fourth in the state in providing master's degrees in all disciplines combined to minorities.

Nationally

- First in granting master's in education to Hispanics
- Fifth in granting master's in education to all minorities
- First in granting master's in education to Hispanics
- First in granting master's in education to African Americans
- First in granting master's in education to Asian Americans
- First in granting master's in education to Native Americans
- First in granting master's in psychology to Hispanics
- Second in granting master's in psychology to African Americans
- Fourth in granting master's to all minorities //

California

- First in granting master's in all disciplines to Hispanics
- First in granting master's in all disciplines to African Americans
- First in granting master's in all disciplines to Native Americans
- First in granting master's in education to all minorities



President's Players Awards Honor Outstanding Staff

Each year, outstanding members of the National University staff who have exhibited extraordinary service to the University, its students, and the community are nominated by their colleagues for the President's Player Awards. This year's honorees were recognized during a special event at The Lodge at Torrey Pines in May.

The 2010 President's Players Award recipients included:

Ms. Yvonne Always, Admissions Advisor
 Ms. Maryam Armani, Senior Grades and Attendance Coordinator
 Ms. Krystal Aromin, Admissions Advisor
 Mr. Mark Demers, Assistant to the Dean and Department Chair
 Ms. Tritia Demmitt, Credentials Advisor
 Mr. David Faherty, IT Support Services Technician
 Ms. Ashley Grieshaber, Assistant to the Dean
 Ms. Karen Hannington, Admissions Advisor
 Mr. Cornell Harvey, Admissions Advisor
 Mr. Dave Hokstad, Building Services Manager
 Mr. Garrick Le, Technical Resource Coordinator

Mr. Kin Marsh, Center Assistant
 Mr. Luis Mendoza, Financial Aid Advisor
 Mr. Curtis Moreno, IT System Administrator
 Mr. Kurt Piland, Admissions Advisor



Said Interim President Potter, "We are grateful for the commitment and dedication that these individuals have exhibited this year on behalf of our University." /

Innovative OICs Offer Access to Rigorous Online Programs

Originally envisioned by Chancellor Jerry C. Lee as a new way to introduce prospective students to National's wide range of quality online programs, the University's innovative Online Information Centers have become a successful model for effective outreach to a wide range of geographic regions previously untouched by National.

In 2008, National began enrolling students at OICs which have increased the global presence of the University's rigorous online programs. Today, National operates five OICs in



California in Citrus Heights, Palm Desert, National City, Temecula, and West Covina. Affiliate partner National University International manages OICs in Summerlin, Nevada; Orlando, Florida; and Lima, Peru.

At the OICs, prospective students are introduced to information about National University and its degree, credential, and certificate programs; they experience online classes and receive educational and financial aid counseling, and are assisted with enrolling.

Plans are underway for the opening of more California OICs in San Francisco, Pasadena, and Santa Ana. OICs are also scheduled to open in Houston and Dallas, Texas, as well as in Quantico, Virginia, which will be the first and only educational center of its kind based on a military installation in the United States. /

President's Professoriate Awards Recognize Premier Faculty

Each year, exceptional faculty members at National University are nominated by their peers, colleagues, and deans for the distinguished President's Professoriate Award. In 2010, recipients of the award represented all five schools and the College of Letters and Science.

The 2010 President's Professoriate Awards recipients included:

Dr. Janet Baker
 Dr. Jacqueline Caesar
 Dr. Darla Fabry
 Dr. Ron Germaine
 Dr. Lucinda Kramer
 Ms. Ann Kelly
 Dr. James Larson
 Dr. Paul Majkut
 Ms. Bettina Moss
 Dr. Farhang Mossavar-Rahmani
 Dr. Michael Pickett
 Dr. Ismail Sebetan
 Dr. Douglas Slawson
 Mr. Daniel Thorburn
 Dr. Ronald Uhlig



"Please join me in congratulating these outstanding members of our faculty," said Interim President Potter. "We are grateful for their commitment and extraordinary service to our students and to the academic excellence that is a hallmark of National University." /



Dr. Thomas Gatton Named 2010 Recipient of Jerry C. Lee Faculty Senate Award for Outstanding Achievement



Dr. Thomas Gatton

Dr. Thomas Gatton, an Associate Professor and Interim Chair of the Department of Applied Engineering in the National University School of Engineering and Technology, was the recipient of the 2010 Jerry C. Lee Faculty Senate Award for Outstanding Achievement.

