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Desley A. Brooks
Councilmember - District 6
e-mail: dbrooks@oaklandnet.com

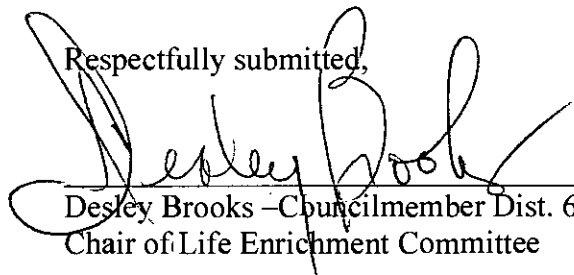
(510) 238-7006
FAX (510) 238-6129
TDD (510) 839-6451

TO: Members of the Life Enrichment Committee
FROM: Councilmember Desley Brooks
DATE: April 9, 2013

RE: **An Informational Report and Overview on the Crisis in Higher
Education and College Works Scholarship Program**

Attached for your reference is a report prepared by UniversityNow, Inc. which provides an overview on the Crisis in Higher Education and the College Works Scholarship Program. Representatives from UniversityNow will be presenting the informational report and will be available to answer questions.

Respectfully submitted,



Desley Brooks - Councilmember Dist. 6
Chair of Life Enrichment Committee

Item: _____
Life Enrichment Comte.
April 9, 2013



Overview

UniversityNow / Patten University

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Making Quality Higher Education
Available to People Everywhere

Management Team



Gene Wade **Founder & CEO**

Founder & CEO of K-12 education companies:
LearnNow – school management company
Platform Learning - tutoring company

J.D., Harvard Law School; MBA, The Wharton School;
BA, Morehouse College



Kathleen Farley **EVP, Product and Marketing**

SpotMixer, Inc. – VP, Product and Marketing (Acq'd by Disney)
Yahoo!, Inc. – Director of Product Management
Teach for America - Teacher, Long Beach Public Schools

MBA, Stanford University; MA, Education, Stanford University;
BA, Georgetown University; Board, San Carlos
School District

Management Team



Dr. Sal Monaco
EVP of Education

Western Governors University - Provost & CAO
Whitney International University - Provost & EVP
University of Maryland, University College - Vice Provost

Ph.D., Rensselaer Polytechnic Institute; M.S.E., University of Michigan; B.S.E., Manhattan College



Dr. Janet Holmgren
SVP, Strategic Advancement

Patten University - Interim CEO
Mills College - President
Princeton University - Vice Provost

Ph.D., MA Princeton University; BA, Oakland University
Former Member of Board of Trustees, Princeton University; Former Chair,
Board of Directors, The Carnegie Foundation for the Advancement of Teaching



The UNOW Online Model & Learning Platform

UNOW's Instructional Model



Advisors



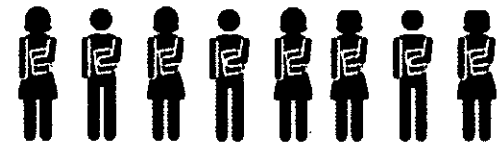
"Life Coaches"

Instructors



"Subject Matter Experts"

Evaluators



"Anonymous Graders"

Instructors & advisors work with students 32+ hours per week.

Students "officially" registered in one course at a time
and students can access all other courses.

Course Home

UNIT 1 High Performing Companies and the Power of Vision

UNIT 2 Transforming a Company's Culture

UNIT 3 Creating Exemplary Customer Service through Empowering Employees

UNIT 4 Situational Leadership and Self Leadership

UNIT 5 Effective Partnerships between Leaders and Followers

UNIT 6 Coaching and Situational Team Leadership

UNIT 7 Organizational Leadership and Leading Change Efforts

UNIT 8 A Leadership Point of View

Pre-Final

Project

Final

Keep track of "readiness"



MGT301 LEADERSHIP IN ORGANIZATIONAL AND BUSINESS MANAGEMENT

You are enrolled in this course.

