

LIVE & LEARN

EXCELSIOR COLLEGE MAGAZINE

40th Anniversary Edition



YEARS

SPECIAL ANNIVERSARY ISSUE AND ANNUAL REPORT

This special edition of
LIVE&LEARN
 will introduce you to some
 of the men and women
 who founded the College
 forty years ago. Through
 interviews, we have begun
 to collect an oral history.
 We are greatly indebted to
 those who are generously
 sharing their time and
 stories of the early years.
 In coming issues of the
 magazine, you will meet
 many more of these
 extraordinary individuals,
 whose dedication to the
 idea of the College led to
 its reality.

LIVE & LEARN

Carol Tiger, *Editor-in-Chief*
 Dana Yanulavich, *Senior Editor*
 Nick Klercker, *Art Director/Designer*
 Jason Hughes, *Graphic Designer*
 Deb Marrow, *Graphic Designer*
 Ron Pavoldi, *Production Manager*
 Cheryl Renodin, *Production Coordinator*

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 the Excelsior College Office of
 Institutional Advancement
 Cathy Kushner, *Vice President*

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 College, call **888-647-2388**.

www.excelsior.edu



It is my pleasure to announce
 the kick-off of Excelsior's 40th
 anniversary year. Not only do
 we commemorate 40 years of
 success, but more importantly, we celebrate
 the College's very bright future.

As a volunteer and 1987 graduate, my direct involvement with Excelsior College began in 2008, when I received an Alumni Achievement Award. Since then, I have been overwhelmed with the professionalism and generosity of the many and varied people connected to the College. Over the next 18 months, it is my hope that you, too, will be able to participate in some way in the activities that are planned.

Excelsior is supported by a committed and caring faculty and staff and is guided by many learned individuals. President John F. Ebersole is an outstanding leader who has taken the College into the 21st century with great vision. The Board of Trustees guides Excelsior to greater success, and members of the President's Advisory Council give generously of their time, expressing their opinions and offering advice on important issues facing the institution.

The College is dedicated to the success of adult students and facilitating a brighter future for graduates. The Alumni Association also gives liberally of its time to serve and unite all of the College's alumni. Graduates that I have met at Commencement the past three years have told me amazing stories about the impact Excelsior has had on their lives.

I invite you to participate in whatever way you can. Come to Commencement in Albany or attend a regional event. Meet and socialize with fellow alums. These are great ways to celebrate. In recognition of this 40th anniversary, you can also consider making a donation to assist current and future students. Excelsior College is known through its graduates. We are an integral part of it. If you can, please volunteer your time and promote the College in the area where you live and work.

Join me and the many other members of the Excelsior community who are committed to the College and its 40th anniversary celebration.

Thank you for your interest and support.

Jerry L. Neff
 Chair, 40th Anniversary Steering Committee



40th Anniversary Steering Committee

CHAIR

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*Alumni of the College



In an Era of Change

THE COLLEGE EMERGES



Sept. 15, 1970

At his inauguration as President of The University of the State of New York and Commissioner of Education, Ewald B. (“Joe”) Nyquist a first proposed this idea to the New York State Board of Regents.

“Confident that appropriate assessment techniques can be developed, I am proposing to the Board of Regents that The University of the State of New York award undergraduate degrees to those who are able to demonstrate that they possess knowledge and abilities equivalent to those of a degree recipient from a New York State college or university, regardless of how the candidates have prepared themselves.” — Ewald B. Nyquist



“There are thousands of people in the world today who have college degrees who wouldn’t have them if it weren’t for Excelsior College.”

— Robert Stone

Nyquist’s bold proposal was based in part on the recommendations of a special committee, appointed 10 years earlier by New York State Governor Nelson E. Rockefeller, that was tasked with examining the future of higher education in the state. The group documented their findings in the Heald Report, and among its recommendations were that the Regents establish a credit-by-examination program, allowing students to acquire regular college credit for their achievements without attending traditional college classes.

Serving as the first director of this Regents External Degree Program was Dr. Donald J. Nolan **b**. He recalls, “I think it [the external degree program] broke ground that would not have been broken otherwise. Other states tried to imitate. [But] nobody [else] had the wherewithal to pull it together.” Today, the College’s contribution to postsecondary education holds a special place in history. Nolan explains, “It made acceptable in all circles the fact that an institution that didn’t have a campus, didn’t have resident faculty, didn’t have a resident student body, could actually confer degrees.

And that changed the landscape of higher education in 1971, and I don’t think it’s been matched since then.”

The College’s mission, above all, has been at the center of its growth as it seeks to provide opportunity to adult learners with an emphasis on those historically underrepresented in higher education. In the 70s, there were few options for those who neither followed a traditional path due to work or family commitments nor had the means to pursue concentrated college study due to lack of financial resources. Robert D. Stone, the College’s first general counsel, notes, “Excelsior College today, and presumably forever, is and will be recognized as an institution that has given opportunities to an array of students who wouldn’t have been able to find that opportunity anywhere else. There are thousands of people in the world today with college degrees who wouldn’t have them if it weren’t for Excelsior College.”

Forty years ago, the country’s social and economic conditions created an atmosphere ripe for change and experimentation. Concern over equal rights and debate over the Vietnam War marked the early 1970s, but the decade was also characterized as a time for new endeavors, including plans for educational innovation. The Age of Aquarius wasn’t just a song from the musical *Hair*, noting Jupiter had aligned with Mars; it was a time for social and economic forces to come together to create new educational opportunities.

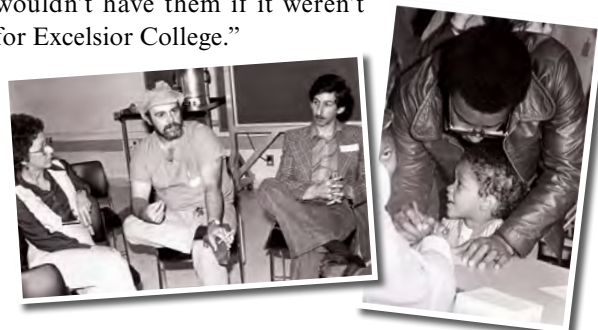


Genesis of Educational Change

In that genesis of change, the foundation was laid for the institution that would one day become Excelsior College. In 1970, in his inaugural address as commissioner of the New York State Education Department, Ewald B. Nyquist outlined a plan to create an external degree program, one that would provide an additional avenue to a college diploma. From its humble beginnings in 1971, when the Regents External Degree Program (REX) was established by the New York State Board of Regents of The University of the State of New York, Excelsior College has undergone a dramatic metamorphosis—from a state initiative, to an independent college recognizing college credit earned elsewhere, to the broad-based institution it is today, offering its own online instruction.