The Jerry C. Lee Faculty Senate Award was established in 1992 to recognize and reward faculty service. Faculty nominate and vote for the recipients on an annual basis.

Dr. Gatton has been with National University since 2001. During his time at National, he has served on the Faculty Search Committee and has been a member of the University's Baldrige Committee. Prior to joining National

University, his academic experience included serving as an Instructor and Assistant Professor at the University of Texas at Austin and as an Instructor and Teaching Assistant at Southern Illinois University. His professional experience includes positions with Korte Construction, Construction Research Associates, and the U.S. Army Corps of Engineers.

Dr. Gatton holds four degrees from the University of Illinois, including a Ph.D. in Civil Engineering, a Master of Science in Computer Science, a Master of Architecture, and a Bachelor of Science in Architectural Studies.

The recipients of the Jerry C. Lee Faculty Senate Award include

- | | |
|-------------------------------------|-------------------------------|
| 1990 – Dr. Jerry C. Lee | 2006 – Dr. Kenneth Goldberg |
| 1992 – Dr. Lee Meihls | 2007 – Dr. Brenda Shook |
| 1993 – Dr. John Carta-Falsa | 2008 – Dr. E. George Beckwith |
| 1994 – Dr. Alice Flores | 2009 – Dr. Carol M. Shepherd |
| 1995 – Dr. Helene Mandell | 2010 – Dr. Thomas Gatton |
| 1996 – Dr. Jerrilyn Sims | |
| 1997 – Dr. Susan Harris | |
| 1998 – Dr. Amjad Abdullat | |
| 1999 – Professor Donald A. Schwartz | |
| 2000 – Dr. Clifford Russell | |
| 2001 – Dr. Octavia Davis | |
| 2002 – Dr. Gary Hoban | |
| 2003 – Dr. Farhang Mossavar-Rahmani | |
| 2004 – Dr. Leonid Preiser | |
| 2005 – Dr. John Nicoll | |
| Dr. Jan Parker | |

Dr. Brenda Shook Receives President's Distinguished Teaching Award

Dr. Jerry C. Lee, Chancellor of the National University System, bestowed the President's Distinguished Teaching Award upon Dr. Brenda Shook, an Associate Professor in the Department of Psychology in the College of Letters and Sciences at National University's Sacramento campus, during this year's San Diego Commencement Ceremony.

The Distinguished Teaching Award recognizes faculty who demonstrate National University's commitment to the highest quality of instruction and to highlight full-time faculty who display excellence in their teaching.



Chancellor Jerry C. Lee presents Dr. Brenda Shook with the President's Distinguished Teaching Award.

"Through the excellence your teaching, Dr. Shook, you set the standard of accomplishment for our entire faculty and reconfirm the University's dedication to teaching as its highest priority," said Chancellor Lee upon bestowing the award upon Dr. Shook.

Dr. Shook has been with National University since 2000, teaching a variety of graduate and undergraduate courses in psychology and related fields. In addition to receiving this year's Distinguished Teaching Award, Dr. Shook is a past recipient of the President's Professoriate Award (2005) and Presidential Award (2004) at National University.

Prior to joining National University, Dr. Shook held positions with The Union Institute's College of Undergraduate Studies, the International Educational Collaborative Foundation, Court Watch, Mt. St. Mary's College's Department of Psychology, and the School of Medicine at the University of California, Los Angeles.

Dr. Shook holds a Ph.D. in Psychology with an emphasis in Experimental and Biological Psychology from Brandeis University, and bachelor's and master's degrees in psychology from California State University, Stanislaus, where she graduated Magna Cum Laude and "With Distinction," respectively.

Initiatives Focus on Exceptional Quality in Online Teaching and Learning

As more students increasingly choose an online environment, it is essential that National University remains focused on providing exceptional online teaching and learning opportunities. To assist in the University's pursuit of Exceptional Quality in Online Teaching and Learning, Interim President Patricia E. Potter spearheaded two critical initiatives earlier this year.

