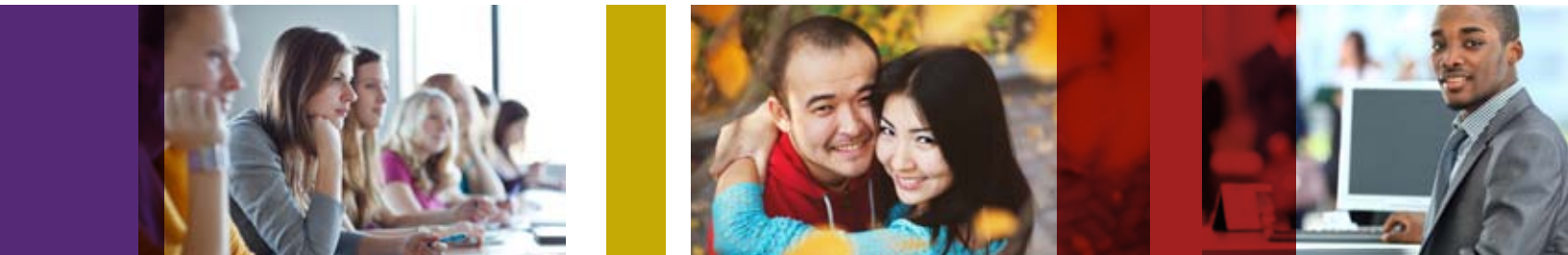


RECLAIMING THE AMERICAN DREAM:

**Solving the Nation's Higher Education Problem
Can Improve Life for Millions**





ABOUT THE STUDY

“Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions” is based on a survey conducted by Bellevue University (www.bellevue.edu). For this research, 1,642 interviews were fielded among nationally-representative Americans aged 18 and older, using an email invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the total U.S. population ages 18 and older.

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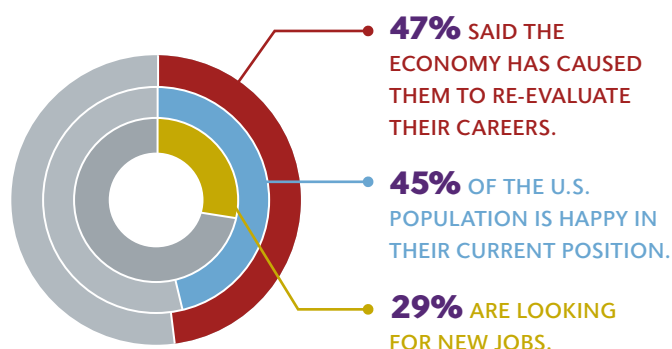


In elementary school history classes, teachers educate students about the birth of the United States and the possibilities its freedom bestows. People are taught early in life that they should strive to reach fulfillment, both financially and emotionally, and empower themselves by obtaining goals that are both needed and desired — a career, a home, and perhaps a family. This affluence is known as the American Dream, which has been sought after for centuries on our nation's soil. Recently, as the U.S. economy continues to recover, we face increasing debt, low college graduation rates but rising tuition costs, and a lack of qualified workers needed to fill high-tech, high-skill job openings. Many citizens continue to chase prosperity but feel their efforts are lost on outdated job skills, unfinished college degrees and overall career dissatisfaction. While the nation rebuilds, a focus on education will be the most essential tool to perpetuate a skilled, motivated, on-demand workforce who will reclaim their American Dreams.

