

ADVERTISING SAMPLES

The following pages contain samples of advertising Capella University has used over the past year.

Capella PhD positions aviator to launch new research and academic programs

For more than two decades, Charlie Robertson flew everything from propeller-driven passenger planes to jet-engine tankers for the U.S. Air Force. While the direct flying experience added thousands of hours to his cockpit time, he always sought other types of learning to keep his piloting skills in top form.

"I have been in a learning mode—taking courses, going to school—most of my life," said Robertson. "When you're a pilot and you change airplanes, you have a whole new list of things to learn. The same is true when you want to expand your skills in other areas."

Today, Robertson is a leader in a university program gearing up to launch one of the nation's first doctoral offerings in aviation studies. As a longtime pilot, he cherishes the opportunity to share his cockpit expertise with up-and-coming students. However, he also values how his Capella education is helping him shape future leaders who may never earn a pilot's license.

When Robertson left the military in 1988, he moved across town from Grand Forks Air Force Base to the University of North Dakota, where he embarked on a second career teaching in the school's aviation program.

Though he had earned a master's degree during military service in Europe, Robertson knew the lack of a doctoral degree would hinder his long-term prospects.

Despite full access to a traditional university campus, Robertson was drawn to online education options that would allow him to maintain his teaching career while he worked toward a doctoral degree. A deciding factor in choosing Capella University was the way he could integrate key life experience into his academic program.

"For the first time in my life, I had found an education program I would thoroughly enjoy," said Robertson. "I could see how it would allow me to apply my aviation and military background, while improving my skills as a teacher and administrator."

For example, when he started his PhD program, the aviation program at the University of North Dakota was struggling with how to balance hands-on flight training with industry research. When Robertson took a Capella course on social change, it provided the creative spark that helped him break down barriers between key stakeholders on the issue. As a result, he said, the aviation program now generates more research projects than any other academic unit at the university.

"The Capella PhD program has already been very important to my career, because it has helped me move our department toward more aviation research," Robertson said. "In the bigger picture, that research has helped me reach a much broader audience than I could otherwise touch in a classroom."



"For the first time in my life, I had found an education program I could truly enjoy. I could see how it would allow me to apply my aviation and military background, while improving my skills as a teacher and academic leader."

Charles Robertson, PhD

2005 Graduate

Specialization:

Instructional Design for Online Learning

Associate Professor of Aviation
University of North Dakota

For more information, please visit www.capella.edu or call 1.888.CAPELLA (227.3552).

ACCREDITATION

Capella University is accredited by The Higher Learning Commission and is a member of the North Central Association of Colleges and Schools (NCA), www.ncahlc.org.

CAPELLA UNIVERSITY

225 South Sixth Street, Ninth Floor, Minneapolis, MN 55402
1.888.CAPELLA (227.3552), www.capella.edu

Your benefits, your future at Capella University

The education alliance between Green River Community College and Capella University means you have access to powerful benefits:

- **10% tuition reduction on Capella courses**
- **Free Capella webinars—with tips and techniques for work and life**
- **\$500 tuition grant when you start your program by April 11, 2011**

An accredited*, online university, Capella offers respected bachelor's, master's, and doctoral degree programs, plus unrivaled support for working adults.

You're ready to move forward. See how your benefits can help make it happen. Visit www.capella.edu/greenriver, or call 1.866.736.1746.



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CAPELLA UNIVERSITY

Deepen your HR knowledge and advance your career.

Capella degree programs with specializations in HR management at the BS, MS, MBA, and PhD levels expand your knowledge to help you become an HR expert and advance your career.

Call an enrollment counselor today at 1.866.679.9687 or visit capella.edu/HRQ1
Apply by May 1 and pay no application fee. See reverse for details.

Ready to get the opportunity you have always wanted in HR?

APPLY BY MAY 1 and pay no application fee when you mention code UHR for undergraduate programs or GHR for graduate programs.

Capella, an accredited*, online university has the degree you need to help you become an expert and advance your career.

SHRM® has acknowledged that these three Capella University human resource specializations align with the Society of Human Resource Management's (SHRM®) *HR Curriculum Guidebook and Templates*:

- BS in Business—Human Resource Management
- MS in Human Resource Management—General Human Resource Management
- MBA—Human Resource Management

SAVE TIME AND MONEY. SPHR® or GPHR® certificate holders will be eligible to receive credit for select MBA and MS HRM courses. Call an enrollment counselor today at 1.866.679.9687 or visit capella.edu/HRQ1



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11-5683



CAPELLA UNIVERSITY

Knowledge is power. In your field, it's also security.