As the decades rolled by, and the education endeavor begun 40 years ago evolved into Excelsior College, oh, how the times have changed! In 1971, a gallon of regular gasoline was 36 cents versus \$3.00 by today’s standards; an average home cost \$28,300 versus today’s \$171,700, and the median household income was \$9,028 compared to the current \$52,029. But throughout all the changes, one thing has stayed steadfast and true—the College’s founding philosophy:

What you know is more important than where or how you learned it®.



Support Structures Fall into Place

New York State was uniquely positioned to support the somewhat radical idea Nyquist proposed with the founding of the external degree program. The state legislature back in 1787 created The University of the State of New York, governed by the Board of Regents. Stone explains that, from a legal perspective, The University of the State of New York is considered a separate, private, and non-public corporation, creating a platform on which an external degree could be granted. Nolan notes that this symbiosis between the proposed external degree program and the centuries-old entity, "... was a good melding, bringing to life what The University of the State of New York was supposed to be all about."

The building blocks, thus, fell into place. Nolan observes, "It was a convergence of the time is right in higher education, the money is there, there's a mechanism—a legal mechanism—in place to confer the degrees, and then all we had to do was develop the program."

Early financial support came from the Carnegie Corporation and Ford Foundation, and later, the W.K. Kellogg Foundation. When announcing the initial grants from the two funders in February 1971, Gov. Rockefeller **c** declared that they would lead to "the development of the nation's largest innovative program to allow students in both public and private colleges to obtain higher education degrees outside of the traditional campus classroom."

Rockefeller's assertion that the new program would facilitate the expansion of educational opportunity while ensuring a quality education was not matched, however, with support from the State's budget. He requested \$37,594 to be set aside for the external degree program, whereas those at the helm asked for \$151,000. Unfortunately, the state legislature allotted a mere \$2,738! The limited financial support was backed with scanty human resources as well—just six staff were assigned. Despite these meager beginnings four decades ago, the College survived, flourished, and now operates under a budget in excess of \$65 million, supported by a dedicated workforce of over 400.



In 1971, the Regents External Degree Program (REX) was established by the Board of Regents of The University of the State of New York. In 1984, the Regents External Degree program changed its name to Regents College. In 2001, the capstone in the process of achieving independent status as a private college was completed with the adoption of the name Excelsior, "ever upward" in Latin, reflecting the goals and aspirations of the College's students and alumni.



Academic Quality Helps Build Programs

The Regents External Degree Program adhered to high standards. In addition to fulfilling academic requirements, the institution also met a higher calling. C. Wayne Williams **d**, the College's first president, explains that the College not only met high academic standards, it also fulfilled a civic duty, providing "social requirements in this country that were increasingly dependent on a knowledgeable, education-prepared citizenry."

The College's first programs were in the field of business. In 1972, the Associate in Arts and Bachelor of Science in business degrees were introduced. In 1973, a major grant from Kellogg led to the development of an external associate degree program in nursing. Thereafter came the bachelor's degree program in nursing. These two nursing programs have helped nearly 38,000 students earn degrees, making Excelsior College the largest nursing school in the country.

As it grew, the College sought accreditation; the first was for the Associate in Science in nursing degree from the National League for Nursing (NLN) in 1975. In 1977, the College earned accreditation for its programs from the Middle States Commission on Higher Education. And in 1979, the Bachelor of Science in nursing degree was also accredited by the NLN. Since then, the College has been continuously accredited by Middle States as well as the NLN and has received other specialized accreditations and recognitions for degree programs in business and technology and liberal arts.

During its evolution and growth into new areas, one attribute has remained paramount—academic quality. "I think ...[the] strength of our particular faculty ... propelled so much of the opportunity which our students have always had," explains Williams. "The faculty wouldn't compromise one iota with standards and with what they considered to be the quality they expected to find," added Stone.



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“By 2020, America will once again have the highest proportion of college graduates in the world.”

— President Barack Obama



Military Programs Expand

The College’s important and ongoing relationship with the military began with the examinations program, first offered directly to servicemembers early in the College’s history and later through the American College Testing program. According to Williams, in what he describes as a “hand-in-glove” situation, “The percentage [of students in the military], indeed, in the early days, was about 50 percent on active duty...” The College also began to evaluate and award credit for military training courses as the result of a subsequent grant from the Carnegie Corporation, which supported pioneering work with the American Council on Education to recognize industry and non-collegiate courses as worthy of college credit consideration. Over the years, the College has expanded its variety of military-friendly programs to include not only active duty servicemembers but also the National Guard, veterans, retirees, Department of Defense civilians, and military families. Named a top military-friendly school by *G.I. Jobs* magazine in 2009, 2010, and 2011, the College now has a student body that is 30 percent servicemembers.

Founders’ Vision Supports National Education Goals

Since the first class of 77 men and women graduated in 1972, more than 136,000 individuals now know Excelsior College as their alma mater. A formal alumni association was first established in 1978. This vibrant Excelsior College Alumni Association continues to expand its outreach, hosting an annual meeting each year during the College’s Commencement activities and staying in touch with its membership worldwide via Web chats, regional events, a monthly newsletter, and social networking. In support of the College’s commitment to lifelong learning, an alumni library project was piloted in 2008 to offer resources and services designed specifically with the needs of graduates in mind.



The College Thanks
(l to r) C. Wayne Williams,
Dr. Donald Nolan, and
Robert Stone, three of
the College’s founders,
who generously agreed
to the interview on which
this article is based.

Throughout its history, Excelsior has provided opportunities for working adults to earn affordable and respected college degrees. This foresight by the College’s founders now supports President Barack Obama’s educational agenda in which he has made college completion one of his administration’s goals. Education, he believes, is the economic issue of our time. “By 2020, America will once again have the highest proportion of college graduates in the world,” Obama has proclaimed. In setting that goal, the President has proposed a plan to address college completion and strengthen the higher education pipeline to ensure that more students succeed and complete their degrees. Helping to meet this objective is Excelsior College.

