INSIDE:

New President and CEO
Ken Sobaski

THIS ISSUE:

- Key Leadership Changes
- Major Accomplishments in 2008-2009
- TUI presence at DoD Worldwide Education Symposium
- Education helps Soldier with PTSD
- New Concentrations
Congratulations is one of the dominant themes for the recent past at TUI: congratulations to the new leadership at TUI and congratulations to all of the employees at TUI.

First, congratulations to Dr. Yoram Neumann, founder and immediate past President and CEO of TUI for his advancement to the positions of Executive Chairman and Chairman of the Board of TUI on July 15, 2009. An article summarizing his accomplishments is found on page one of the TUI Network. Congratulations are also in order for Dr. Edith Neumann, immediate past Vice President for Academic Affairs and Chief Academic Officer, for her advancement to the position as the President of the TUI Institute of Learning, effective July 15, 2009. An article summarizing her achievements is found on page four of the TUI Network. As a result of these transitions in leadership, a new CEO/President, Kenneth J. Sobaski, began serving with TUI on July 15, 2009. His photograph is on the cover of the TUI network with an accompanying article of his welcome message to the constituents of TUI. On the same date, Dr. Paul R. Watkins, was promoted from his position as the Dean of the Colleges of Business Administration and Information Systems to the Vice President of Academic Affairs and Chief Academic Officer. Dr. Anthony Culpepper (see page 8) was promoted from his role as Associate Professor of Business Administration to Dean of the Colleges of Business Administration and Information Systems.

Congratulations to all the faculty, staff, alumni, and administration are also in order for contributing to an outstanding fiscal year just ended, June 30, 2009. A summary of some of the excellent achievements is below:

- Record number of applicants to TUI – 11,110 and 14,852 unique students taking at least one course
- $50,000,000 in Gross Revenue for the year
- Graduated the highest number of students ever – 2,787
- Ranked in the top 5 of educational institutions in the US Army and US Air Force
- Became part of the Navy College Program Distance Learning Partnership
- Added 9 new concentrations with 5 certificate components at the undergraduate and master’s level
- Completed implementation of the CDAD (Course Development and Delivery) system which allows student to view their course materials online or select the materials for downloading
- Completed the Capacity and Preparatory Review Report for submission to WASC (Western Association of Schools and Colleges Accrediting Commission for Senior Colleges and Universities)
- Increasing growth within the corporate markets with new and pending agreements

We believe that the theme of Congratulations will become more frequent as TUI continues to set the standard for the highest quality distance learning experience for its ever increasing student body!
Dr. Yoram Neumann, the Founder and the first President and CEO of TUI University, summarizes the TUI experience and context as he assumes a new role as the Executive Chairman and Chairman of the Board of TUI University.

I have been in academe for 40 years in both leadership positions and as Professor of Business Administration and Professor of Education. I started as a faculty member and then moved into leadership roles at various levels. I have been in leadership positions in universities for more than 33 years filling the role of a department chair, research center director, two dean positions, vice president for academic affairs, executive vice president, provost, president and CEO, and currently the Executive Chairman and Chairman of the Board. My areas of expertise and research include: college and university leadership, strategic management and planning, online learning, organizational behavior and leadership, and accountability and assessment in higher education. In these areas, I have published four books and 88 peer reviewed articles including several papers that were published in the top scholarly journals in my various areas of expertise. My first article was published in 1974 in a leading international business journal (Management International Review); my first article on higher education was published in 1977 in a leading journal in higher education (Research in Higher Education); my first study in organizational studies was published in the leading journal in organizational behavior and strategic management (the Academy of Management Review); and my first article on higher education and public policy was published in the leading journal in the field of public administration (Public Administration Review).

In 1984, Dr. Edith Neumann and I committed ourselves to a long-term program of research in higher education and its improvement at the university/college level. Together, we have conducted several research projects on college/university students and learning, faculty vitality and performance, and college/university presidents and their impact on their institutions resulting in twenty peer reviewed publications including the top journals in the field of higher education and educational leadership. Several factors emerged from our research influencing our approach toward learning in general and toward online learning in particular.

In studying student success and learning, several factors related to the quality of learning experience emerged as determinants of many facets of students’ academic performance and related outcomes (retention, graduation, satisfaction, and commitment toward their university). The four major predictors of student learning outcomes were: student engagement and involvement in a variety of activities aimed at different cognitive domains of learning; student-faculty contact, including faculty helpfulness as well as the accessibility of faculty manifested through the immediacy of feedback and concerns for students and their problems; degree program related factors including the integration and relevance of the various required and elective courses as well as the quality of teaching focused on student learning and the quality of academic advising; and learning opportunities beyond traditional courses consisting of opportunities to engage in self-directed learning and address critical issues in the course.

Our studies of college/university presidents revealed three distinct strategic leadership skills possessed by successful top executives. The first skill is visioning, which is the leader’s ability to see the organization’s future clearly and completely. This skill involves the thorough understanding of the institution prior to assuming the top leadership role, developing a comprehensive approach to the university based on a learning mission, and then articulating a vision for the specific university. The second skill is focusing, which is the leader’s ability to communicate his vision and engage key players and the board in discussion about the vision. After receiving feedback from the key players about the vision (and making some adjustments if needed), the leader and the key players focus on an implementation plan. The third skill is implementing, which is the leader’s ability to carry out the various goals and operations that are derived from the leader’s vision and focus. Throughout all performance measures that we studied, chief executives who are adept at all three skills substantially outperform those who are not.

Parallel to our interest in advancing policy-based knowledge in higher education and also starting in 1984, Dr. Edith Neumann and I, while in leadership positions in several institutions of higher learning, were involved in pioneering learner-centered distance learning programs (stage one) and online learning (stage two). Throughout our leadership experience in distance and online learning, we have developed a unique vision for a new online university where all functions (academic and non-academic) are directly linked to one learning model. We named the model the Robust Learning Model (RLM), and it had been built on quality standards derived from our own research that later implicitly became part on the best practices in online learning recognized nationally and internationally. The initial model was developed by me with significant original contributions by Dr. Edith Neumann in 1994 and I presented it first in the professional conference of the Academy of Business Administration in 1996 in Athens, Greece. The RLM is a multi-factorial model that is based on the basic belief that successful learning outcomes depend on multiple factors employed together in a holistic approach. The RLM was developed adhering to the following standards while focusing on the learners and their needs:

- Comprehensive to enable systematic applications to all degree programs.
- Widespread relevance for many groups of learners including adult and mobile learners.
- Built in mechanism for accountability, transparency, affordability, and quality assurance.
- Budget and resource allocation plan designed to meet the needs of the various components of the model based on projected enrollment growth and pre-defined quality improvements.
- Provides scalability in all activities.
- Results in verifiable attainment of learning outcomes for students in each degree program.

Following these standards, we developed an integrated system of information technology, an elaborate faculty deployment plan with specific roles and qualifications, multi-faceted student services focused on learners and learning, rapidity of response criteria for addressing student questions and providing feedback on student assignments, and advanced indicators of organizational effectiveness and learning effectiveness.

The response to the presentation on the RLM in a professional conference was interesting. First, I received a standing ovation that I had not anticipated. Second, and more importantly, the majority praised the visionary approach (a good sign for the unrelenting optimist) but all were of the opinion that I was way ahead of my time. The consensus of the representatives of the traditional paradigm in 1996 was that we would not witness a fully accredited online university for decades, regardless of the level of verifiable learning outcomes and our evidence-based approach.