Readiness indicator shows student mastery

Course Links Introduction Syllabus Grade Book

Recently Viewed

Unit 8 A Leadership Point of View

Resume

Instructors are available to help

COURSE INSTRUCTOR



Peter Francis

Send Message

Office Hours: I am available from 9 a.m.-9 p.m. Arizona Time on most days. If these times are not convenient for you, please let me know. I will be happy to accommodate your schedule, if possible. I provide you with these times to make it easier to communicate with me, and not to limit our contact.

RECENTLY IN THIS UNIT



Dynamically creates a cohort

Course Home Page

Links and Discussions

Post a Comment



Share a link, ask a question, add a comment...

UNIT 2

Biological Bases of Behavior

Identify the major structures of the brain

Unit 2 Readiness

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- Pre-Final
- Project
- Final

Objective 1



Activities



Engaging quizzes and activities

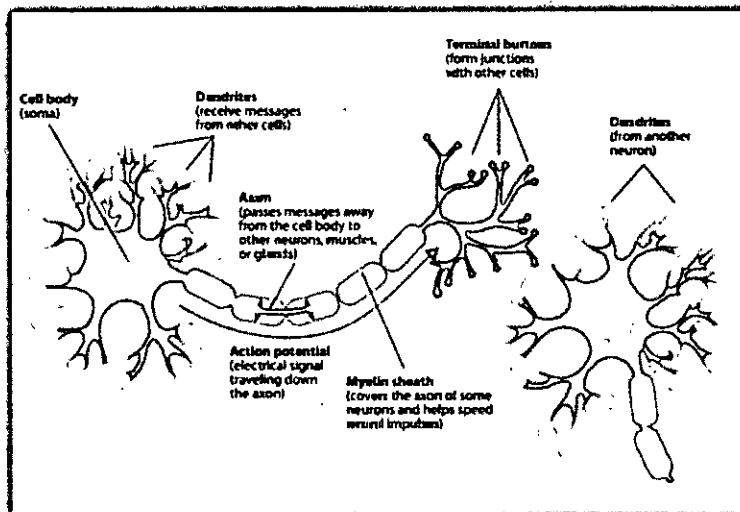


The Neuron Is the Building Block of the Nervous System

from Introduction to Psychology - Chapter 3

0 +1

The nervous system is composed of more than 100 billion cells known as neurons. A neuron is a cell in the nervous system whose function it is to receive and transmit information. As you can see in Figure 3.2, "Components of the Neuron", neurons are made up of three major parts: a cell body, or soma, which contains the nucleus of the cell and keeps the cell alive; a branching tree-like fiber known as the dendrite, which collects information from other cells and sends the information to the soma; and a long, segmented fiber known as the axon, which transmits information away from the cell body toward other neurons or to the muscles and glands.



E-books included in course

E-Book

1

2

3

4

5

6

7

8

Unit 1 Review



Review Sections

Quiz

Flash Cards

Exercises 1 2

FLASH CARDS

Term

Definition

Reset

3 / 9



Argument



— Click to Flip —

ENG101A Unit 1

Mark as Mastered

8

Not Mastered

1

Mastered

9

View All

Activities reflected in course / unit readiness

Flash Card Exercise

Course Home

UNIT 5 Radical Expressions and Equations

Unit 5 Readiness

1

2

3

4

5

6

7

8

Pre-Final

Project

Final

Unit 5 Overview

Objective 1

○○○○○○

Objective 2

○○○○

Objective 3

●●●●●

Objective 4

○○○○○○

Unit 5 Review

COURSE INSTRUCTOR

Nancy Reck



Office Hours: Message or email me (nreck@patten.edu) anytime. By appointment. Send me your available times. Voice mail: 720-260-4280

Objective 3 Write rational expressions in radical form

Core Resources

Edit

Reading ●● ●+
Write Rational Expressions In Radical Form

Video ●● ●+
Converting Rational Exponents

Video ●● ●+
Evaluating Rational Exponents

Reading ●● ●+
Try Writing Rational Expressions In Radical Form

Activity ●● ●+
Flash Cards

Supplemental Resources

Reading ●● ●+
Radical Equivalent to Rational Exponents

Reading ●● ●+
More Radical Equivalents to Rational Exponents

Links and Discussions

Course Home

UNIT 1 Why We Write

Unit 1 Readiness

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- Pre-Final
- Project
- Final

Unit 1 Overview

Objective 1

●●●●

Objective 2

●●

Objective 3

●●●●●●●●●●

Objective 4

●●●●●●●●●●

Unit 1 Review

COURSE INSTRUCTOR



Janel Crute Smith

Send Message

Office Hours: Wednesday 5:00 to 7:00 pm MST Friday: 12:00 to 2:00 pm MST

RECENTLY IN THIS UNIT



UNIT QUIZ

Your Score: 80%

You answered 8/10 correctly

You can retake the quiz at any time, quizzes do not affect your grade and are not timed.

