Welcome to ONE SYSTEM

I am pleased to share with you the inaugural issue of One System, a new newsletter featuring the latest information about the National University System.

When it was established in 2001, the National University System’s goal was to meet the emerging challenges and demands of education in the 21st century. The System sought to connect a diverse population of students to a network of innovative educational programs that were relevant to their lives, careers, and the marketplace and were delivered in a format that respects competing life priorities.

Today, through a continued commitment to growth and innovation by the affiliates of the System, those goals are being met in ways that are largely unprecedented in
National University System to House San Diego Institute for Policy Research

The National University System has become the new home of the San Diego Institute for Policy Research, a groundbreaking economic think tank that promotes high quality economic, policy, and public-opinion research to improve the efficiency and effectiveness of local governments in the San Diego region, Chancellor Jerry C. Lee announced in January.

The announcement positions the National University System as a leading institution of higher education that is engaging the major policy issues facing the San Diego region.

The National University System Institute for Policy Research is an independent institute that conducts research and publishes articles, policy briefs, and other materials about regional issues, including municipal government, economic policy, housing, transportation, infrastructure, and fire preparedness. Since its launch in January 2007, the Institute has produced three major policy reports, seven shorter policy briefs, 10 economic bulletins, eight public opinion polls, and over 70 commentaries.

The National University System Institute for Policy Research’s efforts have had a direct impact on several major decisions, including water policy, the City of San Diego’s budget, the enhancement of regional fire protection, and the debate over Wal-Mart Superstores.

Steve C. Francis and Robert J. Watkins, two highly successful local businessmen, will serve as co-chairs of the National University System Institute for Policy Research.

I am particularly pleased with the synergistic nature of the System’s offerings; in one way or another, all of the affiliates are involved with providing lifelong learners access to education related to allied health, meeting an urgent demand for highly-skilled professionals in our nation’s healthcare industry.

We can all take pride in the collective achievements of the affiliates of the National University System, and I urge you to remain committed to the System’s continued growth and success.

Jerry C. Lee
Chancellor
National University System
Research’s advisory board. Mr. Francis is the original founder of the Institute.
Erik Bruvold, president and CEO of the Institute, has been involved
with San Diego politics and policy making for two decades. Kelly Cunningham,
the Institute’s Economist and Senior Fellow, is a former chief economist and
research director for the San Diego Regional Chamber of Commerce. Vince
Vasquez, Senior Policy Analyst for the Institute, has worked on a wide variety
of local and regional policy issues, including government taxes and finance,
telecommunications, urban life, poverty, and the Latino community.

In addition to producing special reports, the National University System Institute for
Policy Research will continue to publish the San Diego Economic Ledger, a bi-monthly
report highlighting key economic happenings in the San Diego region.

National University System to Sponsor
Green C Certification Program

In keeping with the National University System’s commitment to environmental
compliance and corporate sustainability, Chancellor Jerry C. Lee announced in
January that the System has reached a three-year agreement with the American
Consumer Council (ACC) to become the exclusive higher education sponsor of
the ACC’s landmark “Green C” Certification program.

The System’s sponsorship will allow the ACC to vigorously promote, market, and
expand the Green C Certification program domestically and internationally. The
National University System will develop and market online training programs
which will assist organizations in their pursuit of Green C Certification.

The goal of the Green C Certification program is to encourage and recognize green
practices among businesses and organizations throughout North America, and to
promote corporate social responsibility (CSR). To achieve this goal, the ACC
incentivizes businesses, government agencies, and nonprofit organizations to operate
in an environmentally efficient manner, and recognizes those deserving organizations
that meet ACC’s environmental compliance and CSR criteria with Green C
Certification.

The Green C criteria are among the most comprehensive for any organization
dedicated to earning the recognition and respect of consumers for its commitment
to environmental compliance and corporate social responsibility. To earn Green C
certification, an organization must meet minimum standards and practices in seven key
areas that the ACC evaluates and verifies through its formal certification application
process, including: 1) Environmental Compliance; 2) Pollution, Waste Management,
and Waste Prevention; 3) Energy Conservation and Efficiency; 4) Water Conservation
and Efficiency; 5) Employee, Supplier, and Consumer Education; 6) Green Community
Enhancements, Recognition, and Financial Results; and 7) Societal Impact.