Determined to prove the academic doubters wrong, we were searching for an enabling vehicle to facilitate the full implementation of the Robust Learning Model. While I was the Executive Vice President...
and Dr. Edith Neumann was the Dean of the College of Health at California State University, we tried to move the system into creating a fully separate online university. For us, a key for success in establishing high quality and economically viable online degree programs was a fully autonomous structure without ties to the traditional university paradigm and without the interference of those who were not traditionally the proponents of the emerging learner-centered online university. The system leadership was indeed very interested in our ideas and new approach and gave us the green light to present a full plan. However, soon after the initial planning had begun, the two top leaders of the CSU system left their positions. One day, while preparing a master of business plan for a new online university, I suddenly received a totally unsolicited call from Dr. Bernard Lander, the President and Founder of Touro College in New York City. He invited me to head a new distance education division in his university in New York. This happened on Friday and I wanted to think it through. Dr. Lander gave me his home phone number and asked that I call him back on Sunday. Dr. Edith Neumann and I discussed it over the early part of the weekend and I was determined to push the envelope as far as I could as we fully realized that this might finally be the opportunity I was looking for. I called Dr. Lander on Sunday, as promised, and let him know what I would be interested in. First, I was identifying my goal to establish a new branch campus of Touro College, named Touro University International, in Southern California. Second, this branch would be fully autonomous (subject to a one-line budget item including only total revenues and total expenses) as long as I met or exceeded the agreed-upon goals. Third, Touro University International (TUI) would offer online degree programs in three levels (Bachelors, Masters, and PhDs) and in four different fields. This item was extremely problematic as Touro College was not approved to offer PhD degrees, either by the State of New York or by its accreditation commission. I was prepared for the “bye bye Charlie” syndrome but I was cognizant that this was the only way to fully implement the Robust Learning Model in a fully autonomous university environment with its dedicated faculty and staff sharing, in most parts, the vision of Drs. Neumann. To my major surprise, Dr. Lander did not have any problem with these conditions and invited Dr. Edith Neumann and me to meet with him on Wednesday in New York and then to present a business plan to selected members of the Board of Trustees. He only had two follow-up questions regarding the amount of initial investment needed and how long it would take for TUI to cover its yearly expenses. My responses were that all we would need was an initial investment of 1.5-2.0 million dollars and that by the second year of offering courses we would cover all the expenses. He seemed very pleased.

After our visit to New York, the Board of Trustees of Touro College unanimously approved the new branch and its autonomous status. I then approached the California Bureau of Postsecondary Education and submitted the needed studies indicating academic quality, services, and financial responsibility. The Bureau approved TUI in six weeks. The branch was created with the intent of being accredited within the scope of accreditation of Touro College by Middle States Commission (a regional accrediting body). Unlike the Bureau in California, their view of our (radical) approach was a feeling of disbelief as they could not find any precedent for what we were trying to accomplish. We submitted an elaborate self-study for a substantive change followed by a visitation of a large team chaired by the then Chair of the Commission. At the end of the day, the model and the quality of learning experience criteria prevailed and TUI gained accreditation as the first online learning institution with regional accreditation to offer the PhD level degree programs with no residency requirements.

As I am finishing my role as the first President and CEO of TUI University, I would like to outline several important milestones in the 11-year history of the institution. TUI was founded in 1998; The College of Business Administration began to offer degree programs in 1999; The College of Health Sciences was founded by Dr. Edith Neumann in 2000; The College of Information Systems was added in 2001; The Emergency and Disaster Management program was created in the College of Health Sciences in response to 9/11; The College of Education was founded by Dr. Edith Neumann in 2002; The COURSENET and CNSSS, the main integrated learning management system and student database at TUI, were fully implemented in 2003; The University has gained accreditation from WASC, one of the most prestigious and stringent accreditation agencies in the United States, as a separate institution in 2005 making TUI the only fully-online university to be accredited by WASC; The IT systems were upgraded to support 20,000 students and 1,000 faculty members in 2006; and the implementation of Course Development and Delivery system in 2008. It is not an accident that many of these milestones have the direct footprints and the ingenuity of the TUI University IT leadership. As a web-centric institution, those technological improvements resulted in significant productivity gains with direct impact on TUI University’s bottom line.

TUI University is centered on students and their needs, and the RLM is applicable to all degree program (Bachelors, Masters, and PhDs), with a high quality of learning experience, outstanding faculty with doctorates, and affordable tuition. TUI was built with the service-members of the Armed Forces (and their families) in mind. More than 86 % of our bachelor’s and master’s students are in some way related to the US Military. We are indebted to the leadership of the recruitment as well as student services functions at TUI for their invaluable contribution to its success. TUI University could not have reached any of these milestones without the unwavering commitment from the extremely competent academic affairs, IT, recruitment, advisement, student services, and outstanding faculty.

When I founded this fine university in 1998, I could not have imagined that in eleven years it would grow to more than 10,000 students in a quarter and it would graduate more than 14,000 proud alumni. From no courses in 1998, the university has offered more than 50,000 courses in the fiscal year 2009 which ended on June 30, 2009. This success story includes 44 quarters of continued growth in the number of students resulting in revenue of 50 million dollars last year. The university is on a very solid financial foundation and profitable. Given the economic conditions world-wide, TUI is in an excellent position. The university is adding new faculty and staff, has experienced no layoffs, has offered a very competitive benefit package, and awarded employees with salary raises in each of the 11 years of its existence.

After 11 years of heavy investment in overseeing the day-to-day operations of TUI, I have felt that I am ready for different challenges while maintaining an important leading role at TUI University. Ken Sobaski, our new President and CEO, brings a wealth of experience into his newly assumed position. I am sure that his addition will make TUI University stronger and will increase our overall capacity to serve our growing student body. I have assumed a new role in the institution as the Executive Chairman and Chairman of the TUI Board of Directors. In my new role, I will advise the new President and Chief Executive Officer and other executives on the functioning and performance of, as well as strategic matters involving, the university. In addition, I will advise the Board on various strategic issues as well as actively participate on the Board as it fulfills its governing responsibilities. I am also a member of the newly established Academic Committee of the Board. Finally, I will focus on ambassadorial functions aimed at increasing the impact, prestige and reputation of the university.
New Appointments

Founders Corner - Dr. Yoram Neumann pg. 1

TUI Institute of Learning - Dr. Edith Neumann pg. 4

TUI President - Mr. Ken Sobaski pg. 6

V. P. of Academic Affairs - Dr. Paul Watkins pg. 7

New Dean - Dr. Anthony J. Culpepper pg. 8

DOD Worldwide Education Symposium - pg. 9

Living with PTSD - Dr. Steven Gold pg. 10

Staff Corner - pg. 11

Staff Spotlight - Educational Advisor Michael Martin pg. 12

Alumni Spotlight - pg. 13

Ambassadors Corner - with Dr. Shelia Lewis pg. 14

Faculty Spotlight - Dr. Debra Louis pg. 15

New Faculty - pg. 16

Faculty; Research, Pubs, Awards pg. 17
Dr. Edith Neumann
The new founding President of TUI Institute of Learning

As I am assuming my new role as the President of TUI Institute of Learning and Chair of the Academic Committee of the Board of TUI Learning, I am taking this opportunity to reflect on the past eleven years from the inception of Touro University International as a not-for-profit branch campus of Touro College New York in 1998, as well as my impact on the university as the founding Dean of the College of Health Sciences and College of Education and the first Vice President for Academic Affairs. Touro University International was a dream that began in 1994 during a time when online education was unpopular and distance education was mainly correspondence education, or defined by geographical distance (such as a satellite campus). The dream was culminated with the development and presentation of the Robust Learning Model in 1996 in a conference in Athens by Dr. Yoram Neumann. Prior to joining this wonderful journey, I enjoyed a long career in academic leadership and as a Professor of Nursing and Health Sciences, Research Professor and Professor of Education in several prestigious universities. When I joined Touro University International, I was Dean for the School of Health and Executive Director of the Center for Policy Research and Evaluation at California State University. I started with TUI as the founding Dean of the College of Health Sciences and later on, the College of Education, and served as Dean for the colleges for eight years; in the past three years, I have served as the Vice President for Academic Affairs and as a Professor of Health Sciences and a proud member of our distinguished faculty.