Capella is a preferred education provider of a leading information security association, (ISC)²®.

Call an enrollment counselor today at 1.866.513.6931 or visit www.capella.edu/IASQ1.
Apply by May 1 and pay no application fee. See reverse for details.

Help your organization manage information systems risk. And advance your career at the same time.

Equip yourself with the knowledge and critical thinking skills to defend against cyber threats and prepare yourself for career advancement with Capella's BS, MS, and PhD Information Assurance and Security specializations.

Your assurance of quality

- Capella is designated as a National Center of Academic Excellence in Information Assurance Education (CAEIAE) by the U.S. Department of Homeland Security and the National Security Agency.
- The National Security Administration's Information Assurance Courseware Evaluation (IACE) Review Committee has validated that Capella's information security curriculum meets the Committee on National Security Systems (CNSS) National Standards 4011, 4013, and 4014.

Earn a degree in less time

Your CISSP® and SSCP® certifications from (ISC)²®, learning achieved through work experience, and other industry certifications may help you earn your degree in less time through Capella's competency-based Prior Learning Assessment.¹

¹Residents of WA may receive credit through prior learning assessment only in the bachelor's and MBA programs.

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Call us today at 1.866.513.6931 or visit www.capella.edu/IASQ1. Ask how your certifications may be worth transfer credits.

Apply by May 1 and pay no application fee when you mention code UIAS11 for undergraduate programs and GIAS11 for graduate programs.



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**A challenging and relevant
education in project management.**
Recognized by PMI, the profession's
premier organization.

Business and IT tracks at the BS, MS, MBA,
and PhD levels from an accredited online university.

Call an enrollment counselor today at 1.877.269.7717 or visit www.capella.edu/Q1PM
Apply by May 1 and pay no application fee. See reverse for details.

Take your career farther, faster with project management education from Capella.

Earn a Capella degree in the fields of business or IT with a specialization in Project Management and take your career to the next level where you may:

- Lead, consult, or teach in the field of project management with a cross-functional, strategic perspective.
- Step into the role of project manager and be a catalyst for organizational improvement.
- Manage projects in business settings ranging from entrepreneurial startups to global enterprises.
- Foster the integration of the business needs of an enterprise with the creative possibilities of technology.

Capella's project management education is recognized by the field's premier organization, PMI:

- Project Management Institute (PMI) Global Accreditation Center (GAC) accreditation for Project Management specializations in the BS-IT, BS in Business, MS-IT, MBA, and Combined BS/MS in IT option
- Learn more about our accreditation at www.capella.edu/Q1PM



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NO APPLICATION FEE

if you apply by May 1. Mention code UPM11 for undergraduate programs and GPM11 for graduate programs.

Call an enrollment counselor today at 1.877.269.7717 or visit www.capella.edu/Q1PM.



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CAPELLA UNIVERSITY

Become a leader in a field that helps others find hope

Explore Capella's PhD specialization in Addiction Psychology

Visit www.capella.edu/addictionpsych or call 1.866.933.5830 to learn more.

Make a difference at a higher level with Capella's PhD specialization in Addiction Psychology.

Whether your goals involve program leadership, research, or teaching, Capella's PhD specialization in Addiction Psychology—one of the few online programs of its kind—can help you make a broader impact.

Boost your influence. And your career opportunities.

As addictive behaviors grow in number and complexity, so do opportunities for professionals with advanced skills. Expand your options and prepare for influential roles in higher education, government, health care, criminal justice, drug rehabilitation programs, and more.

Choose Capella with confidence.

Capella's PhD specialization in Addiction Psychology is focused on quality, relevance, and real-world application.

- Designed around the highest professional standards for addiction psychology.
- Developed by an American Psychological Association Fellow and a past president of the APA Division 50, the Society of Addiction Psychology.
- Led by faculty who combine extensive professional experience with strong academic credentials.

Build the confidence and credibility to be a leader in the addiction field.

Speak with an enrollment counselor at 1.866.933.5830 or visit www.capella.edu/addictionpsych to learn more.