Since the awarding of its first degrees, the College’s programs have blossomed. Excelsior is now comprised of four schools (Business & Technology, Health Sciences, Nursing, and Liberal Arts). It offers 27 associate, bachelor’s, and master’s degree programs; six credit-bearing certificate programs; and a Center for Professional Development with more than 120 non-credit online programs. And one of its earliest innovations, the Credit Bank, which was established in 1974, continues to provide a unique service, aggregating and recording on one official transcript all of a student’s accumulated college credit from the colleges and universities from which those credits were earned.

Finally, the greatest testament to the innovations charted by the College’s founders is the success of so many working adults who have earned degrees and capitalized on their Excelsior College education. “With great pride,” reflects Nolan, “I look at what the institution has become: It’s beyond our wildest imagination.” ■

by Dana Yanulavich, Senior Editor



Getting a Great Idea Off the Ground

Early explorers could count on the stars to plot their path, and so too, has Excelsior charted its course thanks to some guiding lights. One such beacon is Dr. Robert E. Kinsinger, who through the years has served as a consultant, advocate, member of the original board of overseers, founding trustee, trustee emeritus, and above all, friend to Excelsior College.

If there is anyone who knew Excelsior College “when,” it’s Dr. Kinsinger. His many contributions are memorialized each year at Commencement with the Robert E. Kinsinger Award, given to a student who demonstrates outstanding academic achievement and who is involved with the nonprofit sector as either an employee or volunteer. Kinsinger’s work to further the College’s mission began long before there was an Excelsior College, a Regents College, or even the Regents External Degree Program.

As a young man, with his bachelor’s and master’s degrees from Stanford University, coupled with a passion for public health, Kinsinger solidified his interest in the education process. After working in Idaho for a few years, he decided he needed a doctorate in order to move forward. Getting accepted into a program at Columbia University Teachers College brought him into contact with a true visionary in the field of nursing education — Dr. Mildred Montag [a](#).

Dr. Montag had written her own dissertation on the need for a two-year degree for entry into the field of nursing. Until that time, the most common route to becoming a nurse was through hospital-run nursing schools, which issued a diploma upon completion. Montag realized that diploma programs served the hospitals that offered them more than they served the students, because it was the students who did the routine work on the floors without compensation. She felt that the repetitive nature of the tasks was unnecessary — once students learned what they needed to know, they shouldn’t need to relearn it.

Robert E. Kinsinger,

a founder and trustee emeritus, stands with a replica of the Kinsinger family balloon.



Kinsinger had already developed an interest in the relatively new phenomenon of community college education. Arriving at Columbia, his ability to work with Montag channeled his interest into community college

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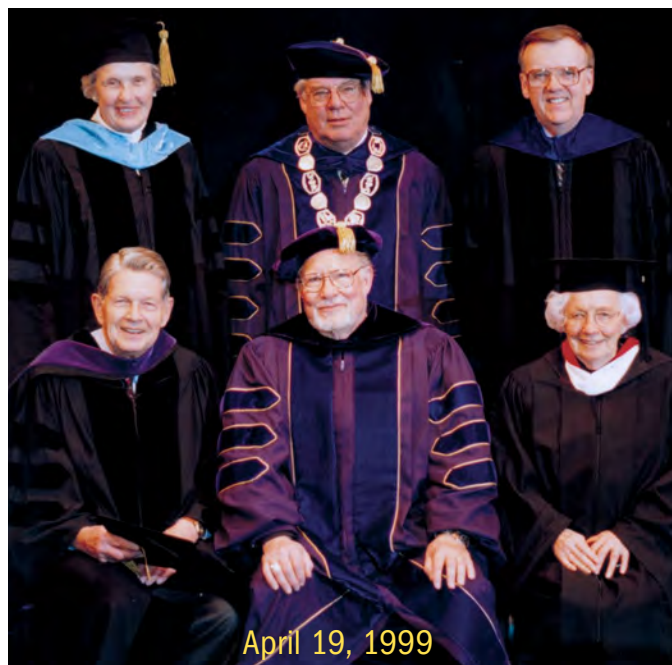
At the 2010 Awards Convocation, during the presentation of the Robert E. Kinsinger Award to Bachelor of Science degree nursing graduate Marie Wrinn, a spontaneous, standing ovation broke out for Dr. Kinsinger in appreciation for his dedication and his contributions to the College's history.

programs for nurses. "...[while in graduate school] at one point, I worked for the National League for Nursing," Kinsinger recalls. "I was a general education consultant. And I went all over the country spreading Mildred Montag's word about the concept of the two-year college, and, of course, faced all the hostile nurses and physicians who didn't want to lose the people they were getting to do their work for them."

His interest and advocacy for a two-year nursing program led to his dissertation on two-year colleges. At the outset, Kinsinger had agreed with his wife, Bobbie, that they would return to Boise when he finished his doctorate, but his interests changed. He wanted to remain in New York to continue the work he was doing, now with the New York State Education Department (SED) and its leaders. In fact, the leaders in New York were really setting the education trends of that time. His relationships with Gordon Ambach (then executive deputy commissioner of SED) and Dr. Donald Nolan (then coordinator of academic programs for SED) were to prove important to his future relationship with the College.

Based on his work with Montag and his dissertation, Kinsinger began to take on short-term projects for the W.K. Kellogg Foundation. These projects reflected the Foundation's interests in addressing nursing needs. Soon, he was working for Kellogg as its point person on higher education. After a couple of years, he became a vice president. Though working from Michigan, his friendship with Montag and his relationships with individuals in the SED continued.

When the Regents External Degree Program began working toward the goal of developing an associate degree program in nursing, Kinsinger was aware of the plans. Coupled with his prior work, both in his doctoral program and with the National League for Nursing, he was a natural ally, becoming deeply involved in the development of a proposal to the Foundation, writing the award letter when it decided to make a grant to fund development of the new degree. A performance-based program, the Regents' associate degree in nursing was an entirely new approach to nursing education. The Foundation was pleased with the results and came forward with additional grants, eventually supporting the bachelor's degree in nursing as well. All of this took place under Kinsinger's watchful eye.