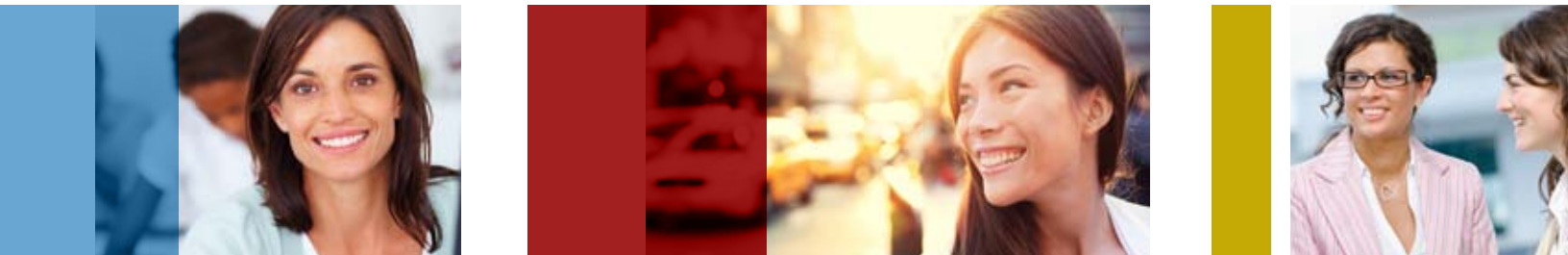
According to “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions,” 47 percent of those surveyed said the economy has caused them to re-evaluate their careers. The study also found that under half of the U.S. population (45 percent) is happy in their current position, and many are looking for new jobs (29 percent). Twenty-six percent of those surveyed reported that there are too few opportunities in their current line of work and would like to switch to a growing field. Another 22 percent said they want to change careers to work a job they actually enjoy. Unfortunately, hesitations outweigh persistence as some adults feel a change in careers means starting back on the ground floor and competing with entry-level candidates and entry-level pay (14 percent). What many do not realize is that, when armed with higher education, the possibility of finding happiness in their line of work increases dramatically. “Reclaiming the American Dream” found that 51 percent of U.S. adults with bachelor’s degrees are happy in their current positions.

“Reclaiming the American Dream” found that 1 in 4 people in the U.S. (28 percent) are struggling to make ends meet, and 34 percent said the cost of tuition and fees needed to attend college is keeping them from enrolling. Fifty-eight percent of working adults have given some thought to returning to school, but a whopping 42 percent haven’t given college any thought at all. And when revisiting the statistic of the 45 percent who reported unhappiness in their current line of work and the nearly one-third (28 percent) who are looking for work, it’s a poignant issue that only 15 percent of U.S. adults are taking college courses. Some adults surveyed said they just don’t believe going back to school will pay off in the end.

The awareness of the benefits of education is waning and the need for a change is apparent. But to adapt to the needs of the adult learner, educational institutions must offer inexpensive, accessible, and flexible programs that will increase enrollment and improve graduation rates. Colleges must employ a personalized, student-centric philosophy and a forward-thinking faculty who understand the importance of providing guidance to adult students who may lack the confidence needed to succeed.



Technology is becoming an increasingly advantageous tool in the struggle to boost graduation rates. As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from the traditional college life that requires students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem-solving, creativity, innovation, professionalism and communication.



WOMEN AND THE AMERICAN DREAM

The American dream and what it means for women in the U.S. has evolved dramatically throughout the last fifty years. Obtaining higher education and a career is no longer a mid-twentieth century fantasy.

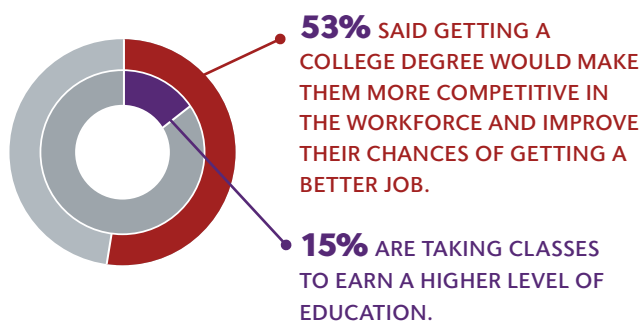
Women do it all — own businesses while having kids, while running marathons, while making family decisions, while earning degrees. These great strides are paralleled with an increasing want to achieve the highest successes, and in the current economy, this has become more challenging and seemingly beyond reach for many. “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life

for Millions” found that 30 percent of both men and women thought they would have achieved more by now. At least 1 in 4 women said they are struggling to make ends meet (28 percent) and that income loss (17 percent) and personal debt (13 percent) are the leading causes for their stress. Not surprisingly, 50 percent of the women surveyed said the strained economy has caused them to re-evaluate their current careers.



50% OF THE WOMEN SURVEYED SAID THE STRAINED ECONOMY HAS CAUSED THEM TO RE-EVALUATE THEIR CURRENT CAREERS.

