

HERZING UNIVERSITY

MEDIA KIT



HERZING®
UNIVERSITY

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and on deadline?**

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Mary Jensen
Mueller Communications LLC
muellercommunications.com

Clay Gillespie
Chief Marketing & Admissions Officer
Herzing University
marketing@herzing.edu

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 Doctorate-level degrees.

- **86%** of the student population is female
- **59%** of our students are minorities
- **90%** 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 13 consecutive years.
- Herzing University has 12 ground-based campuses and an online campus with students from all 50 states. Ground-based campuses are located in Wisconsin, Ohio, Georgia, Louisiana, Minnesota, Alabama, Tennessee and Florida.



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).



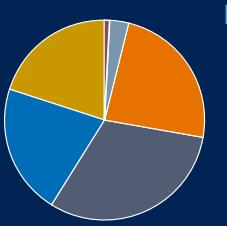
History

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 10,000 students and more than 50,000 alumni.

OVER
10,000
STUDENTS OVER
50,000
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.



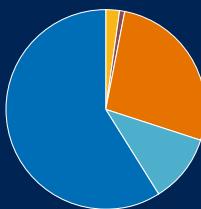
Herzing DEGREES*

- - 2% DOCTORATE
- - 3% POST MASTER'S
- - 26% MASTER'S
- - 28% BACHELOR'S
- - 20% ASSOCIATE
- - 21% 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 60% - ■
- BUSINESS / TECHNOLOGY 6% - ■
- HEALTHCARE SERVICES 30% - ■
- CRIMINAL JUSTICE 1% - ■
- GENERAL ED 3% - ■



*Source - Herzing Institutional Research, August 2025

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
Chief Academic Officer

Clay Gillespie
Chief Marketing & Admissions Officer

Nigel Longworth
Chief Information Officer

Erik Parks
Chief Operating Officer

Derrick Pope
Senior 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 our communities and global society.”

Story Ideas

Timely and Relevant Curriculum

Herzing has proven that they are a leader in meeting the demands of nursing education. Herzing offers a 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 Associationⁱ, 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.

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. 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. Herzing University also offers our online Bachelor of Science in Nursing (BSN) program in 20 states, including Texas. The program combines flexible online coursework with hands-on clinical experience and intensives, creating new capacity for aspiring nurses while addressing the growing demand for healthcare professionals.

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.

Accredited MSW Curriculum

As of March 11, 2025, Herzing earned full accreditation from the Council on Social Work Education (CSWE) for our Master of Social Work (MSW) program.** This achievement reflects countless hours of collaboration among social work faculty, advisory board members, field instructors, university leaders and students. Herzing's progression from candidacy to full accreditation demonstrates the program's commitment



to meeting and exceeding these rigorous standards. It's proof that the university invested the time, resources and expertise necessary to deliver education that truly prepares graduates for impactful careers.

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.

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.

Proudly Serving Our Military

At Herzing University, we know the value of military experience. Herzing has proudly served the military community for over six decades, building on our foundation as a veteran-founded institution.

Military service deserves our support. That's why Herzing University offers comprehensive military benefits, including Military Appreciation Grants to lower tuition and fees, application fee waivers, and dedicated resources. As a Yellow Ribbon Ready University, we help students maximize their GI Bill benefits, making their educational goals within reach.

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 Atlanta, Brookfield, Kenosha, Madison, Minneapolis, New Orleans and Orlando are accredited by the Commission on Collegiate Nursing Education (<http://www.ccneaccreditation.org>). The Orlando accreditation includes the baccalaureate degree program offered at the satellite Herzing University Tampa location.

The master's degree program in nursing and post-graduate APRN certificate programs 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's Master of Social Work (MSW) Program is accredited by the Council on Social Work Education's (CSWE) Board of Accreditation (BOA). Accreditation of a baccalaureate or master's social work program by the BOA indicates that it meets or exceeds standards of program quality evaluated through a peer review accreditation process. An accredited program has sufficient resources to meet its mission and goals and the BOA has verified that it demonstrates compliance with all sections of the Educational Policy and Accreditation Standards (EPAS).

Accreditation applies to all program options, which includes locations and delivery methods. Accreditation provides reasonable assurance about the quality of the program and the competence of students graduating from the program.

Review our program's accredited status in [CSWE's Directory of Accredited Programs](#). For more information about social work accreditation, contact [CSWE's Department of Social Work Accreditation](#).

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Herzing University is accredited by the Higher Learning Commission.