

HERZING UNIVERSITY

MEDIA KIT



HERZING[®]
— UNIVERSITY —

**Are you from the media
and on deadline?**

Please contact us.

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Fast Facts on Herzing University

With a student population that includes both seasoned and new aspiring professionals, Herzing University offers a host of human-interest stories where education has truly changed the fabric of a community. There is no shortage of newsworthy content through Herzing University. Herzing has seen incredible growth within its Nursing and Healthcare programs, which are offered from diploma to master-level degrees.

- **85%** of the student population is female
- **52%** of our students are minorities
- **82%** of the students are focused on a Nursing or Healthcare career
- U.S. News and World Report has ranked Herzing University's online learning programs among the best in the nation for eight consecutive years.
- Herzing University has nine ground-based campuses and an online campus with students from all 50 states. Some ground-based campuses include locations in the Wisconsin, Ohio, Atlanta, Minneapolis, New Orleans, Orlando and Birmingham communities.
- Herzing offers Virtual Simulation as a path to graduation for select nursing programs during COVID-19.

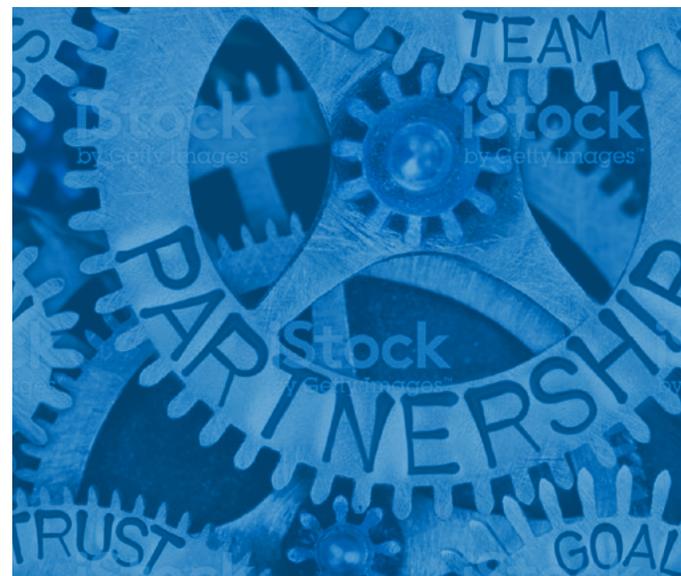


Spokesperson of Interest

Renee Herzing

President of Herzing University

Renee Herzing has served as President of Herzing University since 2009 and is a sought after leader in non-traditional education. She has led the growth of the University's graduate and healthcare programs as well as the expansion of its online offerings. Ms. Herzing is currently on the Board of the Boys & Girls Clubs of Greater Milwaukee, acts as a Member of the Greater Milwaukee Committee and serves on the steering committee of its Higher Education Regional Alliance (HERA).



History

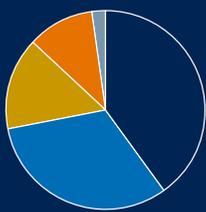
Herzing University is a private, regionally accredited nonprofit institution of higher learning founded in 1965. Herzing is committed to the education, training and advancement of career-focused individuals.

Over the decades, our school has expanded to include campuses across the United States as well as an online division consistently recognized by U.S. News & World Report. Today, we proudly serve a growing academic community of over 6,000 students and more than 40,000 alumni.

OVER
6,000
STUDENTS

OVER
40,000
ALUMNI

Herzing offers a broad range of highly respected undergraduate, graduate, online and campus-based programs driven by the growing and evolving needs of today's job market.



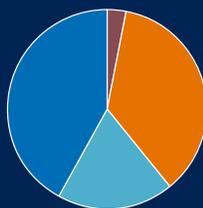
Herzing DEGREES*

- 2% POST MASTER'S
- 10% MASTER'S
- 37% BACHELOR'S
- 32% ASSOCIATE
- 19% DIPLOMA / CERTIFICATE

Our mission is to educate and prepare students for sustained success in the fields of IT, business, healthcare and public safety.

Herzing PROGRAMS*

- NURSING 45% —
- BUSINESS / TECHNOLOGY 16% —
- HEALTHCARE SERVICES 37% —
- CRIMINAL JUSTICE 2% —



*Source - Herzing Institutional Research, May 2020

We are committed to being the premier education partner to goal-oriented people striving for long-term professional success.

Herzing's innovative curriculums are specifically designed to align student outcomes to lifelong learning and workforce needs. Our degree programs include a complementary and integrated general education curriculum to stimulate students' intellectual growth, contribute to their personal development and enhance their potential for career advancement.



Administrative Leadership

Renee Herzing

President

Dr. Kitty Kautzer

Provost

Clay Gillespie

Chief Marketing Officer

Robert Haimes

Executive Vice President of Operations

Nigel Longworth

Chief Operations Officer & Chief Information Officer

Erik Parks

Chief Financial Officer

Derrick Pope

Vice President of Admissions

Mission

Herzing University is proud to be recognized as a leader in both adult-focused and online education. Herzing offers programs and resources that support students' long-term success both in and out of the classroom.