According to “Reclaiming the American Dream,” less than half of the women surveyed (49 percent) are happy at their jobs, and another 19 percent would like to pursue something they actually enjoy. Some women also feel that there are too few jobs available in their industry and are thinking about switching careers to obtain a job in a growing field (19 percent). With this restlessness comes determination, but “Reclaiming the American Dream” found that adults in the U.S. become discouraged fast, and some women feel they may not have what it takes to make it at the next level (8 percent). Twenty-nine percent of women said they are actively pursuing new opportunities, but some women are concerned they don’t have the connections (17 percent) to land a new job. Other women are hesitant to change careers, as 13 percent feel a change in careers means starting back on the ground floor and competing with entry-level candidates and entry-level pay. The study also found that only 8 percent of women are putting out resumes, and when compared with the 29 percent who are actively looking for a new job, the missing link, the study found, may reside in a lack of confidence in terms of academic credentials.



According to “Reclaiming the American Dream,” not even half (42 percent) of the women surveyed reported having a bachelor’s degree, and out of those with a bachelor’s, 71 percent said they had never taken any graduate classes. Fortunately, many women have given at least some thought to going back to school (58 percent), with a large majority understanding that getting a college degree would make them more competitive in the workforce and improve

their chances of getting a better job (53 percent). Despite these large numbers, the study uncovered that only 15 percent of women are taking classes to earn a higher level of education. Fifty-three percent of the women surveyed haven’t given any thought to returning to school, and out of those who have, 13 percent don’t ever plan on pursuing higher education. The reasons, the study found: money and time. Thirty-six percent of women said that between work, family, and other commitments, they just don’t have time to pursue a college career. Others said they don’t see themselves being able to afford the tuition and fees (25 percent), and another 14 percent of women said they just don’t have the motivation.

Universities across the nation must address problems facing the obtainment of higher education — including the rising cost of college, increasing debt, and lack of qualified workers needed to fill high-tech, high-skill job openings. In order to make progress in solving these issues, a personalized, student-centric philosophy should be adopted by educational institutions to encourage enrollment. Colleges must employ forward-thinking faculty who understand the importance of providing guidance to adult learners who may lack the confidence needed to succeed.

Technology is becoming a helpful tool in the struggle to help women and mothers make higher education a possibility. As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem solving, creativity, innovation, professionalism and communication. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.



MEN AND THE AMERICAN DREAM

Astronauts, fire fighters, cowboys, ninjas—the whimsy from the mind of a young boy. “What do you want to be when you grow up?” is the question adults commonly ask to spark preparedness and motivation in a child’s mind.

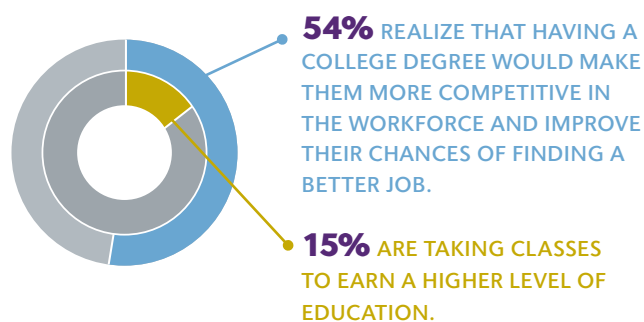
And though not everyone can become exactly what they had hoped, most strive to achieve a career that will offer the highest amount of security and affluence. According to “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions,” less than half of the men surveyed are happy in their current position (44 percent), and 29 percent of men are actively looking to change careers. Thirty-two percent of men said they thought they would have achieved more by now. Some men say the problem is they’ve simply lost interest in their line of work, with

23 percent specifically wanting to make a change to a job they actually enjoy. Other men feel there isn’t any room for growth in their field and would like to switch to a position with more potential for advancement (28 percent). Unfortunately, in this recovering economy, there are obstacles in everyone’s paths. Some men are hesitant as they feel a change in careers means starting back on the ground floor and competing with entry-level candidates and entry-level pay (14 percent). During economic struggle, man or woman, making a career change is no easy task.



