At Education Management Corporation (EDMC), the uniqueness of each of our schools is a hallmark of the individuality that exists in each of the communities we serve. After all, it’s the singular abilities, perspectives and passions of our faculty, staff and students that set us apart, yet make us one in the spirit of giving. No matter how different we may be, how varied our talents and interests, there is one universal tie that binds us together: our desire to connect with the world around us by reaching out to those in need, sharing our time and our resources, and touching lives in ways that make a difference.

For 50 years, we have served communities across North America, providing a quality education to hundreds of thousands of students. Every year, we commit to doing what we can to help build “community” — devoting energy and compassion to help others in need.

At our more than 100 schools, giving back is the common thread that creates the fabric of who we are, what we stand for and what we will be — as individuals, as a higher education provider and as a community. It’s in our DNA.

*Our school systems include*: The Art Institutes, Argosy University, Brown Mackie College and South University. *We provide rigorous academic programs offered in supportive environments with measured practical outcomes that enhance our students’ lives.*
CHILDREN’S ORGANIZATION GETS FULL BENEFIT OF HALF MARATHON

Amy Cordes and Greg Reed, admissions representatives for South University, Savannah’s Accelerated Graduate Programs, were among 23,000 who completed the Rock ‘n’ Roll Marathon on Nov. 5, 2011, in Savannah. The pair ran on behalf of the Greenbriar Children’s Center, an organization that supports women and children in need. Cordes and Reed completed the 13.1-mile half marathon in two hours’ time.

“We decided to run on behalf of the Greenbriar Children’s Center because South University has an ongoing relationship with this cause,” Reed explained. “So far, we have raised almost $800, and we are still taking donations. We appreciate the support we have received from friends, family and South University staff to encourage us and help the charity.”

The race began at 7:30 in the morning. Bands, crowds and vendors lined the Savannah streets cheering on the runners. “Savannah is a beautiful city to run through. The energy of the runners and crowds motivated us to keep going,” Reed said. “We saw people running in costumes and dresses, and Beetlejuice even passed us during the marathon.”

This was the first half marathon for both runners. “We trained for six weeks to prepare for this run,” Cordes said. “I used to run in college, but never ran farther than five miles. Training was a challenge, but I ended up performing better than I anticipated.”

“We definitely exceeded our expectations,” Reed said. “Surprisingly our last half of the course was faster than our first half.”

The run ended at Forsyth Park, where participants were given medals and treated to bananas, beverages and live music. “The entire park was covered with runners in medals,” Cordes remembered. “My favorite moment was crossing the finish line and seeing a man who finished six seconds ahead of us drop to his knee and propose to his girlfriend.”

Neither Cordes nor Reed is done running. Both see more organized runs, as well as the training that comes before them, in their futures.

Several other South University staff members joined the 23,000 participants, including Jessica Baumgardner, South University’s director of housing at the Savannah campus; Ellen Hartman, dean of student affairs for South University, Virginia Beach; and Jacob Crawley, assistant director of admissions for the Savannah campus.
The first class of students may not have arrived on the South University, Austin campus until November 2011, but faculty and staff at the campus did not wait until then to find ways to get involved in the community of Texas’ capital city — they jumped right in.

In fact, by June 2011, the staff had logged more than 1,000 hours of service to philanthropic organizations in the Austin area.

“I am very proud that we have been able to reach so many Texans in need,” said President Marie Neal. “What a great way to get the community thinking about South University and the impact we can have here in Austin.”

The organizations helped by the staff’s generous support included the Capital Area Food Bank of Texas, the Round Rock Area Serving Center, Habitat for Humanity, libraries and schools.

The Capital Area Food Bank of Texas (CAFB) was the largest single recipient of the group’s outreach efforts. Being the largest hunger-relief organization in Central Texas, the food bank relies on volunteers to support its mission. In its latest fiscal year, CAFB provided more than 24 million pounds of food to the hungry. Austin campus volunteers helped out to the tune of more than 500 hours in 2011.

Staff members focused their time in the product recovery warehouse. This gave them a behind-the-scenes look at how donations from the community get to hungry Central Texans. Volunteers inspected, cleaned, sorted, boxed and made donations ready for distribution to partner agencies and their clients.