National University Named Professional
Teaching Development Center

As part of a statewide effort to provide a quality education for every child in
California, the National Board for Professional Teaching Standards (NBPTS)
announced that four local universities, including National University, and one
county office of education have been selected as Professional Teaching
Development Centers (PTDCs) that will strengthen the state’s support for
National Board Certification, the highest credential in the teaching profession.

To learn more visit: www.nusystem.org
One System

The center will consolidate the activities of four current call centers into two centers, which will report to a new associate vice president. The Admissions Center will be responsible for the lead management process, from the point of student inquiry until the end of the student’s first class for all 100 percent online students located outside of California. The Admissions Center will also function as the prequalification step for electronic leads and inbound telephone calls (800-NAT-UNIV and 866-NAT-ACCESS) that will be transferred to the regional campuses. The activities performed by National University’s outsourced pre-qualification vendor, the Online Center, and the Commerce Center, will be performed by the Admissions Center.

The Student Concierge Services Center will continue to provide first-class support for all students, regardless of location or method of academic delivery. Student Concierge Services will accept the additional responsibilities of student retention, academic schedule advisement, and other student advisory activities for online students located outside of California.

This new call center process and restructuring will not change the current process at the regional campuses; it is instead designed to enhance recruitment activities by providing higher quality and more efficient electronic lead follow-up and transfer. Scheduled to be fully implemented before the end of this fiscal year, the ASCS will be located in National University’s facility in Mission Valley and will be under the direction of Mr. Daren Upham, who was named associate vice president of the ASCS in January.

School of Media and Communication Introduces New Dean

In a move that continues to strengthen National University’s commitment to quality faculty and academic leadership, the School of Media and Communication (SOMC) introduced Ms. Karla Berry as its new dean in December.
Prior to being named dean of SOMC, Ms. Berry was an associate professor of Media Arts in the Department of Art at the University of South Carolina. Ms. Berry is the president of the International Digital Media Arts Association (iDMAa). She also previously served as president of the University Film and Video Association (UFVA).

As a member of the South Carolina Film Consortium, Ms. Berry also produces independent film projects. With collaborators from Serbia, Slovakia, Brazil, India, and the United States, she is executive producer/director/editor on The Global Rivers Project: Workflow and Collaboration. Her other experimental, documentary, and interactive media projects have been exhibited internationally, including screenings in France, Brazil, Austria, Singapore, and China among others.

Ms. Berry earned a Master of Fine Arts degree from the School of the Art Institute of Chicago. As SOMC’s dean, she will lead the school in several important initiatives including enrollment growth, program development, and assessment.

“In these challenging and uncertain times, it is more important than ever for business, academic, and community leaders to join together in partnership to emphasize and celebrate the numerous benefits and dividends of organization excellence, and to showcase the best among us and learn from their successful practices and policies,” said Dr. Thomas Green, provost of National University.

The seven winners were selected from pool of more than 50 nominees. The winners were judged by a distinguished panel of local business and community leaders, including Phil Blair, CEO, Manpower; George Chamberlin, executive editor, San Diego Daily Transcript; Judy Forrester, president/CEO, LEAD San Diego; Joe Guerin, editor, San Diego Daily Transcript; Dr. Eileen Heveron, vice president of information technology, National University; Carolyn Larson-Garcia; president/CEO, Aegis Electronic Group Inc.; and Don Zillioux, founder/chairman, Strategic Development Worldwide LLC.

For more information about the Peak Performance Awards, visit http://www.sddt.com/microsite/peakperformance/.

National University Recognizes Local Businesses with Peak Performance Awards

National University’s Center for Organizational Excellence announced the seven winners of the second Peak Performance Awards at its awards banquet in November. The 2008 Peak Performance Awards winners were: Elite Systems Integrators, Inc.; Gordon & Rees LLP; NTC Promenade; Rancho Santa Fe Technology, Inc.; RBF Consulting; SGIS; and Torrey Pines Bank.

The Peak Performance Awards recognize organizations that have demonstrated a strong commitment to their mission, core values, customers and employees, and the ability to sustain profitability over a measured period of time.

National Polytechnic Moves Into New Campuses

It’s been a busy year for the affiliates of the National University System, but few have seen as many dramatic developments as National Polytechnic College of Science (NPCS).

In San Diego, the College moved into its new campus in a two-story building in the recently-opened National University Technology and Health Sciences Center. In addition to administrative offices and classrooms, the location features a nondestructive testing lab, medical and hyperbaric labs, a computer lab, and welding and diesel labs. In Los Angeles, National Polytechnic’s classroom and
administrative space moved to National University’s campus near Los Angeles International Airport.