REGISTER FOR A FREE CAPELLA WEBINAR

PROMOTING ADDICTIONS LITERACY

Presented by Dr. Nancy Piotrowski, a past president of the APA'S Division 50, the Society of Addiction Psychology.
www.capella.edu/changelives



CAPELLA IS A PROUD SPONSOR OF THE 2011 NATIONAL CONFERENCE ON ADDICTION DISORDERS

Review of this specialization is pending in KS, KY, ND, SC, TN, and WA.
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Rick Jensen
2010 Graduate
MS in Organization and Management
Specialization: Leadership

You answered the call to protect our nation. Now, make the call to protect your future.

More than 6,000 military-connected students are earning bachelor's, master's, and doctoral degrees at Capella—in key fields such as business, information technology, public safety, education, health care, and more.

Explore the ways Capella supports your success: Tuition reductions of up to 15%, 100% participation in the VA's Yellow Ribbon program, a dedicated military support services team, and online flexibility.



Visit us at booth #280 at the
NGAUS Exhibition. Call 1.888.227.9887,
or visit www.capella.edu/military



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11-5889



CAPELLA UNIVERSITY

**Gain the HR expertise you need
to improve the effectiveness of
your organization.**

Earn an HR degree online from Capella.

Capella offers a broad range of specializations for
HR professionals, including 3 aligned with SHRM® guidelines.

LEARN MORE

Visit us at booth 2646 at the SHRM 2011 Annual Conference & Exposition,
June 26–29. Or contact us at www.capella.edu/SHRM2011 or 1.888.933.5873

Increase your professional credibility with a degree from Capella

Expand your knowledge and extend your influence. Help shape human resource practice and policy with a degree from Capella.

Learn from a leader

Capella offers 3 human resource specializations that align with the Society of Human Resource Management's (SHRM®) *HR Curriculum Guidebook and Templates*:

BS in Business—Human Resource Management
MS in Human Resource Management—
General Human Resource Management
MBA—Human Resource Management

Get there faster

You may save time and money toward your degree through credit for learning achieved through work experience and past training in the HR field with our Prior Learning Assessment process¹. For example, your PHR® or SPHR® certification can help you earn up to 36 quarter credits toward your BS degree.

¹Residents of Washington may receive credit through our Prior Learning Assessment only in the bachelor's and MBA programs.

LISTEN AND LEARN:

Join us in the Capella booth for engaging presentations on emerging issues in the HR field:

**Two and a half men:
Employee behavioral issues**

**Tank your career in 140
characters or less: Your
employer does read Twitter**

**Earn 3 recertification credits
by attending a session
at our booth and completing
your course online by
Dec. 31, 2011.**



For details visit our blog at
organizationalperspectives.org

VISIT US AT BOOTH 2646 at the SHRM 2011 Annual Conference & Exposition, June 26–29. Or contact us at www.capella.edu/SHRM2011 or 1.866.933.5873.

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11-5901



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Education benefits that fuel your GROWTH

Because of the collaboration between the Y and Capella University, all full and part-time YMCA staff, volunteers, and immediate family members are eligible for special benefits including:

- 10% tuition discount on Capella courses
- Free professional development webinars on career management, coaching, time management, and more
- Credit for prior learning for the knowledge you have gained at the Y as well as a wide range of qualified academic, technical, and professional training
- Access to courses that align to the Y's cause-driven Leadership Competency Model
- Opportunities for scholarships and grants

An accredited*, online university, Capella offers respected bachelor's, master's, and doctoral degree programs, plus unrivaled support for working adults.

**ARE YOU READY
TO MOVE FORWARD?**

**See how your benefits
can help make it happen.**

**VISIT US AT
booth #616 or capella.edu/ymca
or call 1.888.227.9896.**



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A closer look at Capella



Capella is where working professionals gain the skills and knowledge to make a bigger difference—in their lives, their work, their world. Our adult learners develop knowledge, skills, and expertise through online graduate and undergraduate programs in business management, health care, higher education, human capital management, information technology, social and behavioral sciences, P–12 education, public administration, and public safety.

Capella students are energized by learning, motivated to take their knowledge to a new level, and eager to take that knowledge out into their world to make a difference.

