The New TUI

THE STORY
behind the name, Trident University

THE MEANING
of the Trident emblem

THE HISTORY
of TUI presented in a visual timeline

THE MOTTO
Aspire • Believe • Achieve

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Hello everyone,

It is with great excitement that we announce the changing of our name to Trident University International. After three years of confusion we are pleased to give TUI meaning. As TUI University transitions to Trident University International, we build upon our existing foundation of academic excellence, compassionate student support and unparalleled access and impeccable reputation as one of the world’s leading Universities.

We begin 2011 with a new name that pays homage to our unique history as a pioneering force in online education. This new name is symbolic of the great strides taken by Trident University in recent years, our dedication to our “military family,” and our many new and enhanced offerings. This special edition of the TUI Network will take you behind the scenes of Trident University – “The New TUI,” including:

- An insider's look at the story behind TUI's new name;
- An introduction to Trident University International and what the changes mean to you;
- A preview of our new motto: Aspire - Believe – Achieve;
- A look back at TUI's past;
- An introduction to the expanded new degree programs;
- An introduction to our faculty.

This is an exciting time at Trident University. While our name may be new, our dedication to providing the highest quality education remains our primary goal. It is this commitment to high standards and student success that has made TUI number one among all online universities serving members of the military. Through our strengthened mission and vision, Trident University International is ideally and uniquely positioned to cater to the distinct needs of active and reserve duty military personnel, veterans and their families. Our dedication to help military personnel, their spouses and members of the military family obtain degrees that allow them to achieve their career aspirations is unwavering, and we invite all of you to join us as we Aspire, Believe and Achieve.

Ken Sobaski
President & CEO
The Story Behind the Name

**Academic Excellence • Compassionate Student Support • Unparalleled Access**

Our commitment to these three principles is the cornerstone of TUI and the foundation of our unrivaled success as an institution of higher learning.

We have long thought that the perfect name for our University should not only give voice to that commitment but also pay honor to our unique history as a pioneering force in online education. It should be a singular expression of all we have been and all we can be. That is why it is with great pride and satisfaction we have now become:

**Trident University International**

Our name is new. Yet it is still familiar and comfortable as it is still TUI – just as we have always been and will always be TUI. However, the addition of the evocative word “Trident” whose three teeth represent our commitment to Academic Excellence, Compassionate Student Support and Unparalleled Access simultaneously pays tribute to our pioneering history in online education by representing the three student facing components of our course delivery model: Case Assignments, Session Long Projects and the Threaded Discussions. But for our tens of thousands of alumni the world over who occupy leadership positions in business, healthcare, education and in the military and who already understand the breadth, depth and life changing impact of the TUI experience, the three teeth of our trident will represent something far more personal – their courage and persistence to **Aspire, Believe and Achieve.**
Trident University is expanding its degree offerings.

Starting in 2011 we will be expanding our offerings beginning with four new programs, one bachelor’s and three master’s degree programs. TUI recently submitted the new degree proposals to our accrediting agency, the Western Association of Schools and Colleges (WASC), for approval. The four new degree programs are:

- **MS in Human Resource Management**
- **BS in Human Resource Management**
- **MS in Health Administration**
- **MS in Emergency and Disaster Management**

These degrees were chosen based on feedback from our students who were requesting full degrees rather than concentrations in these subject areas. Due to this feedback, a new program development team was established that brings together the essential cross-functional collaboration required between Academic Affairs and Marketing to effectively create viable new degree programs. Building on the strength of TUI’s current concentrations and offering new degree programs for in-demand disciplines allows the University to better address student needs and continued growth. Recognizing the importance of new programs to our students and the University’s vision and strategies, TUI has now developed the organizational infrastructure to support the development of new degree programs and will be deploying several new degree programs in the years ahead in order to meet our students’ needs. TUI expects WASC approval of the above degrees later this year, and once approved, the degrees will be available for enrollment. This marks an important step forward for the New TUI, Trident University International.
Meaning of the TUI Trident Emblem

The Trident Has Three Prongs For:

Three critical foundations:
• Academic Excellence
• Compassionate Student Support
• Unparalleled Access