“The most rewarding part of the shift came from the volunteer coordinator announcing the totals,” said Shannon Rutkowski, assistant director of admissions. “This was the total weight of food worked and meals created during a three-hour shift.”

The Round Rock Area Serving Center also benefitted from the caring hearts at South University, Austin.

In early March, Assistant Director of Admissions Shannon Rutkowski and Senior Financial Aid Officer Steve McLemore teamed up to help the Serving Center, as it is known. The Serving Center consists of churches, other organizations and individuals offering a helping hand with the daily distribution of food, clothing and home items to those in need in the city of Round Rock and the surrounding areas. Working in the food pantry, the team was able to distribute hundreds of food items to further the pantry’s mission of providing groceries.

The Austin campus has done so much for the community this year, and many needy Texans have been the ultimate beneficiaries of their caring and hard work.
It was a cold Saturday morning in Columbia when students, faculty and staff from South University, Columbia gathered at Providence Presbyterian Church to participate in Habitat for Humanity’s annual Hammer the Hills road race on Oct. 8, 2011.

Over the course of a month, staff member Nikki Hulion, with help from Aimeé Carter in student affairs, informed students about the race, ordered team T-shirts and compiled “critical-thinking packets.”

President Greg Shields supported their efforts and encouraged the faculty and staff to participate in the event. The Columbia campus team rounded up 65 team members who had the option of a 5K walk or run. On race day, 46 participants volunteered their time and efforts to support the growing charity while also engaging their critical thinking skills.

Included in the critical-thinking packets was a request for participants to comment on their experience with the race. When asked why she chose to participate in the charity race, Patrice Edwards said, “What made me interested in walking in the Habitat for Humanity event was my love for helping other people and exercising for my health.” A student at the time, Edwards earned her Bachelor of Science in Graphic Design in December 2011.

Barbara Best, a student earning her Doctor of Pharmacy in pharmacy degree, shared a local connection: “I am from the town in which Habitat was founded, so when I saw the opportunity to do something for them, I took it and enjoyed walking for a good cause.”

Associate of Science in Medical Assisting student Alvin Hightower was most proud of his 5K run finish. “The students and faculty displayed excellent teamwork from the beginning to the end.”

This teamwork was demonstrated by the faculty, staff and students cheering and high-fiving each other as they crossed the finish line, and by staff members who, after completing the race, returned to the course to motivate others as they neared their own finish. The team even had a first-place finisher in his age category: Dr. David Shoop, dean of academic affairs, was awarded a hammer trophy for his accomplishment.

The activity brought a philanthropic jolt to the Columbia campus, whose faculty, staff and students are already looking to become more involved with Habitat for Humanity projects and are creating a running and fitness club to participate in similar activities.
CHRISTMAS WISHES: MONTGOMERY STUDENTS, FACULTY AND STAFF BOX THEM UP TO GO FOR AREA CHILDREN

The holiday season was filled with cheer in Alabama, as the South University, Montgomery campus fulfilled many a Christmas wish in 2011. The campus again participated in Operation Christmas Child, an annual project of Samaritan’s Purse International Relief. Samaritan’s Purse is a 40-year-old Christian organization providing spiritual and physical aid to hurting people around the world.

Since 1970, Samaritan’s Purse has helped meet needs of people who are victims of war, poverty, natural disasters, disease and famine. Emergency relief programs provide food, water and temporary shelter to meet critical needs. Community development and vocational programs in impoverished villages and neighborhoods help people break the cycle of poverty and provide hope for a better future.

Operation Christmas Child involves packing and shipping individual shoe-box-size containers with small toys for a boy or girl in age categories 2—4, 5—9 and 10—14. Preferred items include small toys such as small cars, balls, dolls, stuffed animals, musical instruments, yo-yos, jump ropes, etc.; basic school supplies such as pens, pencils, crayons, markers, writing pads, calculators and coloring books; personal hygiene items and non-perishable candy. Since 1993, more than 94 million children in more than 130 countries have received a shoe box.

For 2011, Montgomery students filled 106 shoe boxes with toys and other items (up from the 69 filled in 2010) and raised $742, which was more than enough to cover the shipping costs for the boxes. Students, faculty and staff donated, and the campus also held special fund-raising efforts, including the sale of a vintage doll on eBay. Special thanks for the success of this initiative go to Anna Pearson, director of admissions, Pat McCormick, dean of student affairs, and to the South University Good Samaritan Club, a student community-service group.