Following the change in ownership, Touro University International became TUI University (a for-profit institution) owned by Summit Partners. This transition was very smooth and successful. My past eleven years in my role as a Dean of both colleges and as a Vice President for Academic Affairs for TUI were absolutely the most challenging and professionally rewarding years, which consisted of building a university from scratch with Dr. Yoram Neumann and other colleagues, and bringing our dream to fruition while using our research and the vast knowledge in higher education leadership, as well as the best practices to ensure high quality education online.

The highlight of my most lasting accomplishments as the founding Dean of the College of Health Sciences and Education has been the development of a strategic vision for the academic programs in both colleges. I have developed high quality programs in all degree levels, BS, MS and PhD in both colleges; developed numerous concentrations and specializations and a vast number of certificates; participated in all aspects of building the university that included implementation of the Robust Learning Model; and provided input for the development of the algorithm of COURSENET (the TUI course delivery and holistic comprehensive information technology, which had the academic transparency and accountability that is needed in a successful course management system). Because a suitable commercially made platform did not exist at the time, TUI was among the first to develop their own home grown system, which would be difficult to replace even today with all of its capabilities. Furthermore, I worked to identify new markets and develop the colleges’ curricula to the needs of the market. For example, after 9/11, TUI College of Health Sciences was the first to develop the Emergency and Disaster Management program (registered with FEMA and the CDC). The program has been very successful and replicated by other universities since then. Another of many examples is the IDC program for the Navy. For a long time, TUI was the only university offering this program. Additionally, a new Certificate, ISS-Instructional System Specialist, was developed in the College of Education for the Army, in collaboration with and approved by the highest level of the Army in the Pentagon. We have hired superb faculty that has the capacity to provide our graduates with the intellectual underpinnings needed by respective employers and for advancement in their career. Faculty training was developed during the first year of TUI’s existence. We have organized faculty colloquiums and workshops as well.

We’ve made continuous improvements to courses in the curriculum to keep pace with the changing world...

I have initiated and developed the concept of “Educational Advisement” and the “Advisement Center”, with its student service focus. Student services and student satisfaction were always my top commitments and priorities. This helped to develop the culture of a student-centered environment at TUI University that includes response to each student communication in writing or via telephone within 24 hours by all TUI employees with grading and substantive feedback to students’ work within 72 hours. We built a culture of commitment to the university in which people come first. The main goal of the university’s existence is to provide access to high quality and affordable education in the most convenient and flexible way.

During my initial months as Dean, I was able to secure state approval for the colleges’ programs and accreditation for all programs including the PhD. The college has grown from six students in the first session to 2897 students when I left my role as Dean. Much positive feedback was received from students and other constituencies and is continuously very positive to date. Many students returned after completing undergraduate programs for the Masters program, and some continued to the PhD program. This phenomena shows student satisfaction with the academic quality of the programs. The student retention rates in the Colleges were...
high, at 90 percent.

I have personally received several grants in the area of Sharp Injury Prevention to develop a concentration and student scholarship fund. I received the grant, developed the Certificate, and managed the grant during those years. I have continuously received scholarship funds for students from various professional organizations, particularly in Nursing. In addition, I established the Staff and Faculty Review Processes, initiated faculty participation in the development of Dissertation Proposal rubrics, initiated curriculum review and the corresponding changes accordingly, and developed a comprehensive student learning outcomes assessment program and curriculum review program for both colleges. I initiated the development of additional concentrations in the College of Education and College of Health Sciences, personally chaired numerous dissertation committees, and published with some of the students. Additionally, I became a member of the Editorial Board of the Journal of Emergency Management. Finally, as Dean, I worked on the successful re-accreditation of TUI and its Colleges.

As I assumed the role of Vice President for Academic Affairs, my activities expanded to a broader vision of the academic areas of the university. My main goal was to successfully transfer our accreditation to WASC, initiate substantive change and prepare reports for all site visits. Those were great challenges, and brought great satisfaction to me personally and a great benefit to the university. My focus as the VPAA was on the areas of:

1. Quality of the Academic Programs.
2. Chair of the University Educational Effectiveness and Assessment Committee (EEAC).
3. Led the committee to develop the TUI University Proposal for the current WASC re-accreditation cycle.
4. Led the EEAC and the faculty to the development of the Capacity and Preparatory Report submitted to WASC for re-accreditation.
5. New programmatic Initiatives (particularly numerous new concentrations).
6. Development of a comprehensive Assessment System for TUI (Institutional Research, Development of Assessment Tools and rubrics (for students, faculty, courses, feedback etc.).
7. Development of a comprehensive Academic Policy Book for TUI.
8. Continuing with high quality faculty recruitment and faculty deployment.
9. Development of partnership with the Community College of the Air Force (AU-ABC), development of the Navy College Program Distance Learning Partnership (NCPDLP), participation in SOCNVA and approval by SOCNVA, DIMA for the Dental Corps of the Army and development of transfer programs for Nurses from UNITEK.
10. I have ensured that TUI University be the first university to be on the Military Community Academic Explorer (AeX) platform, which served initially the Marine Corps community. Now that there are 150 universities that joined the platform it serves all armed forces.
11. Continuing improvement and bringing the Educational Advisement Center in line with the highest quality of student services which resulted in increased student satisfaction.
12. Initiated the Student Retention Unit.
13. Initiated the TUI University Ambassador Program.
14. Developed numerous affiliation and transfer agreements with colleges and universities in the US and abroad.

I have tried to summarize the highlights of my contribution to TUI during the past eleven years. Obviously I cannot describe my satisfaction when I was able to convince a student not to quit and go on and years later we met the first time at commencement. I want to believe that my contributions and impact served as the basis for the “culture of service” and the implementation of the Robust Learning Model to this wonderful university and contributed to its success. I am confident that my successor Dr. Paul Watkins will be very successful in further developing the Vice President for Academic Affairs office, and wish him many years of great success.

As I move to my new position as the President for the TUI Institute of Learning and the Chair of the Academic Committee of TUI Board, my role in this capacity is to review all matters related to academic quality control at TUI University. The committee will perform this role through the following activities: request reports from TUI management and review these reports regarding progress towards accreditation, program

My first focus is a web site for the Institute and a peer-reviewed publication to be published online, the publication will be named “Annual Review of Online Learning”. The publication will focus on providing a forum for the dissemination of research, manuscripts, critical essays, and reviews that enhance theoretical insights for the understanding of online learning, assessment models and/ or provide significant contribution to the best practices of online learning. The publication will include theoretical papers, research, and practice in online learning, serving all disciplines aiming to further knowledge and understanding of emerging innovations in online education and foster debate about the use and application of online education. Additional information will be published on the Institute web site in the near future.

TUI NETWORK www.tuiu.edu
Hello everyone! I am Ken Sobaski the new President and Chief Executive Officer (CEO) of TUI University. In thinking about what to write in my first President’s Message, I thought I’d answer 4 basic questions that many of you might have: 1) “Who Am I?”, 2) “Why did I join TUI?”, 3) “What is it I intend to do as new CEO?”, and 4) “What are my early thoughts or reactions?” Let me take a few paragraphs to answer these questions.

1) Who am I?

In just a few words, I am a Father, grandfather, brother, son, fiancée and friend. I have four children (two boys and two girls), a granddaughter, five brothers and sisters, two great parents and last but certainly not least a wonderful fiancée, Jenny, who with her daughter Maddison, has moved here to California with me. I am a native of Minnesota where much of my family still lives. However I do have family nearby in California with a brother, my two sons and my only granddaughter all here.

Professionally, my degree is in Marketing and Business Strategy with an MBA from Northwestern University. I consider myself a marketer, general manager, business person, leader and lifelong student of leadership. For nearly three years prior to joining TUI, I was the President and Chief Operating Officer of Capella Education Company, the parent of Capella University. Prior to Capella I have 25 years of experience in leadership roles at such prominent companies as Kraft, General Mills, Pillsbury and Polarlis.

2) Why did I join TUI?