To encapsulate our commitment to the students, employers and communities it serves, the university recently updated its mission statement:



It is the mission of Herzing University to educate, support and empower all students for success in work, learning and engagement in their communities and a global society."

Story Ideas

Timely and Relevant Curriculum

Herzing has proven that they are a leader in meeting the demands of nursing education. Herzing recently launched an online Master of Science in Nursing-Psychiatric Mental Health Nurse Practitioner (MSN-PMHNP) program which is offered online and CCNE accredited.* Telemedicine is threaded throughout the program curriculum to ensure that students understand the benefits and functionality of remote care services, and the opportunity to improve access to care by using this delivery method. According to the American Psychiatric Nurses Association¹, more than 75% of all U.S. counties have a shortage of mental health workers while 20% of adults experience a mental health condition in any given year. A Kaiser Family Foundation poll from April 2020ⁱⁱ found that nearly half of adults in the country reported their mental health had been negatively affected by the pandemic.

How Herzing is Helping to Solve the Nursing Shortage

Herzing University's goal is to become the largest provider of nursing graduates in the state of Wisconsin to help solve the urgent nursing shortage. In 2020, Herzing currently has nearly 1,000 students enrolled within the state of Wisconsin who plan to graduate with a healthcare or nursing degree. With 9 campuses regionally and a national Online platform, Herzing boasts more than 12,000 total healthcare alumni. Herzing specializes in educating local students, who already have deep roots in the communities we serve and plan to stay living and contributing to the area long after graduation.

Adaptive Learning

Herzing is taking advantage of Adaptive Learning's innovative technology, Herzing truly is a leader in online education. Adaptive Learning is baked into the online learning platform delivering general education courses to Herzing students. The platform evaluates each students' needs and helps them master content where they are "weaker" and spend less time on content where they are already strong. It's much more complicated than this but ask us how adaptive learning is helping students move through coursework and stay on track for graduation.

Herzing CARE Clinics

The Herzing University CARE Clinic is a pro bono facility that provides wellness and therapeutic services through the Physical Therapist Assistant program at Herzing University-Brookfield. Under the direction and supervision of Herzing faculty, our clinic serves clients with no insurance and those who are either underinsured or have exhausted their insurance benefits.



Community Involvement

At Herzing University, we believe volunteering can be a valuable way for students to develop new skills and give back to their communities. It also builds character and instills a sense of purpose beyond students' academic and personal lives.

Many Herzing academic programs have public service and volunteer work built into their curriculums. In fact, the Dental Hygiene and Physical Therapist Assistant students even work with patients in Herzing's own community-based clinics. The Dental Hygiene clinic in Minneapolis provides free dental screenings and cleanings to the public, in exchange, students can fulfill the required hours of patient interaction through the clinic. Similarly, the CARES Clinic in Brookfield currently sees over 300 patients per year and offers physical therapy services to community members who either hold no insurance or have reached their maximum insurance benefits but still require therapy care.

Whether it's teaming up with Habitat for Humanity to build homes for local families or its ground-breaking partnership with Children's Hospital to provide scholarships for children who have aged out of the foster care system, Herzing is committed to exerting a positive influence on the communities we serve.

Herzing Dental Hygiene Clinics

The Herzing University Dental Hygiene Clinic in Minneapolis provides low cost dental hygiene care to people who lack adequate insurance to cover basic dental needs. Current students, faculty and staff are seen free of cost, a senior discount is offered for most services for patients 60 years old and older. Work is performed by Herzing dental hygiene students who are supervised by licensed hygiene faculty and a licensed faculty dentist.

*The baccalaureate degree program in nursing at Herzing University Akron, Atlanta, Brookfield, Kenosha, Madison, Minneapolis and Orlando are accredited by the Commission on Collegiate Nursing Education (<http://www.ccneaccreditation.org>).

The baccalaureate degree program in nursing at Herzing University – New Orleans is pursuing initial accreditation by the Commission on Collegiate Nursing Education (<http://www.ccneaccreditation.org>). Applying for accreditation does not guarantee that accreditation will be granted.

The master's degree program in nursing and post-graduate APRN certificate program at Herzing University Madison are accredited by the Commission on Collegiate Nursing Education (<http://www.ccneaccreditation.org>). Herzing University is approved to offer programs in an online learning modality through association with the main campus in Madison, Wisconsin. Herzing University is approved to offer programs in an online learning modality through association with the main campus in Madison, Wisconsin.

¹ https://c212.net/c/link/?t=0&l=en&o=2837558-1&h=893522568&u=https%3A%2F%2Fwww.apna.org%2Ffiles%2Fpublic%2FResources%2FWorkforce_Development_Report_Final_Draft_6_25.pdf&a=According+to+the+American+Psychiatric+Nurses+Association

ⁱⁱ <https://c212.net/c/link/?t=0&l=en&o=2837558-1&h=2194201154&u=https%3A%2F%2Fwww.kff.org%2Fhealth-reform%2Fissue-brief%2Fthe-implications-of-covid-19-for-mental-health-and-substance-use%2F&a=Kaiser+Family+Foundation+poll>

Herzing University is accredited by the Higher Learning Commission.