Operation Christmas Child was a great success, but the campus didn’t stop there with yuletide charity. Students, faculty and staff also raised money for children’s Christmas gifts and collected Christmas dinner food donations for three needy students’ families.

The South University chapter of the National Technical Honor Society donated a large (four-foot by two-foot) Christmas stocking filled with toys, stuffed animals and clothing to both the Family Sunshine Center and Save Kids of Incarcerated Parents (SKIP).

Lastly, the Good Samaritan Club visited a local nursing home before Christmas, delivered 60 goodie bags with candy and small gifts to the residents, and the school dance team performed.

The spirit of the season truly glowed brightly in Montgomery thanks to South University’s generous efforts.

Connecting With The World Is In Our DNA.
NOVI STUDENTS TAKE A WALK TO FIGHT LOU GEHRIG’S DISEASE

Students, faculty and staff from the South University, Novi campus joined in the Walk to Defeat ALS in September 2011 at the newly renovated Detroit River Walk.

The student ambassadors spearheaded efforts to recruit members to form the team, named South University Students Against ALS. The team also organized a three-day bake sale to raise funds. Personal contributions and bake sale proceeds totaled more than $600 for the team’s donation.

The walk raised more than $84,000 for the ALS Association. These donations are vital in funding research, patient and community services, and education and awareness.

“We walk because we can. More importantly, we walk because we care,” said student Ashley Goldon. “The ALS walk energized our Saturday, and walking as a team really united us.” Ashley is president of the Student Ambassador Organization and is pursuing a Bachelor of Arts in Psychology. She expects to graduate in 2013.

Established in 1985, The ALS Association fights amyotrophic lateral sclerosis, also known as Lou Gehrig’s disease, on every front. Funding goes toward global research, assistance for people with ALS through a nationwide network of chapters, multidisciplinary care through certified clinical care centers, and government partnerships.

The ALS Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure. The association’s nationwide network of chapters provides comprehensive patient services and support to the ALS community. The mission of the association is to lead the fight to treat and cure ALS through global cutting-edge research and to empower people with Lou Gehrig’s disease and their families to live fuller lives by providing them with compassionate care and support.
South University, Richmond showed its heart this year with events that benefited heart-related organizations.

In October, the Student Activities Board (SAB) and Student Veterans Association (SVA) teamed up as members of both student groups participated in a 5K walk to raise money and awareness for those affected by heart disease. The campus’ fundraising efforts raised more than $500 for the American Heart Association. Family, friends, students, faculty and staff all donated.

“It was a huge community celebration,” said Dean of Student Affairs Kate Batten. “Schools and businesses from all around Greater Richmond were represented and I am excited that our students wanted to be a part of that.”

In February 2012, the campus went red for heart health. Students, faculty and staff started the week off with several activities organized by the SAB and Sigma Theta Tau, the Nursing Honor Society. One activity was the American Heart Association’s Go Red For Women. All over campus, people were wearing red sweaters, skirts and ties.

The American Heart Association is the largest voluntary health organization working to prevent, treat and defeat heart disease, stroke and other cardiovascular diseases. The SAB also gave out brochures about how to prevent heart disease, as well as red pins and bracelets to remind people what the day was all about.

In addition to promoting women’s heart health, the SAB had arranged for Virginia Blood Services’ mobile unit to be on hand for a blood drive. Students, faculty and staff donated blood in front of the Richmond campus. More than 4.5 million patients need blood transfusions each year in the United States and Canada, where 43,000 pints of donated blood are used each day.

“The blood drive and heart health awareness was planned exclusively by the SAB and Sigma Theta Tau students and headed by Ronda Harris, community service chair,” Batten said. “Our students take their commitment to community very seriously and I am proud of the efforts they have put forth to mobilize the campus in service.”

President Troy Ralston said, “It’s great to see how civic-minded our students, staff and faculty are; we encourage all to pursue ways to be more active in the community, especially in causes that help to save lives.”

Connecting With The World Is In Our DNA.
Ten Savannah nonprofit organizations are the grateful recipients of 5,500 books for schoolchildren thanks to the South University, Savannah campus and Pearson Learning Solutions (PLS). PLS is part of Pearson, a provider of print and digital learning materials and services.