Retake the Quiz

FLASH CARDS

Flash Cards

9 Not Mastered 0 Mastered View All

EXERCISES

Grade value: up to 1X

Completed 2/2

Exercise 1 Self Assessed

What are two reasons you should avoid using "I" in persuasive writing?

Self Evaluation: GOOD

Exercise 2 Self Assessed

What are two applications of each rhetorical mode? (Narration, illustration, description, classification, process analysis, definition, comparison and contrast, cause and effect)

Self Evaluation: GOOD

How ready are you to move onto the next unit?



Complete the review activities above. Your Unit Readiness bar will grow as you answer questions correctly, and you'll see how well you've learned the material in each Objective.

Objective 1 FAIR Objective 2 FAIR Objective 3 POOR Objective 4 POOR

Unit Review Page

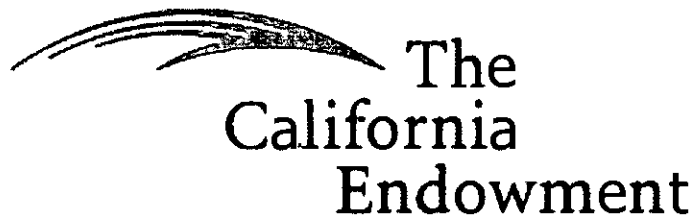
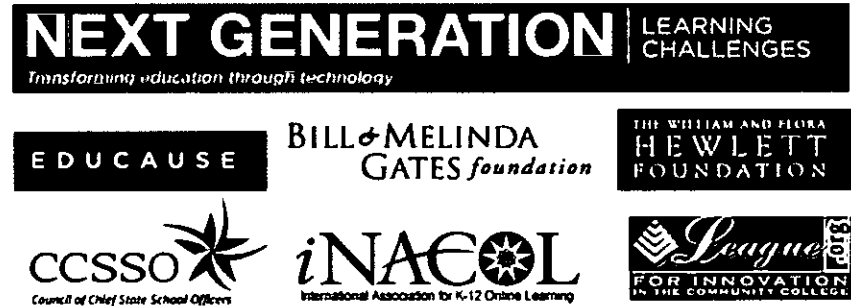
Focuses students on areas that need work

Awards & Recognition



Our platform and approach is being recognized within the industry as a breakthrough model.

Awarded grant by The Next Generation Learning Challenge - Educause, supported by Bill & Melinda Gates Foundation



Awarded grant by The California Endowment to fund scholarships

Recent Press Coverage



HUFF
POST

COLLEGE



THE CHRONICLE
of Higher Education



THE WALL STREET JOURNAL.

D | All Things Digital.

Forbes

UPSTART
business | journals

GIGaam

VentureBeat

FASTCOMPANY

TechCrunch



NBC BAY AREA



Oakland Tribune

San Jose Mercury News



Whoever You Are, We Have A Place For You

Patten University offers liberal arts undergraduate and graduate degrees with a focus on business and community leadership.

Shaping Students into Leaders Since 1944

Whether you prefer to team on our Oakland campus or on our brand new online learning platform, there's a place for you at Patten.

Learn more about how Patten University can help you reach your goals:

[Explore our degree programs »](#)

Contact us: ☎ 888 550-3250

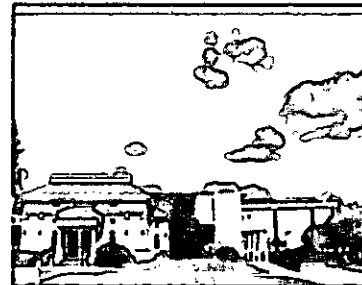


If you live or work in Northern California and your company offers tuition assistance, you may qualify for a College Works Scholarship. See how to attend Patten University at no cost to you.