Founders at the Inauguration of the College's First President

Top row (l to r) Mildred S. Schmidt championed the development of the College's first nursing degree program as secretary to the State Board for Nursing; C. Wayne Williams, first president of Regents (then Excelsior) College; Donald J. Nolan, first director of the Regents External Degree Program (REX). Bottom row (l to r) Alan Pifer, whose support in directing a grant to the fledgling program as president of the Carnegie Corporation was essential to the birth of the College; Robert E. Kinsinger made significant contributions to the College's first nursing programs as vice president for program development with the W.K. Kellogg Foundation; Janet Nyquist attended the inauguration in place of her late husband, Ewald B. Nyquist, whose vision set the course for REX. Not pictured is Marshall Robinson, who, as vice president of the Ford Foundation, encouraged and supported funding that was critical to the development of REX.

When his tenure at Kellogg ended with his retirement in 1983, Kinsinger returned to California to follow a few of his other passions, including hot air ballooning (he's flown all over the world!), and taking on occasional projects that played to his strengths and interests in education. Meantime, what was now Regents College had matured into an important leader in nontraditional higher education. By the time the College passed its 15-year anniversary, the New York State Board of Regents had come to realize the limits on its ability to provide oversight as a board of governors. The decision was made to address the situation by putting together a Board of Overseers to act as intermediaries between the Board of Regents and the College.

Kinsinger was the unanimous first choice to serve as chair of this new Board of Overseers. During the decade in which he served, he helped to guide the College in ways that went well beyond expectations for a body that was navigating uncharted waters. The group, while having no fiduciary responsibility, functioned as an advisory and de facto board of governors. They received reports from the College, asked pertinent questions, and made recommendations to the Board of Regents that were almost always accepted.

By the mid-1990s, Regents College had further evolved. And it was becoming increasingly apparent that it would need to gain independent status in order to grow and thrive. Shaping a new institution and becoming independent of the Board of Regents was not an easy task. In New York State, a group of individuals must become the incorporators, taking responsibility for creating the new organization. Although Kinsinger was no longer chair of the Board of Overseers, he was still in a leadership position. In 1998, he joined with the new chair, Lt. General Arthur J. Gregg (U.S. Army Ret.), Dr. Joshua Smith, Jean M. Smith, and Wanda Borges to move Regents College to a position of independence and form its first dedicated Board of Trustees.

Through the years and transitions, Kinsinger's continued service as a trustee has given him a front-row seat as the College has grown, doubling its enrollment and tripling its budget. He proudly reflects that today, with online courses and services, noncredit programs, and additional student resources, the founders of the Regents External Degree Program would hardly recognize the reality that their dream has become. Even so, at its core, Excelsior College remains true to its original mission—providing access to degree completion for those who have been traditionally underrepresented in higher education. ■

by Cathy S. Kushner, *Vice President for Institutional Advancement*

The College thanks Dr. Kinsinger for sharing his recollections.

THIS YEAR, WE COULD
BE CELEBRATING THE 40TH
ANNIVERSARY OF:

- The debut of *All In the Family*
- The intro of the Nasdaq stock index
- The invention of the microprocessor
 - The first pocket calculator
- The opening of Walt Disney World
- The Apollo 14 moon landing



**But few milestones have impacted
us more directly than**

THE FOUNDING OF THIS COLLEGE.

Join the celebration! Help us reach
our goal of 4,000 gifts this year and
raise the average gift to \$100.

Give now and become one of the
4,000 supporters who've had a direct
impact on Excelsior College.

Please go to www.excelsior.edu/giving, or call toll free
888-647-2388, ext. 145, or mail your gift to
40th Anniversary Campaign, Excelsior College,
7 Columbia Circle, Albany, NY 12203.

Bruce E. Bechtol Jr.



Elizabeth L. Bewley



Speaking of a Celebration!

New Speaker Series Features Accomplished Alumni

In tribute to its 40th anniversary, the College is hosting an Alumni Speaker Series. Held throughout the country, each event will highlight an accomplished graduate as guest presenter and include updates on Excelsior's continued progress as an educational leader, information on expanded alumni services, and plenty of opportunities for alumni and guests to network.

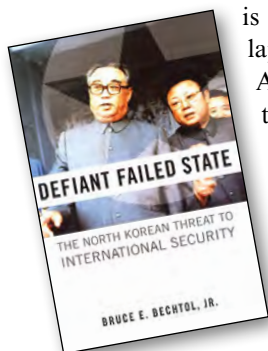


“This speaker series is designed to showcase the rich and varied accomplishments of Excelsior graduates, and Bruce Bechtol and Elizabeth Bewley provide excellent examples of alumni achievement.” — Cathy Kushner

Leading off the series will be an event with Dr. Bruce E. Bechtol Jr., BSL '94, on January 30 in San Diego, California. The second event will be held on February 27 in Tampa, Florida, with speaker Elizabeth L. Bewley, BS '85.

“This speaker series is designed to showcase the rich and varied accomplishments of Excelsior graduates,” explains Vice President for Institutional Advancement Cathy Kushner, “and Bruce Bechtol and Elizabeth Bewley provide excellent examples of alumni achievement.”

Dr. Bechtol's topic is also the subject of his latest book, *Defiant Failed State: The North Korean Threat to International Security*. In his research, Bechtol asserts that North Korea appears economically weak and politically unstable and often is categorized as a state on the brink of collapse—a failed state. He examines whether the American government has under-prioritized the North Korean threat to global security.



A former Defense Intelligence Agency officer and retired Marine, Bechtol completed his Bachelor of Science degree in liberal studies with Excelsior (then Regents) College and went on to earn a PhD from the Union Institute. Currently an associate professor of political science

at Angelo State University, Bechtol previously worked and lived in South Korea, where he served as a visiting adjunct professor at the Korea University Graduate School of International Studies. Bechtol has also been on the faculty of both the U.S. Marine Corps Command and Staff College and the Air Command and Staff College.

In addition to the recently published *Defiant Failed State*, he is the author of *Red Rogue: The Persistent Challenge of North Korea*, is a contributor to several other books on North Korea, and has written nearly two dozen journal articles on that country's security issues. Former editor of the *Defense Intelligence Journal*, Bechtol has served on the editorial board of the *East Asian Review*, sits on the board of directors of the International Council on Korean Studies, the board of directors of the Council on U.S.-Korean Security Studies, and he is a Fellow at the Institute for Corean-American Studies.

