

Technological advancements. An increasingly diverse and global society. Mounting student debt. The Internet. These are just a few of the challenges—and opportunities—facing institutions of higher education today. From offering multilingual degrees and hybrid courses to creating programs tailored to entrepreneurial dreams, schools are adapting to meet the needs and interests of today's college students. Open your spirals and take notes as we examine

# THE EVER- CHANGING LANDSCAPE OF HIGHER EDUCATION

BY CHRISTINE HAYES

PHOTOGRAPHY COURTESY OF DUSTYPXEL/ISTOCK (GRADUATION CAP), AUBURN UNIVERSITY (BUILDING)

## FUND YOUR FUTURE

**A frequent topic of discussion among academics is the increasing cost of an education.**

The Institute for College Access and Success found that graduates in the class of 2014 owed an average of \$28,950—up 56 percent from a decade ago. (For comparison: Inflation grew 25 percent over the same period.) In addition to the funds that students borrow for classes, they often have to pay up front for books, food, and fees.

Yet few colleges have devised a plan that cuts costs for students and still maintains cash flow for the school. Auburn University, however, created an all-inclusive tuition bundle. When you pay for a semester in Auburn's Executive Program, you're covering the cost of classes, books, room and board during campus visits, and more. Plus, students are eligible for loans that are not needs-based. The school also has a concierge service that handles logistics for every student, from class registration to accommodations during on-campus workshops.

Do you have a full-time job? Are you raising a family? Both? Auburn also caters to graduate

students' busy schedules. The university's degree programs are based almost entirely online, which allows attendees to watch lectures and complete coursework on their own time. Students still feel connected to the university, though. They'll visit campus five times throughout the program, helping build a sense of community, no matter how far from

campus the student lives.

Auburn has used a combination of online and in-person education in its executive programs since the beginning, according to Kim Kuerten, the programs' executive director.

"We've been using a hybrid learning model since before it was cool," Kuerten says.



Lowder Business Building on the campus of Auburn University

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The Auburn program is a clever, flexible combination of on-campus residencies and distance technologies that allow you to continue in your job while receiving the first-class education that will send your career skyward.



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# STUDY ON YOUR TIME

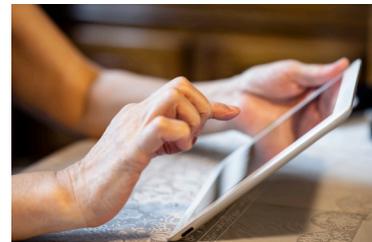
Thanks to the proliferation of the Internet and its power to help people build worldwide networks, Auburn isn't the only school taking advantage of online learning platforms.

The University of North Texas offers completely online, accelerated options for professionals looking to

bolster their qualifications. Students can choose between an organizational behavior and

human resource management MBA, a strategic management MBA, a learning technologies Master of Science, or an educational leadership Master of Education. UNT also offers a course for Texas Principal Certification.

UNT's online classes typically run for eight weeks, and students can often complete the degree programs in about a year. The convenience, efficiency, and quality of education at UNT has garnered praise from *Forbes* magazine, *Princeton Review*, and *U.S. News & World Report*.



Going forward, UNT will place a greater emphasis on video as the courses develop and graduate schools rely more on technology. From pre-recorded lectures to web conferences with peers, the medium will surely play a more significant role in future UNT graduate programs.



UNT's accelerated online programs let you study when it's convenient for you and your family.

PHOTOGRAPHY COURTESY OF TSUJII/ISTOCK (IPAD), GEORGEVIC/ISTOCK (STUDYING FROM HOME), BRAUNS/ISTOCK (DOCTORS)

## THIS SCHEDULE ALLOWS FULL-TIME PROFESSIONALS TO EARN A MASTER'S DEGREE WITHOUT PUTTING THE REST OF THEIR LIVES ON HOLD.

At UCLA, students in the executive and professional programs at the Fielding School of Public Health only attend in-person sessions one or two weekends per month. This schedule allows full-time professionals to earn a master's degree without putting the rest of their lives on hold.

The Executive Master of Public Health program focuses on business and management in health care, and those enrolled in it can partake in a business plan competition that brings health care marketing, finance, and strategy together while placing the student in a practical scenario. The Master of



UCLA's cohort-based programs emphasize close collaboration in an intimate learning environment.