But National Polytechnic’s most unusual move came with the help of a tugboat. After a year-long retrofit at Marine Group Boat Works in Chula Vista, National Polytechnic’s newest facility – a 110-foot long, 34-foot wide naval vessel, rechristened “Discovery” – was towed to its home in the Port of Los Angeles.

Originally commissioned in 1952, Discovery had a distinguished career in the U.S. Navy, even seeing time as a submarine tender, prior to its new service with National Polytechnic. Completely remodeled, Discovery now serves as a fully functional campus, with two 20-person state-of-the-art classrooms, a central office complex, faculty offices, computer lab, training tank, dive stations, multiple-deck hyperbaric chambers, welding station, and maintenance shops. Discovery will officially begin serving the College’s students in February. The programs that will be taught on Discovery include commercial diving, underwater welding, advanced dive medicine, and nondestructive testing.

NPCS also is under new leadership after Ms. Kathleen Winston, who has more than 30 years of experience in both higher education and nursing, was named president in November. Ms. Winston joined NPCS from the Emeritus Institute at Saddleback College, where she has served as dean of Health Sciences and Human Services since 2003. In her role as dean, she administered the operation of a 14,000-student division with five health sciences programs, seven human services certificates, and an American Sign Language/Interpreting program.

Previously, Ms. Winston served as interim dean, Health Sciences and Nursing program director at Pasadena City College from 2001-2003, and lead district school nurse for Corona-Norco Unified School District from 1995-2001. She also served as an associate professor of nursing at both Cypress College (1994-1995) and California State University, San Bernardino (1991-1994). Ms. Winston earned associate’s and bachelor’s of science degrees in nursing from the University of Nevada at Las Vegas. She earned master’s of science in nursing degrees from both California State University, Los Angeles and the University of San Diego. She is currently working on a doctoral degree in nursing education and administration from the University of San Diego.

In addition to new campuses and leadership, NPCS also expanded its Allied Health programs earlier this year when the College began offering an Associate of Science in Health Information Technology and an Associate of Science in Substance Abuse Counseling.

Since 2002, Spectrum Pacific Learning Company LLC (SPL) has been creating and supporting distance and online learning. As a purveyor of innovative, custom e-learning solutions, SPL understands the history and product landscape of online learning.
Today, SPL has increased its offerings, expanding into such areas as content and course development; e-learning consulting; strategic planning; moving online integration services with vendors; accreditation support; content licensing; courseware hosting; client services and 24/7/365 tech support; account and project management; student concierge services and support; web solutions services and multimedia (i.e., Flash) development; video production services, editing, and streaming for education and training online; and e-learning training and orientations.

This year, SPL worked with National University’s information technology department and Arizona-based Kinetic to increase search engine optimization capacity. Doing so gave SPL new in-house expertise, resulting in SPL having the ability to continue to enhance its website with new search-engine friendly copy. In response to this need, SPL created a Web and Media Solutions Division, which can serve any organization seeking to improve its position in the marketplace through a new or updated website.

During 2008 SPL developed several new clients including Microsoft, The Cooper Institute, Patrick Henry College, BEI, Wolters Kluwer, An Organized Planit, The National Family Justice Center Alliance, and Continua Consulting Group. The diversity of business, industry, and academic market segments demonstrates the unilateral growth in online learning and Internet commerce. The past year was one of SPL’s most successful in terms of growth in clients and new innovations related to online learning.

NUVHS recruits over 75 percent of its students through referrals, demonstrating the positive presence the school has established in the greater K-12 community.

When it was established, NUVHS originally served traditional high school-aged students. Recently, NUVHS received approval to expand its online programs to include an adult education track leading to a high school diploma for students 19 and older, increasing yet again the National University System’s ability to offer access to education to a wide range of students.

During 2008, NUVHS also received approval for its Advanced Placement (AP) courses, NCAA approval for core courses and graduation, and achieved University of California provider status. These approvals are helpful in focusing efforts on recruiting more full-time students seeking an NUVHS diploma rather than just part-time students. In 2008, NUVHS was proud to award diplomas to its first graduates, who have all been accepted to schools in the University of California System as well as to prestigious private schools.