There are four key reasons why. First, the opportunity to lead this great institution and build upon the foundation set by Dr. Yoram Neumann and his wife Dr. Edith Neumann. Second, the belief that with my skills and experiences I could make a contribution providing TUI what it needs at this moment to build upon that foundation. It was critical for me to know that I could indeed make a difference. Third, a strong fundamental belief in the Robust Learning Model that we use to ensure the highest quality of learning, both academically and from a business perspective. Fourth and finally, the chance to be a part of an organization that is making a difference in the lives of its students. Knowing that what you do helps people achieve something for themselves is incredibly fulfilling and rewarding. This is a tremendous time to be a part of TUI University. I am thrilled to be here.

3) What is it I intend to do?

At this point, I am just listening and learning. My grandmother said; “You have two eyes, two ears, two nostrils, one mouth, use them proportionally.” As a new leader it makes sense to follow that advice very closely. As such, in my first month, I am meeting with every member of our faculty and staff here in Cypress as well as a number of our remote faculty. I’m asking everyone four simple questions: 1) what five things should be preserved at TUI, 2) what three things need to change at TUI, 3) what do you MOST hope I do, and 4) what are you most concerned I might do? These questions are beginning to give me a great picture of TUI. In a future issue of TUI network I’ll share with you what I’ve learned and what actions we’re taking with that learning. If you have your own thoughts on these four questions, feel free to pass them on to me at ksobaski@tuiu.edu.

On a different plane, from a different perspective, academically that is; I don’t intend to do much at all. Our academic foundation, based on the Robust Learning Model is outstanding. That’s demonstrated by the fact that we are currently the only exclusively on-line institution accredited by WASC (the Western Association of Schools and Colleges). The combination of a rigorous, high quality approach to learning with our on-line model, combined with a student/customer service orientation not always found in a university provides a great basis for success. As they say, if it isn’t broke don’t fix it. Actually I think it’s if it “Ain’t Broke” but that just doesn’t sound right coming from a University president.

4) What are my early thoughts and reactions?

Simply stated this is a great organization to be a part of on many, many dimensions. You, our students and alumni, who we see and serve as our customers love being a part of TUI. To a person everyone I’ve met feels that way. Our faculty and staff believe in their mission and what they do. A student I met recently said “TUI is a tremendous learning environment.” And the faculty and staff believe and see as our customers love being a part of TUI. To a person everyone I’ve met feels that way. Our faculty and staff believe in their mission and what they do. A student I met recently said “TUI is a tremendous learning environment.”

Knowing that what you do helps people achieve something for themselves is incredibly fulfilling and rewarding. Are there improvements we can make? Of course! I fundamentally believe that any great organization/institution/business should be focused on growth and continuous improvement. We are and will be throughout my tenure here. And given the foundation established before me, ongoing growth and continuous improvement will be easier to attain.

In a nutshell, I am thrilled to be here and look forward to helping lead us as we grow, improve and make this an even greater university.
As the new Vice President for Academic Affairs and Chief Academic Officer for TUI University, "I'm delighted to have the opportunity to follow in the 'rather large footsteps' of Dr. Edith Neumann," stated Dr. Watkins. "She has left a lasting legacy at TUI and I'm fortunate and grateful for the opportunity to closely work with her and with the former President/CEO of TUI, Dr. Yoram Neumann".

Dr. Watkins is committed to maintain and further strengthen the high quality standards established by the Neumanns. In October of 2009, the WASC re-accreditation visit will take place to assess the capacity to offer high quality education, followed by another visit in October of 2010 to assess Educational Effectiveness. TUI views these re-accreditation processes as opportunities for critical self-assessment and external reviews in order to continuously improve its programs and educational offerings which focus on student learning. A number of faculty committees involving all resident faculty are diligently working on selected improvement initiatives identified during the past four years which form the basis for the reviews. TUI faculty and administration are fully committed to ensure that TUI programs are effective and that students are able to assimilate the program and course objectives which result in a high quality learning experience for them.

"I'm delighted to have the opportunity to follow in the ‘rather large footsteps’ of Dr. Edith Neumann,"

In the past year, TUI has added nine new concentrations and five new certificates and continues to seek opportunities to enhance the programs (See listing on page 16). If you have suggestions or ideas, please contact Dr. Watkins (pwatkins@tuiu.edu) so that these ideas may be evaluated.

“We are looking forward to an exciting year ahead with opportunities to continue excellent service to current TUI students and in attracting new students to TUI. Please let all individuals know of the success of TUI in providing learning opportunities for all adult learners in pursuing their educational goals to attain their college degree(s)."
In 2009 TUI University had a record 2,787 graduates. About 10 percent of the graduating class takes part in the Graduation Ceremony held this year at the Cerritos Center for Performing Arts, Cerritos California.
TUI recently had a presence at the DOD Worldwide Education Symposium 7/26/09 – 7/30/09 in Atlanta, Georgia. This event is only held every three years and TUI was there! Below are some summary points of both the conference and TUI’s involvement.

- Symposium Theme: “Educating America’s Patriots”
- Who Attended: All of the key players in voluntary education, all five US Armed Forces branches were represented, colleges and universities from across the country and businesses that support voluntary education. TUI was represented by Kendra Doyle, Director of Military Outreach, Tom Finaly, VP of Administration and Marketing, Ken Sobaski, President and CEO, and Kristina Norris, Northwest Military Education Liaison.
- Goals of Symposium: to explore strategies to effectively deliver educational programs to service members, to increase communication between DOD educational personnel and academic institutions, to stimulate thought on current educational issues and to address quality issues in continuing education.
- Nearly 300 speakers and presenters were involved.
- Total attendance: 2,300 people
- Events:
  • On 7/29, the symposium hosted the “World’s Largest Military Education Fair” with over 170 exhibitors (TUI was included).
  • On 7/28, TUI hosted a dinner and invited all TUI Professors living in the Atlanta area. Five professors attended.
  • On 7/29, TUI hosted a student and alumni meet-n-greet at a local brewery in Atlanta. Approximately 35 guests attended.
- The four TUI attendees “divided and conquered” in order to attend as many meetings as possible. Here is a sampling of some of the meetings that were attended:
  • Senior Enlisted Panel, featuring 2 of TUI’s current students, Sergeant Major of the Army, Kenneth O. Preston (US ARMY) and Master Chief Petty Officer Charles W. Bowen (US Coast Guard).
  • DOD Voluntary Education Partnership Memorandum of Understanding (MOU). This is still in draft form, but is an article being created to standardize the expectations and practices of schools working with service members.
- Estimated to be in effect FY 2011:
  • VA Educational Assistance Updates- Updates on the new post 9/11 GI Bill.
  • Navy College Partnership Program
  • Features on the SOC Degree Network System
  • Military Spouse Career Advancement Account (MyCAA) – TUI’s two free classes associated with this program was a big hit!
  • Top legislative issues in Voluntary Education
  • Hot Trends, Cool Treats: Adapting to the next generation of learners.
  • GoArmyEd Update
  • ACE Military Program Update
  • Distance Education: The New Wave is Here!
  • Service Chiefs Town Hall: the leadership from DOD TUI is committed to having a high profile presence at this and other events which showcase TUI and provide opportunities to “get out the word” about the high quality, military friendly programs being offered.
It has been my good fortune to know recently retired Command Sergeant Major Samuel M. Rhodes, Sr. for a few years now; and if this sounds in a way like a letter of recommendation, it is. CSM Rhodes is old school - a tough soldier who is blunt and intimidating. But like all the CSM’s I know, under that tough armor is a truly kind and caring person. So as CSM Rhodes lost soldiers and fought the good fight himself, the pressure, the flag draped coffins, the fallen soldiers he trained really took its toll. After his retirement CSM Rhodes made it his personal mission to talk openly about his experience with Post Traumatic Stress Disorder (PTSD) and how it affected his soldiers and him personally. It takes a lot of guts to be a soldier, but even more to talk directly about the emotional side of the game. The following is a brief interview conducted with CSM Rhodes on PTSD and his work to help his fellow soldiers.

Dr. Gold: Please tell me a bit about your professional background.