The first initiative is the 2011 President's Commission, which will focus on the topic of Excellence in Online Teaching. Last year, the President's Commission focused on research and exploration into the

characteristics of exceptional quality of content in online courses. This year, the Commission will extend that focus to an exploration of online teaching.

Dr. Ronald Uhlig, Interim Dean of the School of Business and Management, is chairing the 2011 Commission, with the following individuals having agreed to serve as members:

- ▶ Dr. Nelson Altamirano, School of Business and Management
- ▶ Dr. Lynn Anderson, School of Education
- ▶ Dr. Melinda Campbell, College of Letters and Sciences

- ▶ Mr. Scott Campbell, School of Media and Communication
- ▶ Mr. Joseph Cervantes, Faculty Technology Learning Center
- ▶ Dr. George Drops, Center for Teaching Excellence
- ▶ Dr. Peilin Fu, School of Engineering and Technology
- ▶ Dr. Pavel Glukhovskiy, College of Letters and Sciences
- ▶ Mr. James Jaurez, School of Media and Communication
- ▶ Dr. Colin Marlaire, College of Letters and Sciences
- ▶ Dr. Lynn McCann, School of Business and Management

- ▶ Dr. Michael Myers, School of Health and Human Services
- ▶ Dr. Cathy Pohan, School of Education
- ▶ Mr. Fidel Salinas, School of Engineering and Management
- ▶ Dr. Brenda Shook, School of Education
- ▶ Dr. Stuart Schwartz, School of Education
- ▶ Dr. Richard Weaver, School of Business and Management

Recognizing the role of external validation in the ongoing pursuit of academic quality, National University has engaged with Quality Matters, a nationally-recognized, faculty-centered peer review organization. As of October 1, 2010, 24

faculty members had submitted their online courses to Quality Matters for peer review. At the time this newsletter went to print, five faculty members have had their courses recognized: Scott Campbell, Cathy Lauer, Bettina Moss, Jeffrey Mueller, and Janet Richards. Based on early feedback, the University anticipated that at least eight to 10 more courses would be recognized as meeting all Quality Matters standards in the near future.

"I feel strongly that the Commission and Quality Matters are initiatives that will sharpen our focus on assessment and quest for exceptional quality in our online programs," said Interim President Potter.

National Expands Social Media Footprint

In an effort to stay connected with prospective and current students as well as with alumni, National University and the affiliates of the National University System have expanded their social media footprint to a diverse range of outlets over the past year and a half.

National University officially launched a page on Facebook in June 2009, and since that time the number of people who like the page has grown to more than 3,500, with more people joining every day. In addition to National's

Facebook pages, John F. Kennedy University, the National University Golf Academy, WestMed College, the National University Center for Integrative Health's Integrative Health Review, and the National University Virtual High School all now have pages on Facebook.

The National University Golf Academy has been particularly active on Facebook, with new postings each week from Directors of Instruction Ted Norby and Mike Springer in Carlsbad and Fresno, respectively. The posts focus

on results of golf tournaments, equipment, techniques, and tips.

John F. Kennedy University launched its Facebook page in September of this year and already has 200 friends. JFK University's page is utilized by students, faculty, and staff to stay connected on a variety of topics. National University Virtual High School launched its Facebook page almost a year ago to communicate with students, parents, and teachers on a wide range of important updates, including reminders about standardized testing (SATs),

college application deadlines, and NUVHS course schedules.

National University's Twitter page launched in August 2009, and today the University has 383 followers. The number of interactions and people re-Tweeting the University's posts continues to increase on a regular basis. Spectrum Pacific Learning Company and Integrative Health Review also are active on Twitter, with Integrative Health Review Tweeting on a daily basis.

The National University

Golf Academy ran an innovative video contest on Facebook and also has an impressive video collection on YouTube. Moving forward, through a coordinated Five Year Social Media Strategy, the University and its fellow System affiliates will continue to increase their presence on other social media outlets such as Flickr and Linked In, where National and JFK University will continue to actively reach out to their alumni. JFK University, which launched its Linked In page in September, already has nearly 70 members. /



A Message of Pride

Continued from page 1

understand that families celebrate their pride in very different ways. The National University System is proud to be a leader in educating diverse learners. We foster diversity in its purest form: through ideas that enlighten, engage, and inform. We share pride in our beliefs; our ethnicity, our culture, and our religion are central to how we define ourselves."