Three words of our motto:
• Aspire
• Believe
• Achieve

The Scepter Has A Series Of Bands Which Represent:

Three blue bands for three degree levels:
• Bachelors
• Masters
• PhD

Three gold bands including the prongs platform are for three components of our course structure:
• Case Assignments
• Session Long Projects
• Threaded Discussions

At the base of the scepter is a doorway:
• The doorway is the passage to higher education
TUI is Established In July 1998 by Dr. Yoram Neumann
- TUI starts as Touro University International a branch campus of Touro College, a New York not-for-profit educational corporation
- The first headquarters is opened and put into operations located at: 10542 Calle Lee, Suite 102 Los Alamitos, CA 90720

The College of Health Sciences is established by Dr. Edith Neumann in Fall 2000
- The first pilot course is offered BHS328 in the college of Health Science by Dr. Afshin Afrookhteh with enrollment of 11 students

The Vision For A 100% Online College
- The university started several years prior to its formal organization in 1998, by Dr. Yoram and Edith Neumann. Yoram developed the The Robust Learning Model (RLM), with several contributions from Edith. The model was presented for the first time at the professional conference of the Academy of Business Administration in 1996 Athens, Greece where it was received with a standing ovation. The RLM was developed by the Neumann’s for distance and online learning and is used today as the guiding principles of online education worldwide.

The College of Business Administration is established by Robert Koester
- The first pilot session begins in February and the first formal session starts in the Fall of 1999

The College of Information Systems is established in December 2001

The College of Health Sciences is established by Dr. Edith Neumann in Fall 2000
- The Emergency and Disaster Management program was created in response to the events of September 11, 2001 (9/11)
The College of Education is established by Dr. Edith Neumann in Fall 2002

- Sunday, August 18, 2002
Touro University International holds its Inaugural graduation at the Sequoia Conference Center in Buena Park, California with over 43 Graduation Candidates. Kerry Mazzoni, Secretary for Education for the State of California is TUI’s first keynote speaker
- Dr. Sana Ghaddar is TUI’s first ever PhD Graduate
- TUI now offers degrees in Business Administration, Health Sciences, Education, Computer Science and Information Technology Management

2002

The Coursenet and CNSSS

- The main integrated learning management system and student database at TUI, were fully implemented in 2003

2003

IT Systems Upgraded

- TUI University can now support 20,000 students and 1,000 faculty members

2006

WASC

- In February 2005 TUI University gained regional accreditation from WASC, as a separate institution making TUI University the only fully-online university to be accredited by WASC.

2005

SUMMIT PARTNERS

Unparalleled Access
10th Anniversary
• In July 2008 TUI celebrated its tenth anniversary
• On August 9, 2008, TUI University held a graduation ceremony at the Cerritos Center for the Performing Arts in Cerritos, California. Graduates and 800 guests from around the United States and throughout the world attended. Alexander Haig, four-star general, Secretary of State, White House Chief of Staff, and Supreme Commander in Europe (NATO) during the Nixon and Ford administrations was the keynote speaker.
• Completed implementation of the CDAD (Course Development and Delivery) system which allows students to view their course materials online or select the materials for downloading.

Summit Partners
• In November 2007, Touro University International was acquired by Summit Partners, a private equity and venture capital firm and its name was changed to TUI University.

New President & CEO Ken Sobaski
• On July 15, 2009, founder, President and CEO Dr. Yoram Neumann, moved to a new position as Executive Chairman and Chairman of the Board. TUI University welcomed a new President & CEO, Kenneth J. Sobaski.

The New TUI
• January 2011, TUI becomes Trident University International.