NUVHS’ full range of 70 courses includes mathematics, social science, English, fine arts, science, and electives. New course offerings in 2008 included physics, psychology, earth science, statistics, survey of humanities, and AP Language and Composition and AP U.S. History. Almost 40 percent of NUVHS students are generated through partnerships that are utilizing NUVHS to create online options and more elective offerings. NUVHS teachers are seasoned in traditional and online environments with strong subject area expertise.

Since 2003, NUVHS has served more than 1,200 full- and part-time students from across California, the nation, and overseas. NUVHS courses are considered college preparatory courses by the school, and are developed to ensure that students receive the most interactive and engaging learning experience available. All Advanced Placement courses have been reviewed and approved by the College Board.
NUVHS works with over 293 schools throughout 27 California counties and 30 U.S. states. Students choose the flexibility of NUVHS to support their busy lifestyles which include sports, acting, filmmaking, traveling, and other activities.

NUVHS is part of the National University System’s Division of Pre-College Programs with its sister institution, the National University Academy.

National University Academy Extends Access to Hundreds of New Students

Since its inception, the National University System has been dedicated to offering multiple pathways to a diverse range of educational offerings for traditionally underserved learners. That commitment was clearly evident in February when the National University Academy (NUA) extended enrollment access to several hundred high school students from the Career Paths program at Eagles Peak Charter School in north San Diego County. By transferring to NUA, the students, who would otherwise be disrupted at the end of the school year, will be provided with a stable academic environment for the duration of their high school programs.

NUA, which is chartered by the Lakeside Union School District, opened in September and offers programs to 9-12 graders at several locations in San Diego County. Welcoming the students from the Career Paths program was a natural extension of the Academy’s charter since both programs follow an independent study model. The Academy will provide the students with the ability to continue in their programs without a change of location and in most cases, without a change of teachers. Under its charter, NUA is able to serve San Diego and contiguous counties, which enables expansion to an additional 10 to 14 sites.

Several outreach efforts were made by Eagles Peak administrators to the Academy to open its enrollment process to the students and staff in an effort to provide a secure learning environment which maintained the students’ academic continuity.

In a letter to the Academy, Eagles Peak Interim Executive Director Dr. Art Townley stated “students and staff will benefit from the stability, status, and expertise of the National University System.” With his endorsement, the Eagles Peak Board unanimously supported NUA’s willingness to embrace their former students and staff. The students will officially begin their studies at the Academy in February.

WestMed Improves Offerings, Upgrades Campuses

When WestMed College became an affiliate of the National University System in early 2007, it opened new pathways to allied health programs for students of National University and the System’s other affiliates. The affiliation also served to diversify the academic programs and broaden the student population of the National University System.

WestMed, based in San Jose with an additional campus in Merced, continued to make significant progress in its goal of growing and improving its offerings to students and the healthcare community over the past year.

After revamping its curriculum, WestMed received approval for its nursing program from the Board of Vocational Nursing and Psychiatric Technicians. The College also received approval following a successful reaccreditation visit from the Santa Clara County Emergency Medical Service Agency. The College partnered with National University to begin development of associate’s degrees in transitional nursing and paramedic studies.

WestMed’s campus in Merced also received approval from the Board of Vocational Nursing and Psychiatric Technicians, including approval to run three cohorts of 30 nursing students, adding significant capacity to WestMed’s nursing programs. The College’s Merced location also received initial approval from the Accrediting Commission for Career Schools and Colleges of Technology.
In early 2009, WestMed will be moving from its former home to its new headquarters at National University’s campus in San Jose. Much like the University’s Technology and Health Sciences Center in San Diego, which was the first campus built specifically to host multiple affiliates of the National University System, WestMed’s move to National’s San Jose campus will offer its students greater access to the many support services and quality facilities available at the College’s new location.

Similarly, WestMed will be moving to a new, upscale campus in Merced in 2009. The campus will be in close proximity to the University of California, Merced campus and to Merced Community College, offering premier opportunities for exposure by WestMed’s target student population. The campus will accommodate classrooms of up to 40 students along with space for admissions and other student service personnel.

In a move which will serve to further expand WestMed’s ability to train healthcare professionals, the College received approval from the Bureau for Private Postsecondary Vocational Education to operate a campus in San Diego, marking the first time WestMed will have a campus in Southern California.

National University International Extends Global Reach

National University International (NUI) was established in 2006 with the stated goal of providing premier online education opportunities to students around the globe.