The Capella University community

- More than 39,000 students
- Nearly 80% in graduate programs
- From all 50 states and 59 countries
- 74% women
- 94% enrolled part time
- 53% people of color
- Average age is 39
- More than 20,000 alumni

Supporting you all the way

Throughout your time with Capella, you'll meet a team of people dedicated to helping you succeed, including student support, your academic advisor, and a faculty mentor for doctoral students. You will also gain access to online support resources such as:

- Online Writing Center
- Academic success resources
- Capella University Library
- Research & Scholarship Center
- Academic tutoring
- Career Center

Capella University specializations and certificate programs

PhD specializations

Accounting
Addiction Psychology⁶
Criminal Justice
Curriculum and Instruction¹
Educational Psychology
Emergency Management
General Advanced Studies in Human Behavior⁶
General Business
General Counselor Education and Supervision¹
General Information Technology
General Organization and Management
General Psychology
Health Care Administration
Human Resource Management
Industrial/Organizational Psychology
Information Assurance and Security
Information Technology Education
Information Technology Management
Instructional Design for Online Learning

K-12 Studies in Education
Leadership
Leadership for Higher Education
Leadership in Educational Administration³
Management Education
Multidisciplinary Human Services
Nonprofit Management and Leadership
Nursing Education
Postsecondary and Adult Education
Professional Studies in Education
Project Management
(Information Technology)
Project Management
(Organization and Management)
Public Safety Leadership
Social and Community Services
Special Education Leadership³
Training and Performance Improvement

PsyD specialization

Clinical Psychology³

DBA specializations

Business Intelligence
Global Operations and Supply Chain Management
Strategy and Innovation

DHA specializations⁶

General Health Administration
Health Care Leadership
Health Policy and Advocacy

Doctor of Nursing Practice⁵

DPA specialization

General Public Administration

DrPH specializations

Epidemiology⁶
Health Advocacy and Leadership

AWARDS AND RECOGNITION

Respected organizations throughout the world have recognized Capella's commitment to quality education.

Here are a few examples:

- Capella has earned accreditation by the Council for Accreditation of Counseling and Related Educational Programs (CACREP) for three master's programs in counseling.
- Capella is the only university to offer a master's degree specialization and post-master's certificate that includes certification from Noel-Levitz, a leader in the enrollment management field.
- The Council for Higher Education Accreditation (CHEA) named Capella the recipient of the 2010 Outstanding Institutional Practice in Student Learning Outcomes award.
- Capella's School of Education is recognized in the P-12 field with the standard of excellence in teacher preparation: accreditation by the National Council for Accreditation of Teacher Education (NCATE).
- Capella has received multiple Blackboard Greenhouse Exemplary Course awards for modeling best practices in learning, course design, interaction and collaboration, assessment and evaluation, meaningful technology use, and learner support.



2010 CHEA Award
for Outstanding Institutional Practice
in Student Learning Outcomes



¹North Carolina residents are currently not eligible to enroll in this specialization. ²Wisconsin residents are currently not eligible to enroll in this program ³New York and North Carolina residents are currently not eligible to enroll in this specialization. ⁵North Dakota residents are currently not eligible to enroll in this program. North Carolina residents are currently not eligible to enroll in this program. ⁶Review of this program is pending in ND.