**45% OF THE MEN SURVEYED
SAID THE ECONOMY MADE
THEM RE-EVALUATE WORK.**

Almost half of the men surveyed (45 percent) for “Reclaiming the American Dream” said that the economy made them re-evaluate work. Twenty-eight percent said they’re struggling to make ends meet, and some men reported income loss (18 percent) and debt (15 percent) as their biggest stressors. And though obtaining a new career might mean a greater income, only 8 percent of men are handing out resumes, 20 percent feel they don’t have the right connections, and 6 percent even question if they have what it takes to succeed at the next level. Higher education is known for giving people a competitive advantage when job searching, yet according to “Reclaiming the American Dream,” 54 percent of men haven’t given any thought to going back to school, and 12 percent said they have no plans to further their education.



As much as 59 percent of the men surveyed for the study have given some thought to going back to school, and another 54 percent realize that having a college degree would make them more competitive in the workforce and improve their chances of finding a better job. Yet with these numbers, only 15 percent of men are taking classes to earn a higher level of education. The study also uncovered that only 44 percent of men currently have bachelor’s degrees— that’s less than half of the total population of the men surveyed. And out of those who do have their degree, 71 percent said they have never taken any graduate

classes. The reasons for stalling their education obtainment goals are not surprising. Twenty-one percent said they don’t see themselves being able to afford the tuition and fees, some just simply lack the motivation it takes to return to school (17 percent), and at least 1 in 3 men (35 percent) said that between work, family, and other commitments, they just don’t have time to get everything done.

Men and women need and want the option of higher education for themselves and/or their families for the purpose of achieving their “Dream.” Universities across the nation must address problems facing the obtainment of higher education — including the rising cost of college, increasing debt, and lack of qualified workers needed to fill high-tech, high-skill job openings. In order to make progress in solving these issues, a personalized, student-centric philosophy should be adopted by educational institutions to encourage enrollment. Colleges must employ forward-thinking faculty who understand the importance of providing guidance to adult learners who may lack the confidence needed to succeed.

As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. Technology and the autonomy it brings will make life more doable for adult students, with the hope of increasing graduation rates. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem solving, creativity, innovation, professionalism and communication. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.



ADVOCATING EDUCATION ACROSS THE AGES

The effort to achieve the American dream is ageless. From young adult to Baby Boomer, people strive to create a life for themselves, and perhaps their families, that will give them prosperity. For most adults, this attainment requires a career that pays well and that makes them happy. Unfortunately, less than half (45 percent) of the U.S. population is satisfied with their current career, and 29 percent are actively looking for a new job. “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions” found that numerous adults would rather remain stagnant and unhappy in their current careers because they’re afraid of stepping out of their comfort zone (9 percent). The study showed that regardless of age, some adults don’t feel ready to seek career advancement— those aged 45-54 at 8 percent, those 25-44 at 16 percent, and the youngest group, 18-24, feeling the most unprepared at 18 percent.

Few adults across the age groups feel they have reached their potential and achieved their career goals. Less than half of those surveyed for “Reclaiming the American Dream” reported happiness and contentment in their current positions: those aged 18-24 at 23 percent, those aged 25-44 at 35 percent and those aged 45-54 at 46 percent. Though many agreed that a college degree would give them the edge up, the study found that as a person aged, they became increasingly less likely to see the benefits that education may provide when job searching. Seventy-nine percent of those aged 18-24 felt that a college education would make them more competitive in the workforce and would improve their chances of obtaining a better job, and 61 percent of those aged 25-44 felt the same. Those aged 45-54, however, began to feel less motivated by education with only 49 percent looking toward obtaining a higher degree — a 30 percent drop from their younger counterparts. This indicates that the most important time for an adult to pursue education is in their 20s or 30s before motivation drops and perhaps life’s demands make going back to school less plausible. And because less than half of all age groups are content in their current careers, it seems the value of education is not equally acknowledged.