Elizabeth Bewley's topic for the Tampa event will be “Take Charge of Your Health.” Founder of the Pario Health Institute, her work focuses on catalyzing change so that health care in the U.S. may become more individual-centric

and result in a health care system whose purpose is to enable people to lead the lives they want.

A twenty-year veteran of health care icon Johnson & Johnson, Bewley won the Chairman's Award for her unique and actionable strategic insights into the rapidly changing, volatile health care environment. In 2010, she wrote *Killer Cure: Why Health Care is the Second Leading Cause of Death in America and How to Ensure that It's Not Yours*. In her first health care work, *Solving America's Health Care Problems* (1996), she predicted many current trends in health care nearly a decade before they started to make headlines.



Now CEO of her own health care-related company, Bewley completed a Bachelor of Science degree in accounting from Excelsior (then Regents) and went on to earn her MBA at Columbia University. She has served on industry task forces of the National Quality Forum, which published three CEO Survival Guides for hospital CEOs on the topics of Personal Health Records (PHR), performance measurement, and Pay for Performance (P4P). Bewley believes her unwavering consumer/patient/individual advocacy has been informed by her own near-death experience and recovery from a bicycle crash at 44 mph. ■

More information regarding the Alumni Speaker Series is available on the College's Web site at www.excelsior.edu/alumnievents.

Alumni Across the Country

Hello graduates! You may have noticed an increase in the number of regional activities for Excelsior alumni in the past year. Using social media and local events, the Office of Alumni Affairs is able to place a greater emphasis on getting to know you!



In fact, we've just launched two regional chapters—one in Washington, DC, headed by Excelsior alumnus Joe Campa, and a second chapter in North Carolina, led by Alumni Advisory Board member Dr. Wayne Oppel. Both chapters can be found on Facebook (just link to them from the main Excelsior College Facebook page).

We hope you'll join us for our upcoming events in San Diego, California; Tampa, Florida; and Albany, New York (in conjunction with Commencement 2011). For more information go to excelsior.edu/alumnievents or contact us at alumni@excelsior.edu to find out what's coming your way!

Honoring Forty for our Fortieth!



MESSAGE FROM THE PRESIDENT:



This issue of *Live & Learn* helps us mark a special moment in the history of Excelsior College. Our 40th anniversary year is particularly meaningful. As we look back on the events leading up to our founding, we can also reflect on society as it was in the 1970s and on the advances in higher education that paved our way to this point.

For those of us who experienced the 70s, I believe we saw ourselves at the forefront of modern society at its most progressive. Everything was changing—as were we. I don't know if most of us really imagined the enormity of the transformation that would follow, particularly in terms of technology and the impact it would have on our daily lives.

Yet, forty years ago, a few far-seeing and courageous men and women established this institution of higher education as Regents External Degrees (REX). They understood what the future might hold and the philosophy that “what you know is more important than where or how you learned it.” It was a powerful idea whose time had come. Our founders were at the forefront of 21st century learning, and what they created is flourishing today.

As you enjoy this special issue, I hope you will celebrate with us. More than 136,000 graduates of this institution have seen their careers and their lives change for the better as a result of that radical idea that created a way for working adults to work learning into their lives.

In the following pages you will see some of the highlights of the 2009–2010 fiscal year, which preceded this special anniversary. I think you will agree that we have much to be proud of and even more to be thankful for.

Best wishes for the New Year,

John F. Ebersole
President

Excelcior College's **Partners in Lifelong Learning Award** is bestowed annually at our Capital Region Scholarship Event. Now in its fourth year, the event allows us to draw attention to the importance of lifelong learning while funding scholarships for students in need of financial support to complete their degrees.

In celebration of our 40th year, we're recognizing some of the key individuals who have helped the College reach this impressive milestone. Over the next two years we'll honor these 40 people whose advocacy and leadership made a difference to the College and the adult learners we serve, presenting each with a Partners in Lifelong Learning Award. Twenty awards will be given this year and twenty in 2012.

This year's Capital Region Scholarship Event will be held on Thursday, April 14, 2011, from 5 p.m. to 8 p.m. It will feature a sumptuous buffet reception and silent auction. Alumni, students, and friends of the College interested in attending may call the Office of Development for ticket information at 518-608-8287, or email mstryker@excelsior.edu.

Past honorees were Excelsior's founding president C. Wayne Williams, WMHT Educational Telecommunications, and technology pioneer John Cavalier. Together with the new award recipients, Excelsior will launch an Excelsior College Hall of Distinction.

Above are just a few of the awardees who will be honored in April.



ANNUAL REPORT

HIGHLIGHTS 2009-2010

News and Events

The College opened an office in Washington, DC, to increase awareness and access to constituencies including the military, community colleges, higher education policymakers, future students, and alumni in the Washington, Maryland, and Virginia areas. A ribbon cutting ceremony was held in June at which Maryland Congressman Elijah Cummings spoke, and retired Master Chief Petty Officer of the U.S. Navy and EC grad Joe Campa encouraged area alumni to create a DC chapter of the Excelsior College Alumni Association.

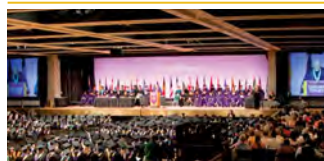


L to r: Trustee Board Chair Richard Yep, NY Congressman Paul Tonko, Trustee Lt. Gen. Joseph Laposata (U.S. Army Ret.), and Assistant Vice President for Enrollment Management & Admissions Annette Jeffes perform the ribbon-cutting ceremony for the Washington Center.

The **Center for Technology Leadership** was launched with the mission to develop higher education technology leaders. Two weeklong courses were developed: Technology Leadership: A Foundation for Aspiring Higher Education CIOs and Leadership and the Higher

Education Chief Information Officer. The CTL effort was led by Excelsior College's Vice President and Chief Information Officer Dr. Wayne Brown.

The College hosted an innovative summer workshop: **"Going Online: Increasing Access While Keeping Traditions Alive."** Representatives from 20 Historically Black Colleges and Universities (HBCUs) participated. *Diverse Issues in Higher Education* magazine served as the primary underwriter for this initiative. The two-day event focused on laying the groundwork for growing online programs in higher education institutions serving minority students.



The College's 39th Commencement celebrated the **largest graduating class in the College's history** as well as the largest cadre of grads to attend the event at the Empire State Plaza in Albany, New York. Speakers at the ceremony included Under Secretary of Education Martha J. Kanter and John Lewis, U.S. Congressman and noted Civil Rights leader.