Public Health for Health Professionals program is centered on community health, health education, and health promotion. Both programs offer team-centered course sessions, plus networking

events with top-tier executives in the health care field to better prepare students for post-graduation.

As health care evolves, the programs continue to adjust to suit the needs of the industry. The EMPH program offers a health IT course to keep students in tune with

relevant technology and has added new courses focusing on the Affordable Care Act and integrated health systems. In the coming months, the program will also launch non-degree seminars and certification courses for a more diverse portfolio.



## THE NEXT MOVE IS YOURS.

The UCLA Fielding School of Public Health offers two cohort-based Executive Education programs for working professionals intent on expanding their responsibilities and taking their career to the next level.



The **Master of Public Health for Health Professionals (MPH | HP) Program** provides advanced executive-style training in community health, health education, and health promotion for professionals who seek enhanced skills in program planning, implementation, and evaluation.

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### Learning Technologies

Prepare for the newest technology for trainers and educators in the educational and corporate sectors. This program was named as one of the best 25 online educational technology master's degrees in the U.S. by *The Best Schools*.

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HCC has taken its recruitment efforts well beyond the Houston community.

# EXPAND YOUR HORIZONS

Though Houston is known as the “energy capital of the world” and is widely renowned for its role in the nation’s space program, the city’s community college is also an impressive asset.

One of the largest community colleges in the nation, Houston Community College offers more than 300 associate degree and certification programs to more than 70,000 students annually. HCC also hosts the largest international population of any community college in the U.S., with more than 5,400 students from nearly 150 countries.

While an HCC education is approximately 84 percent more affordable than a comparable

track at a four-year university, international students can still take advantage of financial assistance through the HCC Foundation. Additionally, the Mexican consulate of Houston recently gave \$63,000 to the community college—its largest-ever scholarship donation to an educational institution.

While increased access to a global education for Hispanic students is one of HCC’s main objectives, the college also prides itself on the

quality learning experience its pupils receive through small classes (20 people, on average) with highly trained professors: 75 percent of faculty members hold a master’s or doctorate degree. In terms of awarding associate degrees to Hispanic students, HCC ranks second among all community colleges in the country and 20th among all colleges and four-year universities nationwide.

“Our goal is to prepare students to be leaders and innovators in their chosen fields,” says chancellor Cesar Maldonado.

Maldonado, who was invited to join leaders from public and private sectors for the 2015 White House Initiative on Educational Excellence for Hispanics, said the school will continue to invest in Hispanic students. As such, HCC is developing a program to allow students to transfer seamlessly to the University of Houston.

In Miami, where two-thirds of the population is Hispanic, the demand for a Spanish-language executive degree is high. Anuj Mehrotra, vice dean and professor of management science at the University of Miami School of Business Administration, says the school created the Global Executive MBA in Spanish program to meet this need.

Mehrotra says many students enrolled in the program are senior executives who work in South Florida or Latin America and conduct business in Spanish, and wish to expand their business and leadership skills. The degree program is taught by bilingual professors who have expertise in doing global business. According to Mehrotra, the University of Miami is the first school to offer an entire executive MBA program in Spanish.

“We’re constantly taking a look at the curriculum and portfolio to see what the demands of the

marketplace are so we can meet and exceed them,” Mehrotra says.

Along those lines, the school launched the Miami Executive MBA for the Americas program in 2014. The program is catered to the same audience as the aforementioned Spanish degree, but courses are conducted in English and tailored to the active learning style of many business executives. The Miami Executive MBA for the Americas is based on group discussions and connections with the faculty members and C-suite executives, rather than lectures. The degree helps students master doing