Compassionate Student Support
# 2011: The Year of the Student

## at Trident University International, the New TUI!

Last year, we invested heavily in research to better understand the needs, hopes and desires of TUI students, alumni, and prospective students. We listened to your input and have made significant strides to make TUI better for you which is exactly what the New TUI is all about. Here are some of the highlights for 2011:

<table>
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<th>You Asked</th>
<th>We Listened</th>
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| **Increase Student Support Services** | • Expanded Student One Stop (SOS), our One-Stop-Shop for all Student Needs  
• Added More Academic Advisors  
• Free Tutoring Services - Launching February 2011  
• Launching Auto Enroll for Courses this Spring |
| **Improve Access to Faculty** | • Added New Faculty  
• Restructured the Academic Organization for Greater Faculty Support |
| **Expand Program Offerings** | • Adding New Programs beginning in the first half of 2011 (pending WASC approval)  
• More New Programs will be Launched throughout 2011 and into 2012  
• Reviewing and Revamping Current Curricula |
| **More Social Connections** | • Expanding TUI presence on Facebook & LinkedIn  
• Building our Alumni Association  
  * All Graduates are Invited to Join  
  * Coming in February 2011 – All Association Fees Waived -- No Fee to Join |
| **Build the TUI Name & Reputation** | • Renamed TUI University - Trident University International  
• Increasing Marketing Support to Build Trident University Name Recognition & Reputation  
• Expanding Trident University Military Outreach Presence on Military Bases and at Events Across the Country  
• Continued Cutting Edge Research and Publishing by Trident University Faculty  
• Trident University is now part of Who’s Who Among Students in American Universities and Colleges |
| **Improve the Graduation Ceremony** | • Our Best Commencement Ever in 2011 - Same Impressive Venue, Better Accommodations, and Speakers |
| **More Student Success** | • The Entire TUI Team works to Support you Every Step of the Way to Graduation  
• Now a Member of the Golden Key International Honour Society  
• Currently we have over 18,000 Graduates  
• TUI will Surpass 20,000 Graduates by mid-year 2011! |

We will continue to do research with students, prospective students and alumni to learn and better understand. We hope that if you have the opportunity you will participate in one of our surveys.

From the Student Experience and Marketing & Outreach Teams
The Name Change – How & Why?

One of the most visible aspects of “the New TUI” is the University’s name change to Trident University International. Trident University International started out life as Touro University International, a branch campus of Touro College in New York. However, when the university became independent of Touro College it no longer had the right to use Touro in its name. The decision by the CEO at the time was to change the name to TUI University to preserve the brand awareness of the institution. What may have seemed like a good decision at the time caused a lot of confusion to students, employers, and prospective employers not to mention TUI employees. It wasn’t clear what the initials stood for. Students, alumni, faculty, staff, and administrators have found themselves in embarrassing situations when asked what “TUI” stood for because there was no meaning behind the initials.

Due to the feedback from students, alumni, faculty, and staff it became very apparent that TUI needed to stand for something. The University was providing a very high quality education to working adults but its name was a point of confusion among its stakeholders. While exploring a myriad of options for a new name, from maintaining the acronym TUI to eliminating it completely and starting from scratch, the University learned a few things. One of them being the University had good brand name recognition with this acronym. Since the cost of generating brand awareness is high, it was decided to invest in improving the student experience instead of generating awareness for a completely new brand name. Students and alumni are quite proud of their degrees and the academic quality of the University’s programs so it was clear the three letters T.U.I. needed to remain but meaning needed to be given to these initials.

To put meaning to these initials it was more than just finding a name that fit the initials. It was about finding a name that embraces not only what
and who the University currently is but also embraces the vision of the University and will take the institution successfully into the future. As a new name was researched it became obvious that many names had some sort of association that didn’t fit well with the University. However, when the various associations with the word “Trident” along with the symbolism of the image - in Greek and Roman myths Poseidon and Neptune had a trident as their scepter that when pounded on the ground shook the earth, a great metaphor for the movers and shakers who graduate from TUI - there seemed to be a good fit, especially with TUI’s military students. In the research conducted for a new name TUI's military students stated that “Trident” is associated with the armed forces in many ways: the Navy seals, the knife favored by Special Forces, the submarine, the missile. Research suggested that negative associations among military students were minimal and the positives were very strong. Also, the name needed to stand for what students, staff and faculty felt the university represented to them: academic excellence, unparalleled access and compassionate student support. The three prongs of the trident fit well with these three aspects of TUI’s vision and its motto “Aspire - Believe – Achieve.”