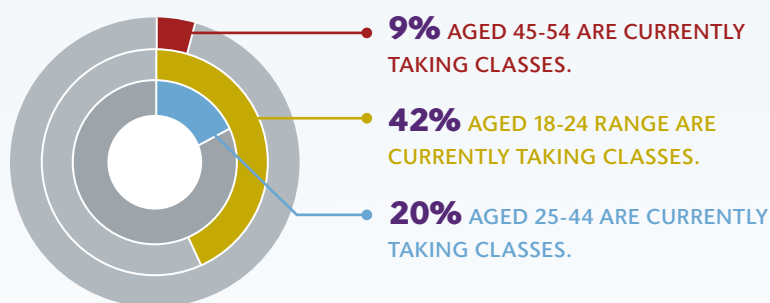
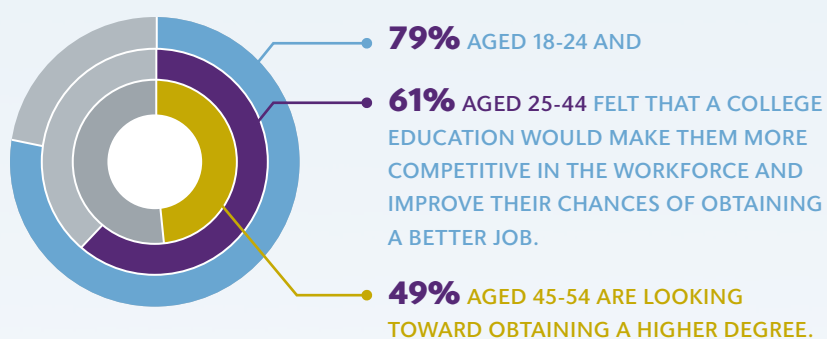
Because of the dramatic drop in educational interest as the study groups aged, “Reclaiming the American Dream” also showed that those aged 45-54 were enrolled in the smallest amount of college courses, with only 9 percent currently taking classes. This number is small compared with the 42 percent in the 18-24 age range, and with the 20 percent enrolled aged 25-44. Nonetheless, when you take into account the high number of people in each age group who feel that a higher education would make them more competitive in the workforce (18-24 at 76 percent, 25-44 at 61 percent and 45-54 at 49 percent) it’s peculiar that less than half of each age group is attending college.

Those aged 18-24 have given the most thought to going back to school (76 percent) and also reported the highest amount of worry when it comes to not having the connections to land a better job (29 percent). With that, at least 20 percent of all ages surveyed said they were afraid they didn’t have connections to obtain a better job and continued to question if they have what it takes to succeed: 18-24 at 9 percent, 25-44 with 6 percent and 45-54 at 8 percent. Four percent of those from the age of 25 to 54 are even worried about the stress a new position might entail and wondered if they could keep up.

No matter the age of a student, universities nationwide must address problems facing the obtainment of higher education — including the rising cost of college, increasing debt, and lack of qualified workers needed to fill high-tech, high-skill job openings. In order to make progress in solving these issues, a personalized, ageless, student-centric philosophy should be adopted by educational institutions to encourage enrollment. Colleges must employ forward-thinking faculty who understand the importance of providing guidance to adult learners, from teenager to senior citizen, who may lack the confidence needed to succeed.

Students should also hope and expect to see more high-tech media integrated into college learning modules, with the hope of boosting graduation rates. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem solving, creativity, innovation, professionalism and communication. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.

AS A PERSON AGED, THEY BECAME INCREASINGLY LESS LIKELY TO SEE THE BENEFITS THAT EDUCATION MAY PROVIDE WHEN JOB SEARCHING.

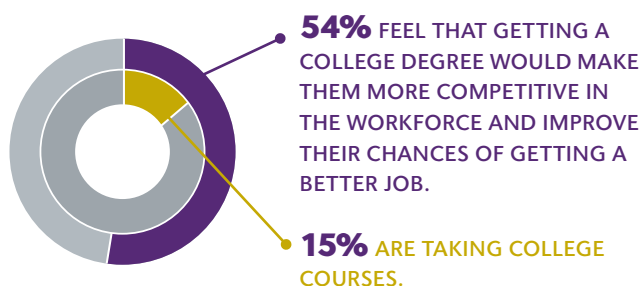




THE NORTHEAST

Though the Northeast is where the American Dream historically began, it remains home to the highest number of those still searching for their “Dream.”