Congressman John Lewis

Excelsior College became the first distance learning institution to host an **Institute of Electrical and Electronics Engineers (IEEE) student branch.** A global organization, the IEEE is a leading professional association for the advancement of technology.



William Clark, chair of Excelsior's Electronic Industrial Advisory Committee, presents the IEEE charter to Norman Thompson, student chapter president, who is joined by James Antonakos, program director and faculty co-advisor, Dean Jane LeClair, and Sohail Anwar, faculty co-advisor.

Academic Programs

The School of Business & Technology introduced its Bachelor of Professional Studies in Business and Management and Bachelor of Professional Studies in Technology Management degree programs, which were specifically developed to serve the needs of students building upon existing knowledge, particularly those wishing to apply credit for military or other training toward a bachelor's degree.

State Education Department approval was obtained for a restructured MBA program in the School of Business & Technology, allowing waiver of up to 15 credits of foundation courses depending on students' prior education in business, **and for the creation of a Bachelor of Science degree in Health Care Management in the School of Health Sciences.**

Community College and Business Partnerships

Enrollments from Excelsior College's community college

**+
22%
enrollments**

partnerships increased by more than 22%, and new agreements were forged with

Community College of the District of Columbia, Montgomery College in Maryland, Northern Virginia Community College, Ivy Bridge College of Tiffin University, and Salem Community College in New Jersey.

New education partners:

Professional Law Enforcement Association of Troy, Michigan; Public Service Enterprise Group Nuclear (PSEG) of Lower Alloways Creek, New Jersey; Executive Women in Government of Washington, DC; Albany Medical Center in Albany, New York; and the American Counseling Association of Alexandria, Virginia.

HIGHLIGHTS

continued

2009-2010

Student Success

Excelsior entered into a contract with InsideTrack, the nation's premier provider of student coaching services. Their mission is to improve student engagement, persistence, and success. A pilot project began with a small sample of newly enrolled associate degree nursing students with positive results.

The College launched a **new, non-credit, required student orientation course, CCS 100 EC Student Experience.** The course was accessed by over 20,000 students in its first week of operation and is designed to help with college-wide persistence.

Outreach continued on the PERSIST initiative, an effort to encourage inactive students to reaffirm their commitment to degree completion. The Student Success Committee implemented the effort with phone calls from advisors, voicemails, postcards, and emails encouraging students to reengage. PERSIST activities have so far resulted in a significant increase in the percentage of students persevering in their studies.

Grants and Research

U.S. Department of Education, Fund for the Improvement of Post Secondary Education (FIPSE)—\$581,609 to create an **online multimedia English as Second Language Workshop on Writing (ESL-WOW).** The grant will provide \$381,609 for years one and two, and \$200,000 for year three. San Diego Mesa College is partnering with Excelsior in this venture.

Health Resources and Services Administration (HRSA) Student Loan Program—**\$165,851 to provide loans to nursing students.**

HRSA Nurse Faculty Loan—**\$65,428 to provide loans to nursing education students.**

William Randolph Hearst Foundations—**\$40,000 to provide scholarship funds for nursing students preparing for the CPNE®.**

New York State Education Department's Library Coordinated Collection Development Aid—**\$14,764 toward the cost of access to the Ovid online medical/scientific database.**

HSBC Bank—**\$10,000 to provide scholarships to students 25 years of age and younger.**

Awards and Recognition



President John F. Ebersole was honored with the Secretary of the Army Public Service Award in recognition of exceptional public service that makes a substantial contribution to the accomplishment of the Army's mission. Among other achievements during his tenure, the College has become an onsite course provider at the U.S. Army Sergeants Major Academy and introduced a Military Spouse Scholarship program.

Senior Academic Advisor in the School of Nursing Deborah Hodge received a Certificate of Merit in the Primary Advising category from the National Academic Advising



Association (NACADA), marking the 15th time an Excelsior advisor has been recognized by NACADA.



The first Distinguished Faculty Members of the Year awards were presented to (pictured above from left to right) David Sherman, School of Liberal Arts; Dr. Sharon Aronovitch, School of Nursing; Eric Harter, School of Business and Technology; and (not pictured) Craig Owens, School of Health Sciences.

The Center for Professional Development

New Courses

The CPD introduced five new courses: English for Medical Professionals;

Doctors, Nurses and Pharmacists; English for Medical Professionals for Home Health Care Aides and Assistive Personnel; Medical Ethics; Partnering for Healthy Skin Across the Continuum for Care, Part 1; and GED Preparation course.

The introduction of the GED Preparation course heralded the College's commitment to pre-college programming. The



Elizabeth Santiago, GED course developer and facilitator

course not only prepares students to successfully sit for the GED exam, it also provides students with the skills to continue their education and be successful at the college level.

Students taking advantage of tuition benefits available to military spouses resulted in the Center's largest enrollment by group. During the fiscal year, over 100 registrations came from military spouses. The most popular courses among this group were Medical Billing and Coding, Pharmacy Technician, Advanced Personal Fitness Trainer, and Interior Design.

Financial Aid

The use of Post 9/11 Veteran Benefits overall was up in

dollars 42% in the first quarter of the year and 28% in the number of students utilizing those funds (as compared to the first quarter last year). Most of the increase is attributed to Post 9/11 benefits.

Alumni Advisory Board

The AAB launched a new Ambassador/Outreach Project. North Carolina and Washington, DC/Baltimore alumni chapters were developed, leveraging social media sites such as Facebook. More than 200 alumni have shown interest in joining these chapters.

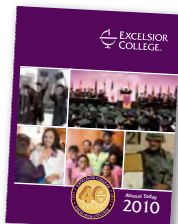


Excelsior College Alumni Virtual Library

In September 2009, **access to the alumni library was granted to all alumni** of Excelsior, Regents, and The University of the State of New York.

First Alumni Directory

In honor of the College's 40th year, work began on **Excelsior's first alumni directory**, *Excelsior College Alumni Today*. More than 121,000 alumni were contacted, and the College received more than 18,000 responses including photographs and essays.