The books, donated by PLS, started arriving in July 2011, after Pearson and South University, Savannah wanted to partner on a community project. The organizations that received the books were the West Broad Street YMCA, the Youth Futures Foundation, Bethesda Academy, Royce Learning Center, Greenbriar Children’s Center, Big Brothers Big Sisters of the Coastal Empire, the Boy Scouts, the Girl Scouts, Park Place Outreach Inc., and Mustard Seed Faith Church.

“South University has a strong relationship with many of these organizations, and we’re always looking for ways to help out in the community,” said President Todd Cellini. “Because of my work with the West Broad Street YMCA, I knew they needed books for their afterschool program, and when I found out that Pearson was willing to help, we started looking for other organizations that had a need.”

Of the 5,500 books, 3,000 focus on sixth- to eighth-grade math, 2,200 are for first- to fifth-grade readers, and 300 cover science for sixth to eighth graders.

South University Bookstore Manager Craig Tootle worked with Pearson representative David Alevy, who was able to secure the donation of books from PLS.

“Our motto at Pearson is to focus on three key issues of social and economic importance: worldwide literacy, learning outcomes for students, educators and education systems; and workplace skills,” said Alevy. “We often say that for us, education means reaching out and making a difference every day. It’s part of our DNA.”
Students in the Physician Assistant (PA) Student Society of the South University, Tampa campus took aim at cancer with a “Bowling for Hope” fundraising event in February. More than $4,500 from the event was raised for the H. Lee Moffitt Cancer Center and Research Institute Foundation, a nonprofit organization dedicated to preventing and curing cancers of all types.

“I am extremely proud of the effort put forth by everyone in the PA Student Society,” said Master of Science in Physician Assistant Studies student Caitlin Michalak, president of both the PA Student Society and the PA Class of 2013. “We were glad to support the Moffitt Cancer Center, a cause very near to the PA program at the Tampa campus.”

Not only do South University’s PA students perform clinical rotations at Moffitt, but several professors are in practice there as well.

The fundraiser, held at Splitsville in Tampa, attracted more than 150 people. Ten six-person teams of bowlers donated $35 each, and spectators paid $20 to watch the tournament and cheer the bowlers on as “alley cats.”

A popular activity for bowlers and spectators alike was the silent auction, where gift certificates and sports memorabilia attracted substantial interest. Tampa Bay’s professional teams were well represented, with auction items from the Buccaneers, Lightning and Rays proving popular.

But the excitement was not contained to the bowling lanes. Players from the Tampa Bay Rays baseball team showed up to support the cause, including All-Star third baseman Evan Longoria, as well as B.J. Upton, David Price, Sean Rodriguez, Jake McGee and Wade Davis.

A popular activity for bowlers and spectators alike was the silent auction, where gift certificates and sports memorabilia attracted substantial interest. Tampa Bay’s professional teams were well represented, with auction items from the Buccaneers, Lightning and Rays proving popular.

The winning team won restaurant gift cards and bottles of wine.

It is easy to see why support for the Moffitt Cancer Center is so important. Moffitt has made a lasting commitment to the prevention and cure of cancer, working tirelessly in the areas of patient care, research and education. As part of an elite group of National Cancer Institute (NCI) Comprehensive Cancer Centers, Moffitt focuses on the development of early stage translational research aimed at the rapid translation of scientific discoveries to benefit patient care.

Thanks to the South University, Tampa campus, the PA Student Society and the Tampa community, Moffitt is able to advance one step further in fighting this disease.
It’s not easy being hungry any time of year, but the holiday season is especially tough for some people. Seeing an increased need for donations to their regional food bank, the South University, Virginia Beach campus took action.

Students, faculty and staff joined together to collect non-perishable food items for the first South University food drive competition. The Virginia Beach campus collected 692 pounds of food and donated it all to the Foodbank of Southeastern Virginia.

The food drive took place over the course of two weeks. The Student Activities Board spearheaded the effort, with assistance from Richard Kriofsky, senior director of admissions and Ellen Hartman, dean of student affairs. Collection bins were placed in the library and front reception area.