According to “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions,” the Northeast region currently has the lowest number of people who are happy in their current position (42 percent) and the highest percentage of people actively searching for a new career (31 percent). There are more people searching for their American Dream in this region of the U.S. than any other. And though many are still searching for happiness, the study found that, unfortunately, nearly 1 out of 4 people living in the Northeast (22 percent) feel they just don’t possess the connections to land their dream job, and 6 percent questioned whether or not they have what it takes to make it at the next level. Many concerns plague job seekers in this recovering economy, and the list of hesitations as to why adult workers are settling in their current positions keeps growing.



“Reclaiming the American Dream” found that 1 in 10 people living in the Northeast said they’re not ready to pursue advancement and feel they need to have a few more years of experience. Another 10 percent said they’re afraid of stepping out of their comfort zone to start a new career. Four percent of adults in the Northeast assume other candidates will have more experience than them and don’t even attempt to find a new job. Furthermore, another 4 percent are worried about the stress a new position would entail and question whether they’ll be able to keep up in such a competitive economy.

The pressure for northeasterners is mounting. Nearly one-third of all people surveyed in each region for “Reclaiming the American Dream” said that income loss and increased amounts of personal debt are their biggest stressors, with those in the Northeast at 30 percent. And though a sizeable 54 percent of those surveyed in the Northeast feel that getting a college degree would make them more competitive in the workforce and improve their chances of getting a better job, only 17 percent are taking college courses.

The Northeast hosts the highest number of people who are still searching for happiness in their careers, yet such a small amount of people are doing what it takes to make it to the next level. In order to make progress in overcoming the barriers to higher education — including the rising cost of college, increasing debt, and lack of qualified workers needed to fill high-skill job openings — universities across the U.S. must adopt a personalized, student-centric philosophy which will encourage enrollment. Colleges must also employ a forward-thinking faculty who understand the importance of providing guidance to adult learners who may lack the confidence needed to succeed.

With an increased rate in technology integration in college learning modules, universities nationwide will begin to witness a boost in graduation rates, and students will become more effective outside of the classroom. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, responsibility, self-motivation, problem solving, creative innovation, professionalism and ethics. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.



THE MIDWEST

The Midwest is the heart of the U.S. and its resources are used worldwide. Though this region has the means to feed and provide for its surrounding states, its citizens are still searching for the means to provide for themselves and their families.

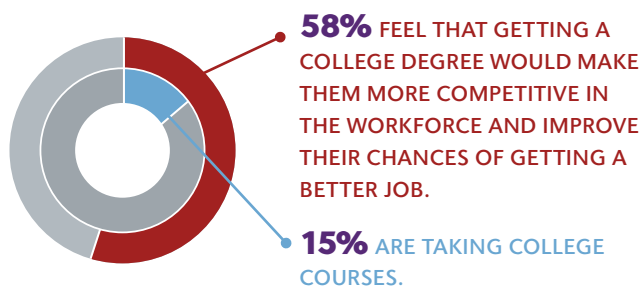
“Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions” found the Midwest to have the lowest percentage, per region, of those who are happy in their current career (42 percent), and nearly 1 in 3 people living in the Midwest (30 percent) are actively looking for a new job. Sadly, out of all regions surveyed for the study, the Midwest scored the highest percentage of people (6 percent) who feel that other candidates will have more experience than them, and won’t even try to pursue advancement.

According to “Reclaiming the American Dream,” the Midwest had the highest percentage of people who feel they don’t have the connections to land a new position (27 percent), and 11 percent said they are afraid of stepping out of their comfort zone to search for a new or better career. The Midwest region was also tied with the Southern region of the U.S. for the highest amount of people who feel they need more experience before pursuing advancement (13 percent) and question whether or not they have what it takes to land their dream job (7 percent).

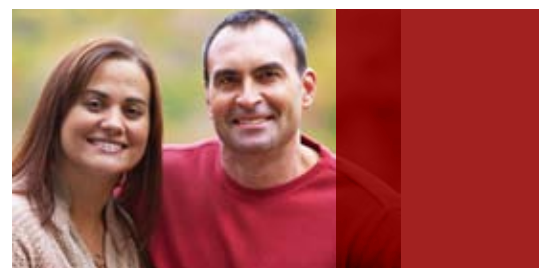
Thirty-five percent, the highest amount out of all regions surveyed, said that income loss and increased amounts of personal debt are their biggest sources of stress, which also adds to the difficulty of switching careers. According to “Reclaiming the American Dream,” those living in the Midwest have the highest percentage of people (58 percent) who understand that getting a college degree would make them more competitive in the workforce and improve their chances of getting a better job. Unfortunately, only 15 percent of those in the Midwest reported that they were taking college courses, one of the lowest rates nationwide.