Universities across the United States share in the common knowledge that this country was founded on freedom and access to education, and National University is no exception.

"Patriotism can be one of the most powerful forms of pride. Pride makes individuals champions and teams great. Pride provides inspiration to move groups to triumph against considerable odds," said Dr. Lee.

As one of National University's core values, commitment to community has long been central to what defines the University and to what makes it truly successful.

"Our virtues and our values are at the core of who we are," stated Dr. Lee. "Few things are as moral, good, and noble as providing access to lifelong learning. We should be proud of our contributions to the communities we serve and

of the community we have built within the System. We know that individuals within a community caring for each other are what sustains it."

One of the definitions of pride is "pleasure or satisfaction taken in something done by oneself or believed to reflect credit upon oneself."

"The incredible growth and diversity of the National University System is a reflection of our hard work, but also of our collective commitment to education," explained Dr. Lee. "Each of us has a right to take personal satisfaction in the accomplishments of the students who learn at our campuses.

"The National University System is the first, best entity of its kind, a model for the future of higher education. I believe no other institution reaches out to the diversity of constituencies served by the National University System. We should be proud of that. In order for an individual or a group to excel, they must have a

high sense of self-worth. It is not the opinions of others that matter. It comes from within."

A hallmark of National University is the loyalty of the faculty, administrators, and staff, many of whom who have dedicated the better part of their careers to serving the University's students.

"Some of the men and women in this room have devoted decades to building our reputation. Their actions, attitudes and priorities have been critical to our success. Our System has benefitted greatly from their pride in their work."

In closing, Chancellor Lee established the tone that will shape the collective efforts of the entire National University System community during the coming year.

"Only through the desire to create something greater than itself can mankind reach its loftiest heights," said Dr. Lee. "As a family, everyone in this room has a rightful claim to be proud of the collective achievements of the National University System. I believe our pride is essential to achieving, even reaching above even the most ambitious goals we set for ourselves and to making 2011 our greatest year." /

Distinctive Research Council Sets University Standards

Members of the National University Research Council work in cooperation with the Office of the Provost to provide leadership, assessment, and guidance to the research and scholarship efforts of the University. The Council sets standards for research activities across the University through review of full-time faculty scholarship and compiles an annual publication recording research being carried out by full-time faculty.

Appointment to the Research Council is a great distinction, as members are often faculty who exhibit an exemplary record of scholarship, research, and professional publications. Not more than two faculty members from each School and the College of Letters and Sciences at National University are chosen to serve on the Council.

The current Research Council includes:

- ▶ Dr. Joan Van Tassel (Chair), School of Media and Communication
- ▶ Dr. Zhonghe Wu (Vice-Chair), School of Education
- ▶ Dr. Ismail Sebetan, College of Letters and Sciences
- ▶ Dr. Nataliya Serdyukova, College of Letters and Sciences
- ▶ Dr. David E. Smith, School of Business and Management
- ▶ Dr. Robyn Hill, School of Education
- ▶ Dr. Peilin Fu, School of Engineering and Technology
- ▶ Dr. Mohammad Amin, School of Engineering and Technology
- ▶ Mr. Bryan Tune, School of Health and Human Services
- ▶ Mr. David Adesanya, School of Health and Human Services
- ▶ Dr. Sara Ellen Amster, School of Media and Communication

"I look forward to working with the Research Council to ensure that National University remains at the forefront of scholarly excellence," said Dr. Eileen Heveron, National University Provost. /



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Communications Group Garner Top Awards

The National University System's Communications Group earned an impressive list of awards over the past year for a variety of specially produced marketing pieces that artfully and successfully communicated the offerings of the System's affiliates.



Standing out among these awards are those garnered from the Council for Advancement and Support of Education (CASE), an international organization whose awards are recognized as among the most prestigious in the field of education.