The campus also got a little help from Norfolk-based radio station 104.5. While 104.5 may be known as “The 757 Party Station,” they took community service seriously and helped support the drive. The station even came to campus for a celebration on Nov. 17, 2011, the last day of the food drive. 104.5 broadcasted from campus for the finale. The DJs hung out, played music and spoke with students.

The Foodbank of Southeastern Virginia was founded in 1981 as a clearinghouse for food for the disadvantaged. Since its inception, the food bank has distributed more than 221 million pounds of food directly and through partner agencies within the community. The location of the food bank has changed over the years but the mission has not, which is to educate the public on hunger issues and to end hunger within the community.
WEST PALM BEACH VOLUNTEERS PAINT THEIR HEARTS OUT

Volunteers from the South University, West Palm Beach campus helped a family out this year by painting a house using free paint from the Solid Waste Authority’s Paint Your Heart Out program. Students, faculty and staff gave their time to spruce up Marien Serna’s Westgate home.

“This was my first time doing something like this,” said Elizabeth Caron, coordinator of the campus’ Academic Improvement Center. “It was hot and we got very messy, but it was worthwhile to know we helped out a family. It was also a great bonding experience for us as volunteers.”

While the family’s father had to work, the mother painted alongside the volunteers.

The Palm Beach Post, reporting on the effort, noted that the house was painted so fast that the volunteers “seemed like characters in a sped-up video.”

“That’s not surprising,” said Linda Moreno, who coordinates the program for the Solid Waste Authority (SWA) and was present for all five hours of the painting.

“It’s amazing how quickly it happens with so many helping,” Moreno said. “It was a great group.”

Paint Your Heart Out paints the exterior of qualifying single-family homes with the SWA’s paint. The paint, more than 7,000 gallons last year alone, is 100 percent recycled. The program helps families in need at no cost to the homeowner, but it takes volunteers to do the work.

South University, West Palm Beach’s volunteers were happy to assist the family, but all agreed that it was not easy.

Jessica Renard, director of career services, put it well: “Now I know why house painters charge so much!”

Connecting With The World Is In Our DNA.
BRIDGES TO SUCCESS

Working as a football and basketball coach at C.A. Johnson High School in Columbia, South Carolina, La'Sondrick Bridges came across many students from low-income families. Many of these students lived in a household without a male role model, and La'Sondrick was naturally drawn to advising them when they came to him for help.

His success mentoring these students led to his involvement with Concerned Black Men (CBM), a nonprofit organization supported in part by the U.S. Department of Health and Human Services that aims to provide positive male role models to youth.

In March 2011, La'Sondrick applied for the job of program manager with CBM and was hired to lead CBM efforts in the Columbia area. A few months later, La'Sondrick earned his Master of Business Administration (MBA) degree in Business Administration from the South University, Columbia campus and was able to put his business skills to immediate use.

La'Sondrick works with budgets, contracts, statistical analysis and many other concepts he mastered at South University — even employee relations skills, because after recruiting new mentors, the mentors must go through training and pass a background check before they are matched with a mentee.

Starting “from scratch,” La’Sondrick grew Columbia’s CBM program to include 75 mentors helping around 90 young people in about a year.

La’Sondrick said that mentoring is all about compassion and showing an unselfish concern for the welfare of others.

“You have to look past where the kids come from and look to where they can go,” he said. “They want to be challenged. More than that, they want to know you care.”

La’Sondrick has been able to do all this even while running his own business as an independent distributor of nutritional supplements. Looking back on his experience at South University, La’Sondrick has no regrets.

“I was impressed with the professors in the MBA program,” he said. “They really care about you and want you to academically succeed.”

The youth in La’Sondrick’s mentoring program may find that attitude quite familiar.
The Art Institutes system of schools: http://www.artinstitutes.edu
Since The Art Institutes is comprised of several institutions, see aiprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Argosy University: http://www.argosy.edu
See auprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Brown Mackie College system of schools: http://www.brownmackie.edu
Since Brown Mackie College is comprised of several institutions, see bmcprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

South University: http://www.southuniversity.edu
Accreditation & Licensing: http://www.southuniversity.edu/about/accreditation.aspx
See suprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.

Western State College of Law: http://www.wsulaw.edu
See wsuprograms.info for program duration, tuition, fees and other costs, median debt, federal salary data, alumni success and other important info.