The Midwest reported the lowest amount of happiness out of all regions surveyed, the highest amount of people who feel still unqualified to seek advancement, and a low college enrollment rate for adult students. The problems that exist in the efforts to improve higher

education — rising cost of college, increasing debt, and lack of qualified workers needed to fill high-tech, high-skill job openings — must be addressed by universities in this region especially. In order to start solving these issues, a personalized, student-centric philosophy should be adopted by educational institutions to encourage enrollment. Colleges must employ forward-thinking faculty who understand the importance of providing guidance to adult learners who may lack the confidence needed to succeed.



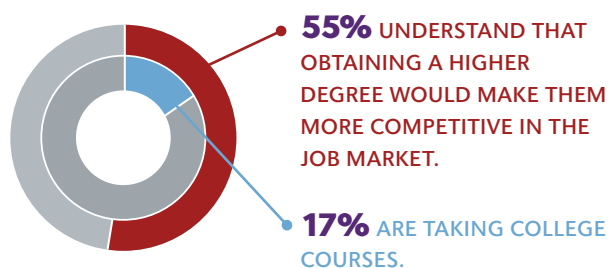
Giving students the flexibility for when and where they are allowed to do their school work is also proving to be quite successful. As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. When students are given the option to use mobile, tablet, laptop, or desktop devices, it provides a radical departure from traditional modules that require students to attend classes on a set schedule. The thought of returning to school suddenly becomes more realistic for adult learners. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem solving, creativity, innovation, professionalism and communication. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.



THE SOUTH

The South is a hot zone for Mother Nature's fury as hurricanes, tornadoes and super storms continue to pummel this region yearly. Though Southerners continue to rebuild and regain economic footing, some states remain in recovery, making life tough for those who still may be chasing the "Dream."

According to “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions,” the Southern and Midwest regions reported the highest number of people who said they are not ready to pursue job advancement and felt they need a few more years of experience. The study also showed that less than half of those surveyed in the South said that they’re happy in their current position (49 percent). Nearly one-third of all those surveyed in each region said that income loss and increased amounts of personal debt are their biggest stressors, with the South reporting 31 percent. Intensified economic stress can make it hard from some as 9 percent are afraid to step out of their comfort zone and seek a new position, and unfortunately, 5 percent of Southerners just don’t think they have what it takes to make it at the next level.



“Reclaiming the American Dream” found that over 1 in 4 Southerners (26 percent) are actively looking for a new position, but some are hesitant, as 3 percent assume other candidates will have more experience than them in their desired field. Others worry they may not be able to keep up (4 percent), and some simply lack the connections to begin networking (16 percent). Fifty-five percent of those living in the South understand that obtaining a higher degree would make them more competitive in the job market, yet an only 17 percent are taking college courses. This number is astonishing when considering the high number of people who are unhappy in their current positions.

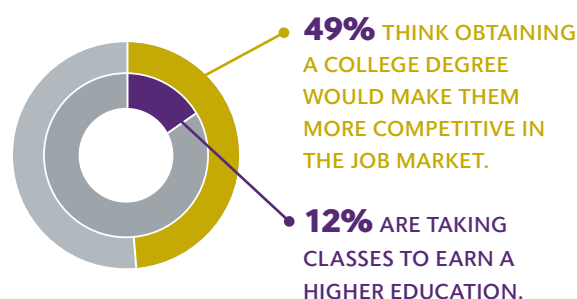
The study uncovered that those in the South just don’t feel ready to pursue advancement. And with the rising costs of tuition and the increasing debt, most feel returning to or starting school isn’t an option. In order to make progress in solving these issues, a personalized, student-centric philosophy should be adopted by educational institutions to encourage enrollment. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible. As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. Giving students the flexibility to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills such as self-motivation and problem solving—skills most employers demand.