CSM Rhodes: I was born in Ringgold, Georgia and entered the United States Army on April 27, 1980, completed basic and advanced Infantry training at Fort Benning, Basic and Advanced Armor training at Fort Knox, Kentucky. From Squad Leader, Section Leader, Platoon Sergeant and First Sergeant(Infantry and Armor), to Squadron Brigade and later Regimental Operations SGM, I’ve been a leader at every level and finished my military duties as CSM for the 192nd Infantry Brigade at Fort Benning, GA. Further, I served in Operation Iraqi Freedom 1, 2 and 3 with a total of 30 months Combat experience, and my unit received the Presidential Unit Citation. I was awarded the Order of Saint Maurice, the Order of St. George and, of course, it is a real honor to be a member of the Sergeant Morales and Sergeant Audie Murphy Club. I’m the father of six children and seven grandchildren, and have my BSBA (TUI) and now my MBA from TUI University. Currently I work for Lockheed Martin Incorporated as the Project Manager for the MCOE Tiger Team.

Dr. Gold: Can you explain what PTSD is?

CSM Rhodes: PTSD is an illness which can occur after a traumatic event such as combat or military exposure, child sexual or physical abuse, terrorist attacks, or serious accidents. A serious traumatic event can trigger serious psychological conditions. With the constant deployments and harsh battle conditions, PTSD is on the rise in the US military at epidemic proportions.

Dr. Gold: How has PTSD affected your soldiers?

CSM Rhodes: My soldiers tend to experience feelings of hopelessness about their future, shock, emotional numbness, rapid heart beat or breathing, and generally an inability to feel happy and relaxed. They are jumpy, easily startled and have trouble concentrating. I’ve seen as their CSM the headaches, night sweats, and guilt that can lead to excessive drinking, smoking or even drug use. Soldiers with PTSD will avoid people and avoid places related to the trauma.

Dr. Gold: How has PTSD affected you personally?

CSM Rhodes: As for myself, I have the typical symptoms, nervousness, a feeling of helplessness and fearfulness. But worse is the sense of not trusting others and feeling the need to be over controlling. Obviously this

Dr. Gold: Did going back to school help you with your PTSD?

CSM Rhodes: Going back to school has been a Godsend. I found that a person suffering from PTSD needs structure and support from family, friends, and in all parts of life. Education provided the structure I needed to kick start my life and deal with the loneliness and suicidal thoughts that came out as part of the depression and anxiety caused by PTSD. I started my Bachelor Degree with TUI in 2007 at just about my lowest point emotionally. Having to study and do home work gave me added things to do. When I took a break after the Bachelor Degree in 2008 (for about 6 months) I found myself with too much free time and way too much time to think. Education was a great tool for someone with PTSD as it occupied my mind, kept me involved and added a structure that lead to my personal and professional success. Education is just a fantastic tool to provide structure and balance in the upside down world of PTSD; thanks to that I am now more confident than I have ever been in my life.

Dr. Gold: How has your experience at TUI, and learning in the online environment, helped you move forward with your life?

CSM Rhodes: TUI afforded me the opportunity to work at home at my pace, and when emotionally I needed it. The structure of reading and research, along with the freedom to explore and think, kept me busy for hours on end that would otherwise have been spent less productively to say the least. TUI set up coursenet to allow instant communication both with the other students as well as the professors. This interaction helped me focus and keep on track. With the threaded discussions I was able to look at other students’ responses and give back. The instant clarification allowed me to better understand what the professor wanted and was just remarkable. I just don’t think I could have done this any other way.

Dr. Gold: What are you doing now to help other soldiers with PTSD?

CSM Rhodes: At Ft. Benning GA, I initiated the Wounded Warrior Horsemanship Program and am a team Captain for the House of Hero’s helping to renovate homes for older veterans. Few things however are more gratifying and more successful than the time I get to spend speaking to soldiers about how a senior NCO shares the same experiences from the front lines, in a real way, that lets them know that they are not alone and that help is available if they will just reach out.

Dr. Steven Gold and CSM Rhodes holding his Masters Degree Diploma
IT Support Staff Highlight

By Dr. Paul Watkins

Lien Lam is playing a key role in IT Student Support at TUI. She started working at TUIU in 2008 as a temporary employee with Apple One and in three months, was hired as a full time support representative. Before joining TUIU, she was employed as a Veterinarian Technician Assistant for 4 years in Riverside, CA. Upon moving closer to TUI, she chose to work with TUI because the working environment is so friendly and student centered.

Current duties at TUIU include providing login’s for students and assisting with any technical related questions. Her goal is to give immediate student response when possible and to assist students to solve technical problems. She directly works with TUI students by answering their email and phone calls. Her view on student services is to assist them as best as she can and to make their online learning the most excellent experience possible.

What she likes most about TUI is the friendly atmosphere and how dedicated TUI is in assisting students. Lien comments: “When I first started with TUIU, the IT department developed a program where students were able to retrieve their course materials online via their CourseNet. I believe this is such a great tool for students because they are able to access their materials at any time.”

What she likes most about TUI is the friendly atmosphere and how dedicated TUI is in assisting students...

Lien believes that the diverse population of TUI students will continue to grow. This is because of the inter-sessions available where students are able to register for courses that can better accommodate their personal lives.

Outside of TUIU, Lien loves to go hiking. Her favorite location is in Arcadia, CA; the path that she loves is Chantry Flats and the Waterfall path. “It’s like a hidden world, so peaceful and relaxing.” She also loves to spend time with her family and in having barbecues when the weather is nice.

In addition to her busy life as an employee, Lien has personally taken advantage of the educational options at TUI. She is currently enrolled in her 4th session in pursuing a degree in Health Sciences.

National Fraternal Order of Police Select TUIU as a University Partner

TUI University was selected last year as one of only 11 National Fraternal Order of Police (NFOP) university partners, and one of two universities from California, to be included in the NFOP University Consortium. In August 2009, TUI University will participate in and exhibit at NFOPU national conference in Long Beach, California. The National Fraternal Order of Police is the world’s largest organization of sworn law enforcement officers, with more than 325,000 members in more than 2,100 lodges.

Chuck Canterbury, National President of the Fraternal Order of Police and Rafi Itzhaki, Director of Business Development at TUIU, take a friendly photo at the recent FOP Leadership Matters conference, February 5-7, 2009, in Nashville, Tennessee.

DEAR DR. LEWIS,

I would like to share with you the following picture of individuals that are a part of TUI. From left to right Kris Barber (Ambassador, MSHS, MBA student), Daniel Brown (BSHS student), Marlon David (BSHS student), Danielle Falconer (BSHS student), LaQueto Houston (BSHS student), and Francis O'Dell (MSHS, MBA student). Have a great day.

Kris Barber

HELLO FROM OKINAWA, JAPAN!

Chuck Canterbury,
National President of the Fraternal Order of Police and Rafi Itzhaki, Director of Business Development at TUIU, take a friendly photo at the recent FOP Leadership Matters conference, February 5-7, 2009, in Nashville, Tennessee.
Meet Michael Martin
Educational Advisor for B.S. & Ph.D. in Business Administration

Michael joined the TUIU team in 2007. Prior to his employment with TUIU he earned B.A. in English from University of La Verne, and from there volunteered for a domestic ‘peace corps’ for six months, working at a free restaurant/resource center for the homeless in inner city Atlanta. After that he joined Borders Books and Music, serving in varying roles including bookseller, lead clerk, and Corporate and Institutional Sales Representative.

Finally he transitioned into a career in teaching, working as a middle-school English and History teacher for six years. The last two years, he served as the middle school director. This involved:
• Ensuring adherence of every course in the middle school curriculum to the Content Standards for California Public Schools,
• Mentoring new teachers by sharing instructional methodologies, classroom management techniques, etc., and
• Supporting the self-study of our institution in preparation for periodic review by WASC, our accrediting body.

Eventually, having always been interested in working in higher education, he accepted a position with TUI as an educational advisor to college students. As a first-generation (and the only) college graduate in his family, Michael has always been interested in helping others realize their educational goals. "I find a great deal of satisfaction in helping non-traditional students (who I vastly prefer to traditional students) achieve the success in life that they have as much right to as anyone else".