Faculty

Patten University's Dr. Hannah Harrington takes the study of old texts to the extreme - 2,000 years extreme. Harrington is an expert on the Dead Sea Scrolls, ancient texts discovered in the Qumran caves, an archaeological site in the West Bank about a mile inland





Programs Targeting Working Adults Associate • Bachelors • Masters

Online Tuition Per Term: **\$1316** (undergrad)

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Plus All eBooks & Materials

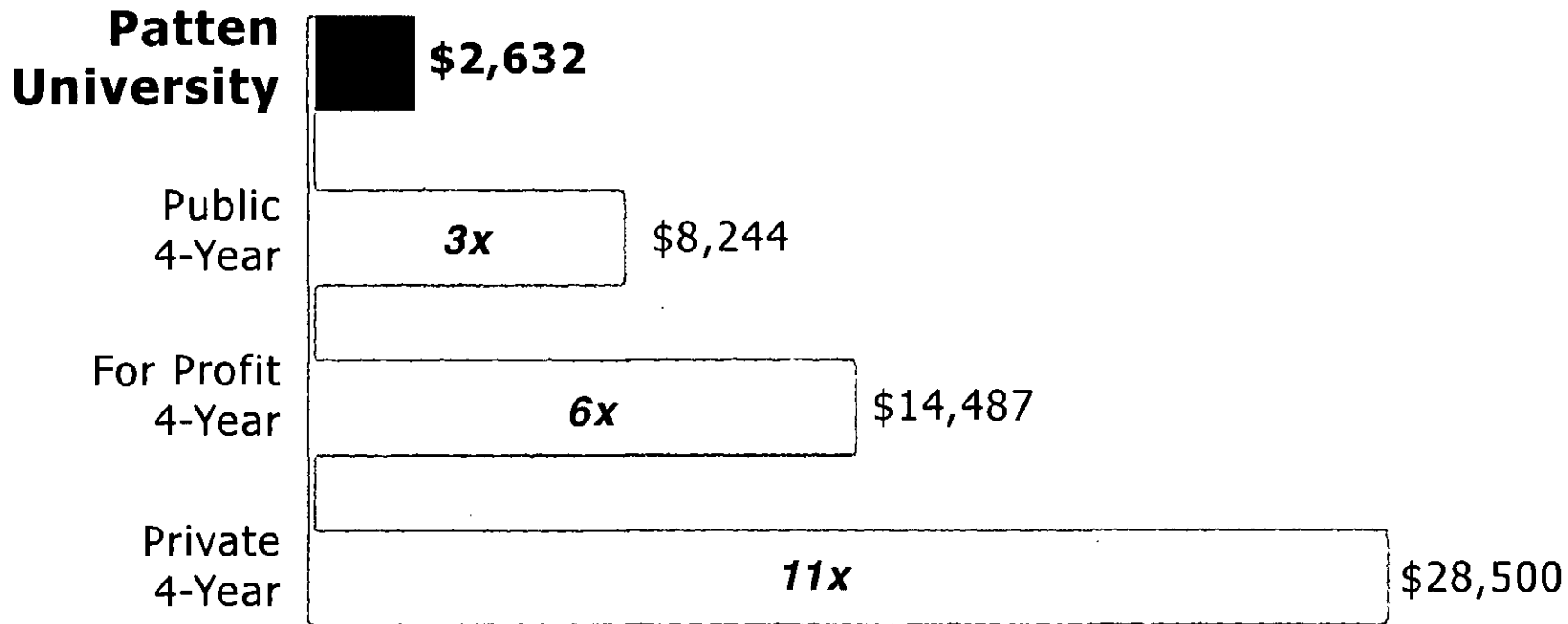
4 Month Terms
Weekly Starts Each Monday

Accredited by the
Western Association of Schools and Colleges

Tuition Comparison



Average Undergrad Tuition 2012 (2 Semesters / 8 months)



Source: College Board Trends in Education 2012

*Assumes full time student attends two 16-week semesters and completes 30 credit hours (10 courses) and \$1,000 book expense.