THE WEST

Mountains, the ocean and sunny skies are what most Westerners take in on a daily basis. Numerous people living in this region practice a healthy, active lifestyle that is thought by many to promote wellness and overall happiness.

When it comes to the job market and education obtainment, however, the West still has much ground to cover before catching up to its neighboring regions. According to “Reclaiming the American Dream: Solving the Nation’s Higher Education Problem Can Improve Life for Millions,” 29 percent of the Western population is actively looking for new work, but 1 in 10 Western residents feel they’re not ready to pursue advancement and would like a few more years of experience before searching for a new or better career. The study also found the West to have the lowest amount out of all regions surveyed, less than half of those surveyed (49 percent), who think obtaining a college degree would make them more competitive in the job market. Less than half, 47 percent, of those in the West reported being happy in their current position. Awareness seems to be the most pressing issue for the West as “Reclaiming the American Dream” also found this region to have the lowest amount of adults, 12 percent, who are taking classes to earn a higher education.



“Reclaiming the American Dream” showed that nearly 1 in 3 people (32 percent) living in the West said that income loss and increased amounts of personal debt are their biggest stressors. Which such high numbers, some are afraid to step out of their comfort zone and pursue job advancement (8 percent), while others are worried about taking on the stress of a new position (4 percent). The study found that many living in the West feel they need better connections before starting their job search (21 percent). Unfortunately, some in the Western region

just assume other candidates will have more experience than them, so they don’t even begin to look for new work (2 percent), and others simply feel they don’t have what it takes to succeed at the next level (7 percent).

With the West having the lowest amount out of all regions surveyed, 49 percent, who think obtaining a college degree would make them more competitive in the job market, it becomes the duty of colleges in this region to increase media attention toward this issue. Colleges must begin to move toward the promotion of realistic education and scheduling. Adults nationwide are also dealing with obstacles such as the rising cost of college tuition and their already-increasing debt. To adapt to the needs of the adult learner, education must become inexpensive, accessible, and flexible.

As high-tech media continues to shape our culture in the U.S., students should hope and expect to see its benefits being integrated into college learning modules. Technology is helping to make higher education more realistic for many adults by allowing them the flexibility they need. Giving students the option to do their work using mobile, tablet, laptop, or desktop devices can provide a radical departure from traditional modules that require students to attend classes on a set schedule. Students will be able to learn anytime and anywhere, and with this approach, will nurture skills employers demand: critical thinking, problem solving, creativity, innovation, professionalism and communication.

CAMPAIGNING FOR SUCCESS



The future of American prosperity relies on a better-educated workforce. With this in mind, Bellevue University has launched a nationwide campaign — *Make It Happen Now* — designed to help the United States achieve the ambitious goal of once again having the world's highest percentage of adults with a college degree by 2025. Make it Happen Now will work to remove the barriers for obtaining a college degree so the country can once again benefit from the world's most educated workforce.

With the United States' recent drop from first place to 12th in global graduation rates for young adults, *Make It Happen Now* will accelerate efforts addressing the nation's education deficit and facilitate personal commitments from people across that nation to help achieve the national objective of producing eight (8) million more college graduates over the next decade in order to compete globally and keep up with other countries that are developing high-tech, high-skill jobs.

To help achieve the national goal, *Make It Happen Now* aims to engage those from a pool of 38 million who have some college credits and are thinking about returning to school to finish a degree. The campaign will help these individuals organize their personal goals, think through the steps they need to take to achieve their goals, and solidify their commitment to themselves and their future.

Working adults and business leaders who wish to learn more about this higher-education movement may visit Bellevue University's new online destination website www.makeithappennow.org. The site provides helpful tips to motivate and support people who want to advance their education and live better lives, step-by-step strategies for overcoming personal challenges that get in the way of going back to school, and regular news updates.



ABOUT BELLEVUE UNIVERSITY

Bellevue University is a recognized national leader in providing post-secondary education opportunities for working adults.

A private, non-profit institution, Bellevue University serves students at learning sites in three states, as well as worldwide through its award-winning online learning platform. Bellevue University is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools.

For more information, visit www.bellevue.edu.