Alumni Speaker Series

The College launched an Alumni Speaker Series to engage alumni in topical discussions of interest and to connect alumni with each other. Alumnus Dr. Wayne Oppel, BSL '91, led the first of these Web chats on the topic of leadership. The 2008 recipient of Excelsior's C. Wayne Williams Award in recognition of outstanding public service and community involvement, Dr. Oppel is an ardent lifelong learner; he has earned two master's degrees from Webster University and then went on to complete a Doctorate in Strategic Leadership from Regent University and a Doctorate of Organizational Management from Capella University.

Partners in Lifelong Learning Award

The third Partners in Lifelong Learning event honored John Cavalier, whose pioneering work at Apple advanced the effort to bring computers into classrooms. He later went on to become chairman and CEO of MapInfo and currently chairs the Tech Valley High Foundation, guiding this innovative high school, which was created in 2007 to provide students with the skills needed to be successful in college and in the workforce of the future.



Director of Development Marcy Stryker with Partners in Lifelong Learning awardee John Cavalier

Endowment Funds

The Brigadier General Jerry L. and Judy A. Neff Scholarship Fund was established by alumnus and new trustee Jerry Neff to support the periodic award of scholarship money to students with financial need who are members of the U.S. Army National Guard or the U.S. Air National Guard. Neff is also chair of the 40th Anniversary Committee.

The Jean Bovard Cramer Scholarship Fund was established by Excelsior College President John F. Ebersole and his wife Connie Cramer in honor of Connie's mother Jean. The fund will support the periodic award of scholarship money to a female student with financial need who is accepted into an Excelsior College liberal arts degree program.

The Military Financial Assistance Endowment Fund was established by alumnus and trustee William T. Moran to support the periodic award of scholarship money to servicemembers and their families as they engage in study at Excelsior College.

President's Forum

With support from Lumina Foundation for Education (\$58,500), the Presidents' Forum convened in Washington, DC, in October 2009, to consider a national strategy for aligning state approval and regional accreditation for online institutions. Following this, the College applied for (and later received) additional funding (\$300,000) from Lumina Foundation for the Presidents' Forum to explore the potential for multi-state reciprocity for post-secondary institutional approvals to broaden the availability of online degree programs by reducing duplicative regulatory barriers. In September 2010, the Presidents' Forum convened a meeting of twenty-five state regulators and stakeholders, including representatives from Lumina, the Council of State Governments, State Higher Education Executive Officers, and accrediting associations, to begin work on developing a model template for Multi-State Reciprocal Regulation and Approval of Postsecondary Educational Institutions.

In the Community

Excelsior College participated in **many community activities** and was even recognized with an award! The College came in third for having the largest participation among education agencies in the Albany area's CDPHP Workforce Challenge. The 3½ mile race for runners and walkers was held in May, and among the 7,000 participants, 76 were from Excelsior. Many other events were enthusiastically embraced by the College including numerous blood donation drives, a Wellness Fair, a food collection sponsored by Weight Watchers and Excelsior, a coat donation initiative organized by the Community Service Committee, a staff art exhibit, and a Nation of Celebrations event that highlighted the diversity of the holidays celebrated by the College staff.

Credit by Examination

New practice exams were introduced for the following exams: Labor Relations, Social Psychology, Research Methods in Psychology, Psychology of Adulthood & Aging, and Introduction to Philosophy.

ACE approval was gained for the UExcel Spanish Language exam, bringing UExcel offerings to seven exams.

Center for Military Education

The orientation course, **CCS 112 Success Strategies for Military Students and Veterans**, was launched, facilitating the academic as well as career success of active duty servicemembers, military transitioners, those in the reserve components, and veterans.

The College celebrated the U.S. Army Sergeants Major Academy Baccalaureate Ceremony, which concluded **Excelsior's first year offering on-site course instruction**.

Excelsior presented a proposal to the U.S. Army Training and Doctrine Command (TRADOC) that focuses on offering associate degree programs to soldiers during their

first term of enlistment and faculty evaluation of Army training for college credit. **The U.S. Army Enlisted Degree Program College of the American Soldier is anticipated to launch in January 2011.** EC faculty have evaluated Army training for college credit combined with new course development from the School of Liberal Arts and School of Business & Technology to complement the Army training.

Excelsior was again named a **top military-friendly college** by *G.I. Jobs* magazine.



The College hosted a number of veteran/military open houses during which military members, veterans, and their families and friends were invited to receive free preliminary transcript evaluations and resume critiques, learn how to maximize their credit from military training, and speak with academic advisors from the schools and representatives from the financial aid office regarding VA benefits.

Center for Military Education staff participated for the first time in the **Fort Drum Army Career & Alumni Program (ACAP) Quarterly Career Fair**, which assists transitioning soldiers, family members, veterans, and retirees to make informed career decisions, find employment, research career options, and experience success in the civilian sector.



Judy Reed, director of veteran services and outreach, discusses college degree options with an injured soldier at Fort Drum during the ACAP Career Fair.

The College realized a surplus of \$1,816,608 for the fiscal year ended June 30, 2010. Revenue for the year totaled \$63,114,944 and expenses totaled \$61,298,336. The surplus (change in net assets) of \$1,816,608 resulted in increasing unrestricted net assets by \$1,977,601 and decreasing restricted net assets by \$160,993. Revenue increased \$2,710,982 or 4.5% from the fiscal year ended June 30, 2009, to the fiscal year ended June 30, 2010. Continued expansion of online instruction was a major factor in revenue growth from the 2009 to 2010 fiscal year.

As of June 30, 2010, assets at the College totaled \$43,327,755 and liabilities totaled \$15,679,060 resulting in net assets of \$27,648,695. The increase in net assets of the College in the amount of \$1,816,608 represented a 7.0% increase in net assets from the 2009 to the 2010 fiscal year.

The statements on this and the following pages have been excerpted from the College's audited financial statements. Certain information and footnote disclosures normally included in financial statements prepared in accordance with generally accepted accounting principles have been omitted. These statements should be read in conjunction with the complete audited financial statements and notes thereto; they reflect the operations of Excelsior College for 2009-2010 and the prior fiscal year.