Students enroll with TUI because they identify with this vision, they think big, they’re ambitious and they want something better for themselves and their families. TUI now stands for something that represents who the University is and that its stakeholders can be proud of - Trident University International – will serve the institution well now and as it moves proudly forward into the future.
At Trident we want our students

Aspire
• To yearn for or have a powerful or ambitious plan, desire, or hope.
• To aspire to be a great leader or to rise to a great height.

Believe
• To have confidence in the truth, the existence, or the reliability of something.
• To have faith and believe in your abilities.

Achieve
• To bring to a successful conclusion; accomplish; attain
• To gain as by hard work or effort: to achieve success
to reach their highest aspirations!
New Faculty Members

Trident University International Welcomes New Faculty Members.

Trident has an unprecedented 90%+ doctoral faculty, a figure hard to match in higher education today. Not only do we have among the best and brightest in their fields, we have a compassionate faculty, with a commitment and dedication that helps define TUI’s mission of providing a high-quality education to our diverse adult learner population.

We are proud to welcome the following new members to our distinguished faculty:

- **Dr. Po-Yu Lai** (ScD Harvard School of Public Health)
- **Dr. Nathaniel Ofoe** (DrPH Univ. of Oklahoma College of Public Health; former Environmental Health Assistant Director, Columbus Public Health)
- **Dr. Jerry Willis** (PhD University of Alabama; previous positions: Professor, Louisiana State University, Associate Dean Marist College)
- **Dr. Scott Amundsen** – Associate Dean CHS/COE (PhD UNC Greensboro; previous positions: Associate Dean UNC Wilmington, Director of Academic Advising & Retention Eastern Kentucky University)
- **Dr. Harold Griffin** (PhD Capella University; previous positions: President Hesser College, American Intercontinental University Houston)
- **Dr. Huy Le** (PhD, University of Iowa; previous positions: Asst. Professor at U of Central Florida; Research Scientist at HumRRO in Alexandria, VA)
- **Dr. Stefan Hanson** (PhD, New York University, Stern School of Business; JD Chapman University School of Law; previous positions: Associate/Assistant Professor at Chapman University, Florida Atlantic University and University of Maryland; private law practice; consultant, McKinsey and Co.)
- **Dr. Qin Sun** (PhD, University of North Texas; previous positions, Visiting Instructor University of South Florida St. Petersburg; Web site editor, Lenovo Corporation)
- **Dr. Sigalit Ronen** (PhD, Ben-Gurion University of the Negev; previous positions: Post doc Fellow- Concordia University, John Molson School of Business; Lecturer, Ben-Gurion University of the Negev and Psychology Department of McGill University; Human Resources business consultant)

"Trident has an unprecedented 90%+ doctoral faculty..."
Special New Activities

Look for exciting activities for you and your family: Here’s a few coming attractions to look for:

• **Heroes at Home Scholarship Contest – Coming Soon!**

Trident is honoring military families. We would like to express our thanks to those who are closest to our troops and continue to provide them endless support. At TUI we understand, celebrate and support the efforts of military family members who are often left alone to care for their families and homes. TUI will be offering a chance to win one of many scholarship prizes. To enter we’ll need a video clip (from your phone, your digital camera, or your video camera) telling us about your military family member or yourself – the “Hero at Home”.

• **Coin Design Contest – Coming Soon!**

TUI needs your help in designing our new University coin! Enter to win a chance to have your design made into the new University coin. At last years 2010 graduation each graduate received a presidential coin in honor of their graduation and achievement. With the coming launch of the new TUI and a new name we’ll also need a new coin. This coin will be given to celebrate TUI graduates going forward. Pull out your sketch pads and start thinking of creative ways to represent TUI and what it means to you. Watch for contest and submission details in your email and on our web site.

We invite you to get involved. Check back often for new activities to help you stay in touch with your TUI family! Join TUI on Facebook and LinkedIn now.

• **Facebook and LinkedIn!**

If you are not already LinkedIn or a fan, we hope you will sign up now. This is a great opportunity to be a part of the TUI community

"Follow TUI on Facebook and LinkedIn now".