Patten University Board (Select Members)



Name	Title
Dr. Gerald Heeger	Former President, U of MD, University College; Former Dean, NYU School of Continuing & Professional Studies
Dr. Jan Holmgren	Former President of Mills College
Hon Elihu Harris	Former Mayor of Oakland
Dr. Dan Greenstein	Director of Postsecondary Education, Gates Foundation; Former Vice Provost, UC System
Dr. Joe May	President, Louisiana Community College System
Dr. Rod Paige	Former US Secretary of Education

The College Works Scholarship Program

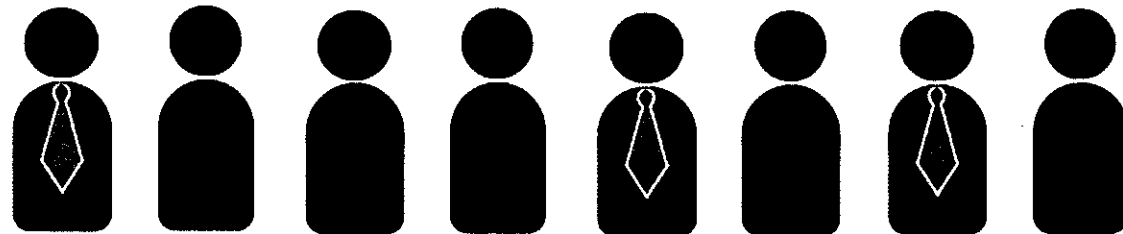
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What is College Works?

Innovative program launched in December 2012 with support of Northern California mayors, employer and civic leaders.

Workers with tuition assistance benefits can earn college degrees at UniversityNow schools at no cost to them.



How it Works

 TOTAL COST OF TUITION =

 EMPLOYER'S TUITION REIMBURSEMENT +  COLLEGEWORKS SCHOLARSHIP

Recent Press Coverage

FASTCOMPANY

Oakland Tribune

**INSIDE
HIGHER ED**

www.unow.com/collegeworks

GENE WADE
CO-FOUNDER & CEO
http://unow.com/team_members/gene-wade

12 FIG. OF THE 217 00117
OAKLAND

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Gene has spent most of his adult life focused on helping to ensure that everyone has access to high quality education. He believes education is the solution to many of the biggest challenges facing people and societies around the world.

Prior to founding UniversityNow, he was co-founder & CEO of Platform Learning, a tutoring company that served tens of thousands of low-income students throughout the United States. He was also co-founder & CEO of LearnNow, a school management company that was sold to Edison Schools where he was an Executive Vice President. Prior to becoming an education entrepreneur, he was a corporate bankruptcy attorney. Gene has an MBA from The Wharton School, a J.D. from Harvard Law School and a B.A. from Morehouse College.

As a serial education entrepreneur, Gene has been profiled by media, including Fast Company. In 2011, Gene shared his personal story and vision for UniversityNow as a speaker at TEDx San Francisco's Salon on Higher Education.

JANET HOLMGREN, PH.D.
STRATEGIC ADVANCEMENT, □CEO, PATTEN UNIVERSITY
http://unow.com/team_members/dr-janet-holmgren

On the frontlines of higher education for more than 35 years, Janet L. Holmgren was appointed President of Patten University (Oakland, CA) in 2012. She served as President and Susan Mills Professor of Mills College (Oakland, CA) from 1991 to 2011, and continues at Mills as a senior tenured professor of English. Prior to her appointment at Mills, she served as Vice Provost of Princeton University, Senior Administrator at the University of Maryland, College Park, and full-time faculty member at the University of Maryland and the University of the District of Columbia in linguistics and English.

Holmgren has been deeply involved in national and local leadership through her volunteer work with numerous educational and nonprofit organizations, including the International Museum of Women, the City of Oakland Education Cabinet, the Carnegie Foundation for the Advancement of Teaching, the Princeton University Board of Trustees, and the Association of Independent California Colleges and Universities.

Holmgren has also served as chair of the Boards of the American Council on Education, the National Council for Research on Women, the Executive Committee of the Women's College Coalition, and the California Governance Task Force for the Revision of the Master Plan for Pre-K through 16 Education. She co-founded the Oakland Education Cabinet in 1997 with then Oakland Mayor Elihu Harris, and re-established this working group of leaders with current Mayor Jean Quan and School

Superintendent Tony Smith.