As an educational advisor, the student’s primary advocate, Michael reviews their transcripts and designs their degree plans, maintains regular contact with them via phone, email, and even in person. Case in point: "I have a student who shows up on site nearly every session, discusses in depth with me the different course options, registers, settles the tuition, and picks up the course CD, all that day, on site! Additionally, I help students register for courses, provide them with recommendations, and facilitate their communication with TUI professors, staff members, or other departments. Finally, I do evaluations for students inquiring about TUIU, giving them a glimpse of what their degree plan would look like were they to choose to attend our institution."

Michael sincerely appreciates the fact that TUIU is wholly student-centered. From the course design and delivery system to the institution-wide ‘culture of caring’, he finds a great deal of joy and satisfaction doing the job and working together with colleagues.

When asked if things changed at TUIU since he first started. He said, "When I first started with TUIU, it was 'Touro University International', so the name change was obviously significant. Additionally, offering eight sessions per academic year was an exciting and challenging development."

Michael sees the future of TUIU as growing both in student population and in program offerings. "This promises to usher in an era of vigorous growth and of continued institutional maturation. I am very optimistic about TUIU's future, and grateful to be a part of it," he said.

The most important thing to Michael is his beautiful wife and a five year old daughter. "My family is my center, my solace, and my inspiration. Additionally, I am a voracious reader, averaging two to three books per month. Finally, I confess to being an unrepentant and passionate gamer- having grown up during the advent of the home video game console (Atari 2600, Intellivision, etc.), it has seemingly always been a natural part of my leisure time, much as movies and music are to others. Currently, my daughter and I team up on LEGO Star Wars and LEGO Indiana Jones, and she regularly 'educates' me with her skillful game play. I feign embarrassment, but couldn't be more proud!"

In addition to Michael's busy schedule he is currently taking courses toward an MBA with TUIU.

When asked about his typical work day Michael said, "The majority of my day is spent emailing students, responding to their emails, and speaking with them over the phone. I see my role as the student's advocate, also offering as much encouragement to them as possible. The rule of student and customer service is quite simply the 'golden rule'- give the same type of service you would desire in return".

In addition to Michael's busy schedule he is currently taking courses toward an MBA with TUIU.

Michael Martin
Educational Advisor for:
B.S. in Business Administration
Ph.D. in Business Administration
TUI University
5665 Plaza Drive, 3rd Floor
Cypress, CA 90630
Phone: 1-714-816-0366, ext. 2042
Toll Free: 1-800-375-9878, ext. 2042
Fax: 1-714-816-0367
Sgt. Dalhouse writes, “I joined the Marine Corps right out of high school in 1985, and had no plans to attend college. I actually refused to contribute to the GI Bill and remember getting worn out by my Drill Instructors because I was the only Recruit who wouldn’t sign up for it. After 5 years in the Corps, I got smart and realized I needed to further my education. So, in 1990, I had my military experience evaluated and found out I had more credits than I thought, which motivated me to pursue a degree. I enrolled in State Technical Institute at Memphis while on Instructor Duty at Millington, TN and finished up an AAS degree in electronics in 1992. I thought I was done with school, but in 1997, I was urged on by other Marines who were taking college courses to pursue a bachelors. I started into the SIU program in Electronics Management at Cherry Point, and worked on that until I received orders to Recruiting in 1998. After Recruiting, I returned to Cherry Point, and picked up with the SIU program again finally graduating with a BS in Electronic Systems Technology in 2004. Then, in 2005, I was again urged on by other Marines to get into a Master’s program, and I enrolled at the University of Oklahoma, and took 2 courses there until they shut their Quantico program down due to low enrollment. I then decided to take an online program to work better with my schedule, and enrolled in Touro University International. In 2007, I graduated with a Master’s in Business Administration. Yes, it took me 19 years to complete a Master’s degree due to Recruiting Duty and 6 overseas deployments, but the point is that now I have it and can put that on my resume from now on. And the really great part is that the day I graduated with my MBA, I didn’t owe one single penny to anyone for that education. All my education was paid for almost completely with Tuition Assistance from the Marine Corps! Now, I teach at Craven Community College in the Business Department and the Continuing Education Departments. I was also recently hired to teach business and management courses for Park University and Southern Illinois University.

Education is a great thing that no one can ever take away from you, and the Marine Corps makes it extremely affordable with Tuition Assistance. Anyone who does not take advantage of this great benefit of their service is definitely missing out on one of the greatest opportunities in education they will ever get. And, I am a firm believer that my education played a key role in my rapid promotion to Master Gunnery Sergeant in just under 20 years of service.”

I didn't owe one single penny to anyone for that education. All my education was paid for almost completely with Tuition Assistance from the Marine Corps!

TUI allowed me to earn a Master's Degree in a little over a year, while on active duty and a single parent of two children.

I would like to send a heartfelt "Thank You" to all of you. TUI allowed me to earn a Master’s Degree in a little over a year, while on active duty and a single parent of two children. In one way or another each of you had an integral part to my accomplishment. I have enclosed a family portrait with my family and new wife while getting a Masters Degree. I wanted to put a face with the name. Again, thank you very much for your time and efforts.

Sincerely, Mark Loranger

Educational pursuit pays off

Mark Butler, MBA Student TUI University, MCPO USN (Ret)

I would like to send a heartfelt “Thank You” to all of you. TUI allowed me to earn a Master’s Degree in a little over a year, while on active duty and a single parent of two children. In one way or another each of you had an integral part to my accomplishment. I have enclosed a family portrait with my family and new wife while getting a Masters Degree. I wanted to put a face with the name. Again, thank you very much for your time and efforts.

Sincerely, Mark Loranger

Attention TUI students send us a picture with the TUI Network cover or the TUI logo for a chance to get your photo featured here in the TUI Network Student/Alumni page. Submit in an e-mail to tuinetwork@tuiu.edu.

Christina Liebsack in Student Advisement MSHS received this from an enthusiastic TUI Student: Hi Christina Liebsack, I am Sultan Alsaeed, I would like to thank you for every effort you did to help me. With my study, you’re a great advisor. I am sending you a picture with the TUI magazine issue # 2, Jan 2009. SGT. Sultan Alsaeed, U.S. Army Sergeant.

SGT. Dalhouse

TUI Alumni Mark Loranger pictured with this family

Master Gunnery Sgt. Dalhouse

TUI Alumni Mark Loranger pictured with this family

Mark Loranger

TUI Alumni Mark Loranger pictured with this family

Christina Liebsack in Student Advisement MSHS received this from an enthusiastic TUI Student: Hi Christina Liebsack, I am Sultan Alsaeed, I would like to thank you for every effort you did to help me. With my study, you’re a great advisor. I am sending you a picture with the TUI magazine issue # 2, Jan 2009. SGT. Sultan Alsaeed, U.S. Army Sergeant.

I didn't owe one single penny to anyone for that education. All my education was paid for almost completely with Tuition Assistance from the Marine Corps!
TUIU Ambassadors Corner -
Dr. Shelia Lewis

TUIU Ambassadors are former students of TUIU who volunteer to "spread the word" about TUIU and its programs, especially to men and women of the United States Armed Forces. These Ambassadors coordinate with Dr. Shelia Lewis, who has administrative responsibility for the TUIU Ambassador Program. Kendra Doyle, the Director of Military Outreach at TUIU also coordinates with these ambassadors on occasion when she or her staff visit military bases to hold office hours with prospective students or participate in Education Fairs. The ambassadors have a number of TUIU provided resources to share with prospective students. Dr. Lewis provided the following updates on the Ambassador Program:

◊ Roy Hessner (our Wheel of Fortune celebrity and a TUIU Ambassador – see last issue of the TUI Network) sent the following quote: "I didn’t tell you...or take a picture... but my gunny is currently enrolled in this term and is on his way to being a TUI grad!"