In 2007, NUI expanded its operating objective to include assisting the National University System in its global expansion efforts. The first step of NUI’s strategic plan included the launch of Online Information Centers (OIC) outside of California.

The first out-of-state OIC opened in Summerlin, Nevada in November, 2008. Mr. Bill Regenhardt, who has over 13 years of experience in sales, marketing, and business operations, was hired as manager of the Summerlin OIC. Also in 2008, the State of Nevada Commission on Postsecondary Education approved National University to offer its English Language Programs at the University’s campus in Henderson. These courses are managed by NUI and run through the National University Language Institute.

In 2009, NUI will be expanding the National University System’s reach to Lima, Peru, where it plans to open an OIC in February. Mr. Freddy Rios, who has both an understanding of the education market in Peru and the connections and capabilities to create partnerships in both public and private institutions, was hired as operations director for the Lima OIC. Mr. Rios has a proven track record of branding for his previous employer, San Ignacio Del Loyola, a private university in Peru. NUI’s OIC in Lima will be located in the Chronos building, across the street from the U.S. Embassy.

In addition to its efforts in Peru, NUI is also pursuing opportunities in the Far East. In collaboration with Global Campus Management, NUI has signed a Memorandum of Understanding (MOU) with Sangmyung University, in Seoul, Republic of Korea. The MOU opens the door for the joint development, administration, and recruitment for paralegal programs offered by National University. NUI also has signed a contract with Boston International School in the Republic of Singapore, where an online cohort for National University’s programs will be established, adding to NUI’s growing reputation as an innovator in global education.

CIH Launches New Programs

The National University System Center for Integrative Health (CIH) has developed two new certificate programs available to students in conjunction with National University.

The first is a graduate certificate in patient advocacy, which is being offered through the College of Letters and Sciences at National University. The program, which

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began enrolling students in September 2008, was created to prepare professionals to work with patients and providers to help them better understand complementary and alternative approaches to treatment, ultimately helping patients receive the best possible care.

The second program is an online graduate certificate in bereavement studies, which is intended to educate learners from all walks of life in the area of death, loss, and bereavement. Graduates of this program may choose to sit for a certification in thanatology or other bereavement specialist certification, which allows the individual to become credentialed as a Certified Thanatologist. Individuals with this specialization can work in areas such as palliative and hospice care, geriatric facilities, post-death services, spiritual counseling, hospitals, mental health, community health, educational settings, and rehabilitation centers. The bereavement certificate was designed by Dr. Christina Zampitella, who holds master’s degrees in counseling psychology and clinical psychology, as well as a PsyD. in Clinical Psychology. She is the president and CEO of Integrative Psychological and Assessment Services, a group practice in San Diego.

CIH showcased all of its programs in October 2008 at the largest integrative health conference and exhibition in Europe, the CAMEXPO. Held annually in London, the conference attracted more than 4,000 attendees. CIH was the only American institution exhibiting at the conference.

CIH also exhibited at the Scripps healthcare conference “Integrative Holistic Medicine” in San Diego in November, and in January at Scripps’ “Natural Supplements” conference. In February, CIH will exhibit at the Integrative Healthcare Symposium in New York, annually the largest integrative practitioner conference in the United States. CIH gained additional recognition when it was highlighted on the Dr. Pat Show in January and again in mid-February.

CIH now offers certificates in patient advocacy and bereavement studies.

National University Academy of Golf Under Consideration

The National University System is exploring the possibility of adding an exciting new member later this year: the National University Academy of Golf.

The Academy of Golf would offer students an opportunity to complete academic requirements while preparing for careers in golf through concurrent enrollment in college level golf management courses. The Academy’s programs would start with high school level classes and progress up through associate degree programs in management positions related to the golf industry. The academic core subjects would be delivered online, with courses in golf provided through onsite instruction. The goal would be to offer curriculum based on quality academic programs and superior golf management skills.

The Academy would be based in San Diego, where partnerships with local golf courses and the golf industry would serve to facilitate internship and vocational experience for both high school students and students working on their associate’s degrees. Given enough students, the Academy could potentially offer a high school golf team in the future.

With the ever-increasing rise in the popularity of golf, and the expansion of its core market to a younger demographic, the establishment of a National University Academy of Golf would be a logical next step in the National University System’s commitment to the delivery of quality academic programs to traditionally underserved lifelong learners.

To learn more, visit: www.cih.nusystem.org

Given enough students, the Academy of Golf could offer a high school team in the future.