During her 20-year tenure as President of Mills College, Holmgren successfully spearheaded major diversity initiatives, increased the endowment from \$70 to \$230 million, and established Mills' first doctoral degree program in urban educational leadership, and the Lorry I. Lokey Graduate School of Business. She also led over \$100 million of campus renovations and improvements, and created significant outreach to the Oakland/Bay Area and California community in areas ranging from early childhood through 12th grade education to business development.

Holmgren has honorary degrees from Mills College, Golden Gate University (1995), and Mount Vernon College (1992), and has received national recognition for her leadership, including: the Smart Woman Award, Girls, Inc. of the Bay Area (2010); CEO of the Year, CASE Western Region for the Advancement of Higher Education (2007); Award for Excellence in Education, California National Organization for Women (2002); and the Donna Shavlik Leadership Award for Lifetime Service, Office of Women in Higher Education, American Council on Education (2001).

She has written and presented speeches throughout the country on topics such as women's leadership, Federal funding and financial aid, the U.N./NGO Forum and Fourth World Conference on Women in Beijing, urban school reform, Supreme Court nominations, women in science, and making colleges more diverse and woman-friendly.

She is also the co-author of *The Story of English: Study Guide and Reader*, with Spencer Cosmos (Kendall-Hunt), and *Narration and Discourse in American Realistic Fiction* (University of Pennsylvania Press), and numerous scholarly articles.

Holmgren holds MA and PhD degrees from Princeton University.

KRISHEN LAETSCH
STRATEGIC ADVANCEMENT
http://unow.com/team_members/krlshen-laetsch/

Krishen Arvind Laetsch has been working, for two decades, to improve educational opportunities for youth with challenging life circumstances. He has been responsible for creating, implementing and managing a wide range of education, community engagement and community service programs. His career has included the roles of program officer for community and company foundations, senior field representative - California State Assembly, and director of several higher education programs.

Krishen serves as Vice President Strategic Planning and Development for UniversityNow. His primary responsibilities are on community engagement and advancing the UniversityNow network and reports directly to the UniversityNow Senior Vice President and Patten Chief Executive Officer Dr. Janet L. Holmgren as well as with UniversityNow Chief Executive Officer Mr. Eugene Wade.

In his capacity as an education systems and leadership advisor Krishen has been the Senior Program Consultant for Education at The San Francisco Foundation where he focused on grant making, early childhood education, community school development initiatives, and special projects throughout the five counties it serves. His earlier experience includes serving as the Program Officer for Education and Youth Development at the East Bay Community Foundation and The Clorox Company Foundation where he was responsible for grant making in support of art, culture, education, and youth development. As the Senior Field Representative to Assemblywoman Wilma Chan he focused on universal access to pre-school, children's health, inter-governmental relations and education policy. Krishen has also served as the Oakland Director of the Cross City Campaign for Urban School Reform, a national effort to improve education outcomes for disadvantaged urban youth, two separate Oakland Education Cabinets and co-founded and directed a National Science Foundation project to work with more than 1,200 teachers and principals in Oakland to improve science and mathematics subject matter and pedagogy.

Krishen has served on more than seventy boards, commission, and committees. His current volunteer activities and professional services include: □ · Alameda County Child Care Planning Council – Steering Committee □ · Bay Area Early Childhood Funders – Leadership & Messaging Committees □ · City of Oakland Head Start – Advisory Board (Chair) □ · Girls Inc. of Alameda County – Special Gifts Committee □ · Oakland Education Cabinet – Early Childhood & Messaging Committees □ · McClymonds Youth and Family Center – Advisory Board (Chair) □ · Rotary Club of Oakland – Board of Directors and Youth & Education Committee (Co Chair) □ · SaveNature.org – Board □ · United Way: EarnIt!KeepIt!SaveIt! – Steering Committee

Krishen holds a B.A. in History from the University of California at Berkeley, and an M.A. in Education from Mills College. He completed a multi-year fellowship through the Urban Health initiative, (Seattle, WA) and is working towards his Ed.D. in Educational Leadership from Mills College