◊ The 3rd TUIU Ambassador Teleconference was held in late February. This provided an opportunity for the Ambassadors to exchange ideas and received direction on how to be creative and effective in their roles. TUIU Ambassador membership has increased to 63 members globally. If you are interested in becoming an Ambassador, please contact Dr. Shelia Lewis (slewis@tuiu.edu).

◊ Ambassadors will receive TUIU Ambassador Certificates of Recognition over the next few weeks. The certificate is signed by the Vice President of Academic Affairs and Dr. Lewis. The annotation on the certificate reads as follows: “Thank you for passion and devotion to higher education as a motivated volunteer of TUIU’s Ambassador Program. Through your diligent word-of-mouth efforts, TUI experienced tremendous student body growth and created an Ambassador network that spans the globe. You are truly an asset to TUI University and the entire staff and faculty extends heartfelt gratitude.”

◊ Ambassadors in Action

In this issues of the TUI Network, several short items are included to show the Ambassadors in action. Valerie Thomas served her last active duty military assignment at MacDill AFB in Florida. On her way to a work assignment at MacDill recently, she stopped by to “encourage some of the troops to get into school.” The end result was she recruited four students who will be taking TUIU courses next session. She also recruited a current Master’s Degree student at TUIU to be a TUIU Ambassador who will be the point of contact for MacDill. The photos above show Valerie and the four students whom she recruited (the piece of paper is the information about TUIU since Valerie didn't have her “official” ambassador materials with her).

Another Ambassador, Peter M. Tan DDS, MSHS, COL, DC USAR USA MEDCOM has received special recognition for his efforts along with many others including Dr. Shelia Lewis in the recruiting and retention of men and women in the US Army Dental Corps. His quote follows: “Thanks so much to everyone for the communication, coordination, and integration that permits us to improve the Recruitment and Retention of our Dental Corps. My ability to assist is definitively correlated with the team work and passion that all of you have exhibited. I appreciate all the guidance afforded me as the Consultant for the DIMA Dental Corps. I pledge my continued efforts in this realm. I appreciate this very kind note on behalf of all our efforts.” The kind note referred to (not pictured) is a commendation received by Dr. Tan from the US Army Recruiting Command. Dr. Tan is an excellent example of a former TUIU student working to serve the needs of the US Army dental corps and providing information about the benefits of the TUIU College of Health Sciences.
Debra J. Louis, PhD  
Associate Professor, Business Administration

How long have you been with TUIU? – Since 2003

Tell us a little about yourself, what is your background prior to joining TUIU – education, work experience, why did you choose to work with TUIU?
BA (Psychology) – University of Texas at Austin  
MBA – Southern Illinois University  
PhD (Organizational Behavior) – Cornell University  
Previously taught at Carnegie Mellon University and State University of New York at Buffalo.  
I came to work at TUI because six years ago, online education was very new and I was attracted to the challenge of figuring out how to teach in a totally new medium. I realized that simply trying to recreate a classroom online would not work, and we had to “reinvent” how we thought about teaching and pedagogy. TUI was a very exciting place in those days, we saw ourselves as pioneers, trying novel approaches, always thinking outside the box.

Describe your current duties at TUIU?
Develop degree and concentration curricula. Develop and teach courses at the undergraduate, MBA and PhD levels. Work with a team of core faculty who teach and grade courses I supervise. Chair doctoral dissertations and collaborate with students to publish their work in academic journals. Participate in institutional development and governance – including accreditation activities. Represent TUI at professional conferences such as the Academy of Management.

What do you like most about TUIU?
The best part of my job is my colleagues in the College of Business/Information Systems. TUI not only has the most highly qualified faculty of any online institution, but they are all genuinely nice people who freely collaborate and support each other.

How have things changed at TUIU since you first started?
We've gotten much more sophisticated and polished. In the beginning we were kind of like Steve Jobs and Steve Wozniak in the garage – very entrepreneurial! Now we have the resources to hire more specialists, standardize more procedures, and improve our infrastructure.

What do you see as the future for TUIU?
Online education is going through the same processes as any new “product”. At first, there were few universities offering online courses, and now it seems like every school is offering online programs! Over the next few years, online programs will start to differentiate and they will segment into different tiers, much like traditional schools, with the elite, high priced private schools, state universities that offer high quality education at reasonable tuition, and the so-called “degree mills” which will confer a degree to just about anyone who can pay the price! I think TUI will follow that middle path, differentiating itself from other online programs by the high quality of the education it offers while keeping the tuition affordable.

What do you do outside of TUIU? Hobbies, interests, family, and so on.
I have two grown daughters: One is serving the country and the cause of world peace in Guinea, West Africa. For the next two years she is a Peace Corps Volunteer in a small village in the bush with no running water, electricity, mail service or roads! My other daughter is the mother of my two-year-old grandson and teaches reading to underprivileged children in inner city schools in Peoria, Illinois. My husband is a retired Rock-n-Roll musician, who, I think, still holds the record for most appearances at New York City’s Madison Square Garden.

Do you work (or have you worked) directly with TUIU students in any way? What are your views on student service/customer service?
I work directly with TUI students literally every day of the week and just about every waking hour! We are boundary-less not only in terms of physical classrooms, but also in terms of office hours! My view on student service is to never sell our students short. I build courses that are challenging and the content is state of the art. I make sure they are interesting, but always substantive. I set high standards, but they are always achievable. I want a student to have something to show for the money and time they spend on their education – more than just a sheepskin to hang on the wall!

Do you have anything to add that might be of interest to students, alums and other stakeholders of TUIU. For example, are you an American Idol contestant or do you surf or?
I have a strong commitment to volunteerism – particularly in the cause of fighting poverty. As a teenager, I volunteered as a counselor in Fresh Air Fund camps for poor children, upon graduation from college I served as a VISTA Volunteer in Arkansas and then as liaison to grass roots community organizations on Governor Bill Clinton’s staff. After that I worked with Legal Services Corporation as an education specialist to low income clients. Today I raise fresh vegetables in a community garden and donate them to the Long Beach Food Bank, as well as counsel individuals with substance abuse problems in hospitals and institutions. 🍃
Welcome New Full-Time Faculty to TUI University

As part of the continuing growth at TUI, new full-time faculty are added as necessary. Below are some of the new faculty added to TUI University since March of 2008. Others will be featured in the upcoming issues of the newsletter. We welcome these excellent professors to TUI!

Dr. Holly Orozco
who recently joined TUI as a Full-Time Remote Faculty in the College of Health Sciences has over fifteen years experience in the field of public health and substance abuse prevention. Formerly Dr. Orozco served as the Senior Advisor for Substance Abuse Policy in Janet Napolitano’s Governor’s Office, and as an Assistant Professor of Health Science at California State University, Los Angeles. Dr. Orozco is the President and founder of a non-profit organization that targets the overall health needs of children worldwide. She completed her doctoral studies in Public Health with an emphasis in Health Education and Health Administration at Loma Linda University in 2003. She currently resides in Costa Mesa, CA, with her husband and two young sons.

Dr. Larry Katz
lives in lower Alabama with his wife, Andrea, and two daughters, Riley (age 5) and Reagan (age 4). Originally from Chicago, he received his Ph.D. from Loyola University and was the Clinical Director of a counseling agency before joining the Army as a Psychologist in 1996. He was stationed at Fort Rucker, where he now works as a civilian Clinical and Research Psychologist and supervisor for several area counselors. He has been an Assistant Professor of Education and a Doctoral Faculty Mentor in Health Sciences for TUI since February, 2007. He joined TUI as a Full-time Remote Faculty on July 1, 2009.

Dr. Herbert Weinraub
has recently joined TUI as a full-time remote faculty member. Until his retirement last June, Herb was a long-term member of the faculty of the College of Business (CBA) at the University of Toledo, in Ohio, where he was a professor of finance and past eight year chairman of the finance department. His teaching has primarily been the area of corporate finance at the undergraduate, graduate, and executive MBA levels, where he has taught a variety of core and elective courses. Herb is particularly proud of his teaching record which includes being the first recipient of the CBA’s undergraduate teaching award, and the second recipient of the graduate teaching award. In addition, for three consecutive EMBA classes, for 2007-08-09, he was voted, by the students, as the outstanding teacher in the EMBA program.