Competition for all of the awards listed below is intense, with each contest attracting entries from thousands of organizations from around the world. The most recent awards garnered by the Communications Group include:

CASE Circle of Excellence Awards:

Bronze Award for the 2009 National University System Annual Report

CASE District VII Awards of Excellence winners:

Silver for the National University System "Thank You" television commercial

Silver for National University's *Vision* magazine

League of American Communications Professionals' 2009 Spotlight Awards

Platinum Award for the "We Are" television commercial

League of Communications Professionals' 2009 Vision Awards

2009 National University System Annual Report

Platinum Award, Overall Competition

Silver Award, Best In-House Annual Report

Named One of Top 100 Annual Reports of 2009

2010 Premier Print Awards

2009 National University System Annual Report

25th Annual Educational Advertising Awards

Gold Award, Chancellor's Orientation to the National University System video

Gold Award, National University System Annual Report

Silver Award, National University Network Newsletter

Bronze Award, "We Are" Television Commercial

San Diego Ad Club Addy Awards

COLLATERAL MATERIAL CATEGORY

Bronze Addy for the 2009 National University System Annual Report

ULTIMATE TORTURE CATEGORY (for work completed but not produced)

National University "Journal of Thought" Book Cover

American Advertising Federation Addy Competition

Silver Addy for the 2009 National University System Annual Report

Reaching New Heights

Continued from page 1

- As we begin Academic Year 2011, National University has awarded more than 165,000 degrees and credentials;
- In addition to being the second largest private, non-profit university in California, National University is the 12th largest in the United States;
- The School of Education has recommended more teachers for credentials than any single California institution for the tenth consecutive year and its Special Education program is the largest in the state and the second largest in the nation;
- The 645 nursing students enrolled in National's pre-licensure program constitute California's largest program of its type;
- The University launched new Online Information Centers in Palm Desert and Bonita and the opening of OICs in San Francisco, Pasadena, and Santa Ana are imminent;
- In June, in attainment of its goals for 2010, National University became debt-free;
- National University was recognized as one of *The Chronicle of Higher Education* "2010 Great Colleges to Work For." National was one of ten institutions named to the 2010 Honor Roll that included the University of Michigan, the University of Southern California, and the University of Notre Dame;
- John F. Kennedy University experienced the best financial performance in its history, significant enrollment growth and re-affirmation by WASC for seven years;
- National University International assumed responsibility for international recruiting and student services, opened Online Information Centers in Orlando, Florida, and Lima, Peru, and is preparing to launch OICs

this year in Houston and Dallas, Texas;

- The Division of Pre-College Programs served more than 2,000 students in Academic Year 2010, experiencing growth of 70 percent. The Virtual High School received WASC approval through 2013 and the National University Academy graduated more than 200 students in June, many of whom were the first members of their families to receive a high school diploma;

Sciences Center for Cultural and Ethnic Study, the National University System Center for Integrative Health, and John F. Kennedy University's community counseling centers.

For the second year in a row, Dr. Lee renewed his pledge that no National University System employees would lose their jobs or see a reduction in their compensation or benefits due to the economy, drawing an appreciative ovation from the crowd.

In closing, Dr. Lee encouraged the men and women of the National University System Community to take great pride in their commitment to serving the students who grace the affiliates' campuses.

"As we look to the future, we know the road is long. We know we won't rest until we reach our goals," said Dr. Lee. "Let our accomplishments, rather than other people's perceptions, be the measure of our pride – in ourselves and in the National University System. Let us exalt briefly in what we have accomplished together and then continue along the path we have shared

for so long with the same dedication and devotion."

"Be proud of what you have accomplished. We have faced and overcome difficult challenges," continued Dr. Lee. "Other institutions might not have survived such odds as we experienced in the early days. But we did, and we are stronger as a result."

"Our pride is evident in the tremendous organization we've built together. As you leave here today, remember that we never gave up. Remember that we never lost sight of our goals. Remember that we never let go of our pride." //

“Be proud of what you have accomplished. We have faced and overcome difficult challenges. Other institutions might not have survived such odds as we experienced in the early days. But we did, and we are stronger as a result.”

- Spectrum Pacific Learning Company was awarded an "Excellence in Practice Citation" from the American Society for Training and Development and in 2010 served students from the National University System representing more than \$104,000,000 in online tuition revenue;
- WestMed College is preparing for expansion to Fresno, Costa Mesa, Chula Vista, and Kearny Mesa.

Dr. Lee also acknowledged the extraordinary growth of the National University Golf Academy in its first year and the important and prolific work being accomplished by our colleagues in the National University System Institute for Policy Research, the College of Letters and