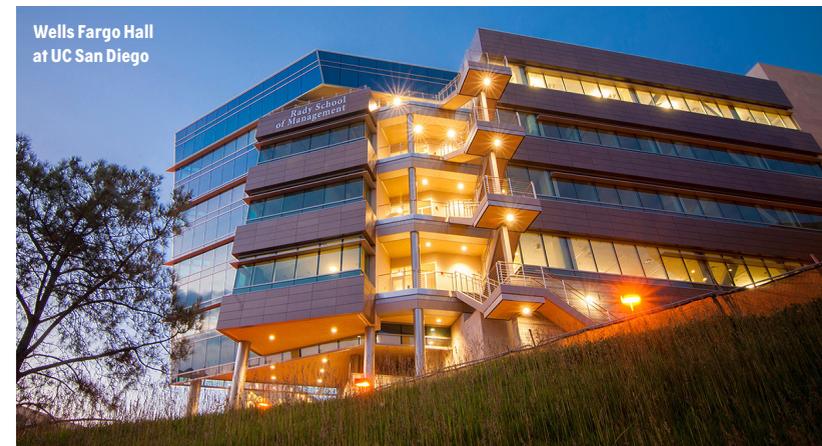
business in the Americas and on a global scale. Participants of the program come from a variety of backgrounds, from hospitality to banking.

The University of Miami also understands how valuable time is for adults pursuing additional degrees. Mehrotra emphasizes how important it is to craft class schedules and syllabi that are feasible for current executives to complete while maintaining full-time roles at their companies. As a result, these courses have an online component as well as required classroom time.



Students in the 17-month Miami Executive MBA for the Americas program participate in on-campus sessions in between distance learning modules.

PHOTOGRAPHY COURTESY OF UNIVERSITY OF MIAMI (CLASSROOM), UC SAN DIEGO RADY (BUILDING)



## FIND YOUR CALLING

At the University of California, San Diego’s Rady School of Management, students focus on innovation and entrepreneurship.

In fact, part of the Rady curriculum is a core sequence, called lab-to-market, that’s dedicated to the development

and commercialization of products or businesses. There are two main tracks: entrepreneurship, for students who want to start a new business, and intra-preneurship, for those who dream of launching a product.

The lab-to-market core sequence stretches across two semesters and walks students through the entire development and integration process. The program helps business-minded students discover the most critical aspects of taking an idea from lab to market, says Joleen Schultz, the Rady

School’s director of marketing and communications.

Since the first Rady class graduated 10 years ago, alumni and current students have founded nearly 100 companies that are still operational today.

Kush Kapila, who attended the Rady School from 2008 to 2010, says he initially applied to the school because he wanted to learn business fundamentals applicable to his job in the field of life sciences. What he didn’t expect to gain was the confidence and insight he needed to start his own company. Today, Kapila is the founder and CEO of Sterlings Mobile Salon and Barber Co., a mobile haircut service.

“I don’t think I would have started Sterlings without the network I gained, as well as the fundamentals I learned, from the Rady School,” Kapila says. “The lessons help you set up the framework for a business—everything from creation all the way up to writing your business plan.”

# #RadyMade

Scientist > Entrepreneur

“As a scientist turned entrepreneur, my Rady MBA provided me the business acumen and opportunities to catapult my entrepreneurial journey. Today, I have built a female-focused business accelerator and angel network/fund that has helped launch 56 startups, facilitated 82 women-owned small businesses to think big and created over 50 new jobs.”

Silvia Noh, Ph.D., MBA '10  
CEO, Hera Labs & Founding Partner, Hera Fund

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## PURSUE YOUR PASSIONS

Chris White loves brewing beer. So when the opportunity presented itself to turn one of his favorite hobbies into a career, he jumped at it.

White earned a doctorate in chemistry from the University of California, San Diego, and quickly became a key player in the rampant success of San Diego's craft beer industry. In 1995, he founded White Labs after researching and developing a library of yeast strains around the world. The enterprise is a pioneer in manufacturing yeast cultures and providing fermentation services to brewing, wine, and distilling industries.

In addition to White's success, a number of the region's best breweries—Ballast Point, AleSmith, Rough



Draft, and Benchmark Brewing, to name a few—got their start as homebrew operations founded by UC San Diego alumni.

White and his beer-brewing cohorts are but a single case study of where a degree from UC San Diego can lead. An affinity for science led them to craft beer. Where can your interests take you?

As the lifestyles and career goals of students change with the times, so

must institutes of higher learning. When brewers set out to create new beers, they understand it's not an exact science. Even if they start with a fundamental recipe, it's important to experiment with ingredients to yield something fresh. In the same way, colleges such as these are taking basic degree requirements and finding ways to build curriculums and programs that appeal to today's students and set them up for future success.

PHOTOGRAPHY COURTESY OF UC SAN DIEGO