Herb has also published many articles in journals such as the Journal of Financial Research, the Journal of Financial and Strategic Decisions, the Journal of Financial Practice and Education, and the Financial Analysts Journal. His research has been in the areas risk assessment, working capital management, hybrid securities, and the use of multimedia authoring software and the effect on student learning.

Update from the College of Business Administration and Information Systems:
New concentrations and certificate programs

The Colleges of Business Administration and Information Systems have been busy developing new certificates and concentrations at both the undergraduate and master’s degree levels. The concentrations give students more options for specialization. In addition to the name of the degree on the student’s diploma, the concentration designation will also be shown. Thus, if a student graduates with a BSBA degree and a concentration in Leadership, the diploma will show both items. Certificates enable the student to gain a specialty without being enrolled in a degree program. Credits earned in certificate programs may be transferred to applicable TUIU degree programs. In any event, the students will receive a Certificate indicating the program they have completed. Certificates are good ways to enable prospective students to “get their feet wet” by trying online learning through TUIU. They earn a Certificate and will then have the confidence to go on to a degree program, if they have not yet achieved that prospective goal.

Concentrations at the undergraduate level includes 3 courses plus a capstone course. At the Master’s level, 3 courses are required for each concentration. Certificates at both the undergraduate and graduate levels require 4 courses. Certificate credits may apply to a corresponding TUIU degree program. These new offerings are described below.

BSBA - Concentration in Leadership, Project Management, Managerial Accounting, or Governmental Accounting
MBA - Concentration in Project Management or Security and Digital Assurance
MBA - Certificate in Project Management
MSITM - Concentration in IT Project Management or Information Security/Assurance & Digital Forensics
MSITM - Certificate in IT Project Management or Information Security/Assurance & Digital Forensics

New concentrations and certificates added last year include:

BSBA - Concentration in Hospitality Management, Marketing or Contract Management
MBA - Concentration in Marketing, Managerial Accounting, Governmental Accounting
MBA - Certificate in Managerial Accounting, Governmental Accounting, Supply Chain Management or International Business

For more information on these exciting new additions please visit the TUIU web site at http://www.tuiu.edu/catalog/pdf/CBA-(2008-2009).pdf for the College of Business Administration catalog and http://www.tuiu.edu/catalog/pdf/CIS-(2008-2009).pdf for the College of Information Systems catalog. You may also contact Jasmine Khong (jkhong@tuiu.edu), Director of the Student Advisement Center to have an educational advisor directly contact you.

The College of Education is offering a new graduate certificate concentration which began in the May 2009 session: the Graduate Certificate in Community College Teaching. Community colleges are experiencing growth nationwide and the need for qualified faculty is expected to increase. To address this need, the College of Education at TUI University has designed a curriculum consisting of 16 credits (4 courses) that leads to a graduate certificate. The graduate certificate in Community College is designed for individuals who are interested in employment in community college or in advancement in community college positions.
Several TUIU PhD students have received outstanding dissertation awards from prestigious professional organizations:

- Dr. Heidi Sato - PhD in Health Sciences from TUI University (and now a full-time resident assistant professor of Health Sciences at TUIU), received the best Dissertation Award from the American Public Health Association Epidemiology Section. Her Dissertation “Predicting Food borne Outbreaks at Restaurants: Results of a Risk Assessment Model”.

- Dr. Cameron Lee - PhD in Health Sciences from TUIU University (Dr. Lee is also a Maxillofacial surgeon), has had two manuscripts accepted for professional journal publications based on his PhD dissertation. One has already been published and is in print. The other is in press. His dissertation involved bone regeneration using different graft material combinations and dental implants. The manuscript in print was so well received, that Dr. Lee is now the recipient of an award from the dental implant journal. He is a practicing physician in Hawaii. As he indicates: “I could not have done this without TUI.” Below is an excerpt from an award letter received by Dr. Cameron Y. S. Lee:

  ...Implant Dentistry and the International Congress of Oral Implantologists established an award in honor of Dr. McKenney. This award of $2500.00 is given annually for the most outstanding article in the section Basic and Clinical Research published in Implant Dentistry. The article in which you will be receiving this award is Lee CYS (TUI University), Rohrer MD, Prasad IIS. Immediate Loading of the Grafted Maxillary Sinus Using Platelet Rich Plasma and Autogenous Bone: A preliminary Study with Histologic and Histomorphometric Analysis. Implant Dent 2008;17:59-73.

- Keitha Blake, RN, MSHS, CHES passed the CHES exam with flying colors, and is doing great in her profession as a Chargemaster Assistant at the Yuma Regional Medical Center. In her words: “Thank you so much for all your support and all that you do for TUIU students. I am so proud to be a part of such an esteemed organization as a student!”

- Two MBA students at TUIU are finalists for the Presidential Management Fellows Program. From over 4200 applicants a final pool have been selected as finalists. These are Mark Butler – current MBA Student and Jacquin Raynard Kirkman, who recently completed his MBA at TUIU in January 2009. Four TUIU Master’s students were nominated and to have two become finalists is a tribute both to the students and to TUIU.

- TUIU Alum, A. Avises, MSHS expresses appreciation to TUIU as follows: “Thanks to TUI, I’m now working at the Center for Disease Control and Prevention (CDC) in Atlanta, GA as an Emergency Response Specialist. My Master of Science in Health Science Degree and my certification on Emergency Disaster Management played a major role in obtaining this job at the CDC.” As VPAA Dr. Edith Neumann states: “These are the joys of teaching. The achievement of our students speaks for itself. Special thanks to the faculty committees who worked diligently with the students.”

- TUIU Assistant Professor of Information Systems and Business Administration, Dr. Indira Guzman, has a manuscript accepted for publication in the journal IT & People, a journal based in the UK, published by Emerald, and internationally recognized in information systems. In 2008, only 20 out of 123 submissions were accepted for publication. This manuscript was first submitted in July of 2007 and after several reviews will be published in 2009. Guzman, I. R., & Stanton, J. M. (In-press). IT Occupational Culture: The Cultural Fit and Commitment of New Information Technologists. Information Technology & People.

- Dr. Frank Sorvillo – Professor of Health Sciences – PhD Mentor

  - TUI Peer-Reviewed Publications:

  - Book Chapters:

  - Book Reviews:

  - Presentations:


- The following was published in July-August 2009 issue of Family Medicine: “Effect of a Computerized Body Mass Index Prompt of Diagnosis and Treatment of Adult Obesity” by Susan P. Schriever, PhD (TUI University), FNP-BC; Suzanne E. Landis, MD, MPH; David J. Turbow, PhD, Assistant Professor of Health Sciences, TUI University; Steven C. Patch, PhD.

- CBA PhD student Ms. Susan Emens has had a paper accepted for presentation at the May 2009 Eastern Academy of Management meeting based on the literature review that she completed in ORG601 Fall 08 session with Dr. Stephen Fitzgerald. The paper is “Perceptions of the psychological contract and organizational commitment”

The next issue of TUI Network is scheduled for publication in Fall 2009 and again in Spring 2010. We want to feature alumni in these subsequent issues and would like you to submit stories, news events, or experiences with TUI or for which TUI education has had an impact in your life or the lives of those you associate with in your work, home, or other endeavors. We are proud of our alumni and want to share positive experiences with alumni, current and future students, and other constituents of TUIU. If you are TUIU faculty, staff, and/or administration and know of items of potential interest to the readers of TUI Network, please contact us with a short description of the item and we’ll follow-up with you. Please contact the TUI Network editor, Dr. Paul Watkins at pwatkins@tuiu.edu with your ideas!

Don't judge each day by the harvest you reap but by the seeds that you plant.
~Robert Louis Stevenson