STATEMENT OF ACTIVITIES

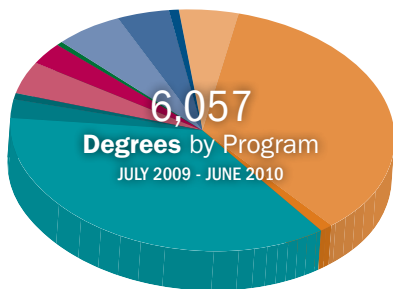
FOR THE ANNUAL PERIOD ENDED
JUNE 30, 2010 AND 2009

	2010	2009
Revenues, gains, and other support:		
Enrollment and other fees	16,152,034	17,519,078
Tuition	26,279,497	22,899,265
Examination fees	17,882,750	18,499,505
Other sources	2,800,663	1,486,114
Total revenues, gains, and other support	63,114,944	60,403,962
Expenses:		
Academic programs	34,310,596	32,825,264
Student services	7,539,214	7,692,113
Institutional support	19,448,526	18,105,639
Total expenses	61,298,336	58,623,016
Change in net assets	1,816,608	1,780,946
Net assets at beginning of year	25,832,087	24,051,141
Net assets at end of year	27,648,695	25,832,087

STATEMENT OF FINANCIAL POSITION

JUNE 30, 2010 AND 2009

	2010	2009
Assets:		
Total current assets	33,112,432	30,347,318
Fixed assets	9,987,281	9,779,050
Other assets	228,042	31,174
Total assets	43,327,755	40,157,542
Liabilities:		
Total current liabilities	13,843,319	12,295,223
Other liabilities	1,835,741	2,030,232
Total liabilities	15,679,060	14,325,455
Net assets:		
Total unrestricted	26,809,778	24,832,177
Total restricted	838,917	999,910
Total net assets	27,648,695	25,832,087
Total liabilities and net assets	43,327,755	40,157,542



Business

Associate	368
Baccalaureate	260
Master's	60

Liberal Arts

Associate	295
Baccalaureate	2,140
Master's	60

Nursing

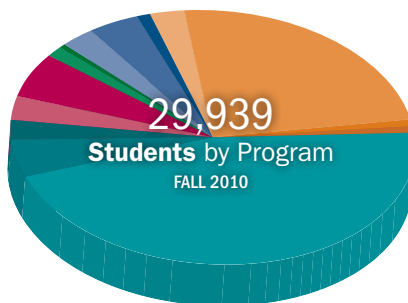
Associate	2,200
Baccalaureate	136
Master's	52

Technology

Associate	269
Baccalaureate	199

Health Science

Baccalaureate	18
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Business

Associate	876
Baccalaureate	1,258
Master's	296
Certificate	12

Liberal Arts

Associate	857
Baccalaureate	7,152
Master's	250
Certificate	238

Nursing

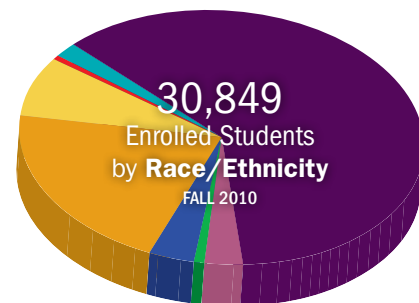
Associate	13,619
Baccalaureate	1,382
Master's	802
Certificate	8

Technology

Associate	854
Baccalaureate	1,827

Health Sciences

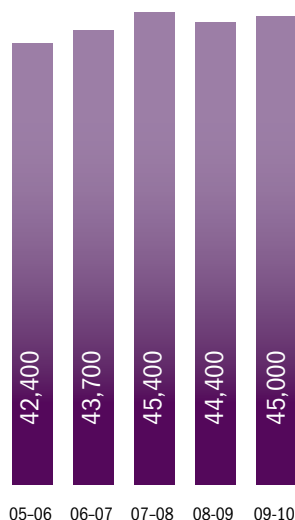
Baccalaureate	398
Master's	9
Certificate	101



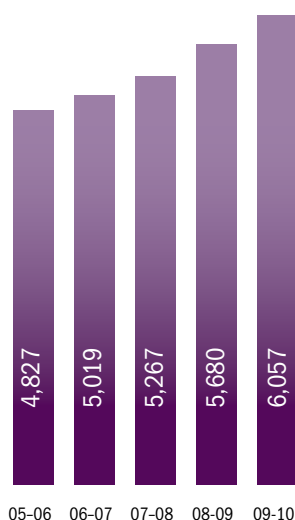
White, Non-Hispanic	18,419 (61.5%)
Not Reported	910 (3.0%)

Minority - 11,520 (35.5%)

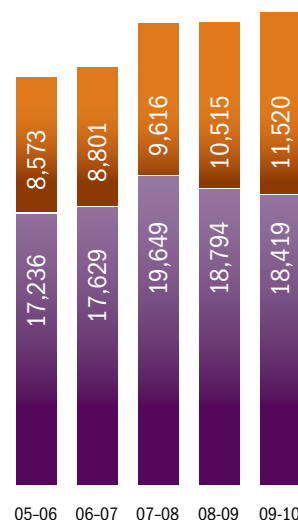
American Indian or Alaska Native	234 (0.8%)
Asian	1,109 (3.7%)
Black or African American	6,194 (20.7%)
Hispanic	2,384 (8.0%)
Native Hawaiian or Other Pacific Islander	138 (0.5%)
Two or more races	551 (1.8%)



EXCELSIOR COLLEGE EXAMINATIONS
(rounded to the nearest 100)



GRADUATES HISTORICAL TREND



ENROLLED STUDENTS HISTORICAL TREND*

* This chart includes only students who self-reported their race/ethnicity.



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The Excelsior College Board of Trustees (above) is joined by honorary degree recipients Martha J. Kanter, Under Secretary of Education and John Lewis, U.S. Congressman at Commencement 2010.

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TELL US MORE ABOUT



New and exciting opportunities evolved forty years ago to help adult learners earn college degrees that were neither bound by walls nor anchored in time. Just as the College's symbol, an armillary sphere, has no beginning or end, education is a lifelong journey — **and at the center of it all is YOU.**

Please share your accomplishments for the upcoming 40th anniversary editions of *Live & Learn*. Let us know how your Excelsior experience has influenced your life, what personal and professional activities you've pursued since graduating, and your future plans and aspirations. **Our alumni, more than 136,000 strong, are the heart and soul of the College. We hope to hear from you!**

www.excelsior.edu/hatsoff



JULY 8, 2011

Celebrate Your Achievement!

An Excelsior College Commencement is an amazing event to attend, and the
Capital Region of New York State is a great place to visit.

COME TO COMMENCEMENT!

WWW.EXCELSIOR.EDU/COMMENCEMENT