DSW specialization

General Social Work

EdD specializations

Educational Leadership and Management

Reading and Literacy^{1,8}

Reading and Literacy Bridge^{1,8}

EdS specializations

Curriculum and Instruction¹

Leadership in Educational Administration³

Master of Nonprofit Management and Leadership⁶

MS specializations

Business Analysis

Child and Adolescent Development

Clinical Psychology⁷

Counseling Psychology

Criminal Justice

Curriculum and Instruction

Early Childhood Education⁷

Educational Psychology

Emergency Management

English Language Learning and Teaching^{2,3,6,8}

Enrollment Management

Enterprise Software Architecture

Evaluation, Research, and Measurement

General Addiction Counseling³

General Career Counseling¹

General Human Resource

Management

General Information Technology

General Leadership

General Marriage and Family Therapy⁷

General Mental Health Counseling⁷

General Psychology

General School Counseling⁷

General Studies in Human Behavior⁶

Gerontology

Health Information Management

Homeland Security⁶

Industrial/Organizational Psychology

Information Assurance and Security

Instructional Design for Online Learning

K-12 Studies in Education

Leadership Coaching Psychology

Leadership for Higher Education

Leadership in Educational Administration⁷

Multidisciplinary Human Services

Network Architecture

Postsecondary and Adult Education

Professional Studies in Education

Project Management

Public Safety Leadership

Reading and Literacy⁷

School Psychology⁷

Social and Community Services

Special Education Teaching³

Sport Psychology

Training and Performance

Improvement

- Named one of the Top Military-Friendly Colleges and Universities for four consecutive years by *Military Advanced Education* magazine.
- Capella has been designated a National Center of Academic Excellence in Information Assurance Education (CAEIAE) by the National Security Agency and Department of Homeland Security.
- The Society for Human Resource Management (SHRM®) has acknowledged that 3 Capella HR specializations, including the BS Human Resource Management specialization, align with *SHRM'S HR Curriculum Guidebook and Templates*.
- The Project Management Institute (PMI®) Global Accreditation Center for Project Management (GAC) has accredited Capella's BS-IT, BS-Business, MS-IT, and MBA Project Management specializations, as well as our Combined BS/MS in IT option.



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ACCREDITED PROGRAM

⁷New York residents are currently not eligible to enroll in this specialization. ⁸This specialization is not currently state-approved and will not lead to endorsement until state approval is received.

CAPELLA UNIVERSITY SPECIALIZATIONS AND CERTIFICATE PROGRAMS CONTINUED

MBA specializations

Accounting
Business Intelligence⁶
Entrepreneurship⁶
Finance
General Business Administration
Global Operations and Supply Chain Management
Health Care Management
Human Resource Management
Information Technology Management
Marketing
Project Management

MHA specializations⁶

General Health Administration
Health Care Operations
Health Policy

MPA specializations

General Public Administration

MPA/MS Joint Degree

MPH specializations

General Public Health⁶
Health Management and Policy
Social and Behavioral Sciences

MSN specializations

Nurse Educator
Nurse Educator Bridge

BS specializations

Accounting
Business Administration
Criminal Justice
Emergency Management
Finance
General Information Technology
General Psychology
Health Care Management
Health Informatics
Homeland Security
Human Resource Management
Information Assurance and Security Management and Leadership
Marketing
Network Technology
Project Management (*Business*)
Project Management (*Information Technology*)
Retail Management
Software Architecture

BSN specialization⁵

RN-to-BSN Degree Completion

Certificate programs

College Teaching (*Post-master's*)
Contemporary Theory in Addictive Behavior
Contemporary Theory in Couple and Family Systems
Contemporary Theory in Mental Health Services
Criminal Justice
Diversity Studies
Enrollment Management (*Post-master's*)
Health Administration
Human Resource Management
Information Assurance and Security Leadership
Interdisciplinary Forensics
Nonprofit Management and Leadership
Play Therapy
Project Management
Social and Community Services
Specialist Certificate in School Psychology³

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1.888.CAPELLA (227.3552)
WWW.CAPELLA.EDU

11-5961

Public Safety Programs



MEET THE GROWING NEED FOR PUBLIC SAFETY LEADERS

Capella's public safety programs address the growing need for professionals who are prepared to lead—to make a difference for others when they need it most.

Capella is one of few online universities to offer a full range of degrees in public safety—bachelor's, master's, and doctoral. Our specializations and concentrations¹ allow you to focus your studies within certain areas of public safety, while also learning to work collaboratively across disciplines in the broader public service sector. Strengthening your leadership, management, and preparedness skills and understanding the importance of interagency collaboration is critical to making a difference in today's challenging environment.

Specializations	Bachelor's	Master's	Doctoral	Graduate Certificate
Criminal Justice	•	•	•	•
Emergency Management	•	•	•	
Homeland Security	•	• ²		
General Public Administration		•	•	
Public Safety Leadership		•	•	
Interdisciplinary Forensics				•

¹In some programs, you can also choose to earn a concentration in:

- Forensics (Graduate)
- Fire Service Administration (Graduate)
- Public Administration (Graduate)
- Homeland Security (Graduate)
- Public Health (Graduate)

Practical and relevant content, experienced faculty

Our faculty, scholar-practitioners in their fields, will encourage you to link your academic work to your professional work.

- A multidisciplinary approach to public service leadership means you collaborate with students in related fields like health care and public administration, strengthening your ability to handle complex public safety issues.
- Capella faculty have extensive public safety experience in organizations such as the FBI, NYPD, Federal Bureau of Prisons, U.S. Customs and Border Protection, U.S. Army, and the Florida Division of Emergency Management.

²Review of this program is pending in KY and ND.



Charles Tiffin, PhD
University Provost and
Former Dean, School of Public
Service Leadership
29-year law enforcement veteran

"People in public safety are the unsung heroes. When they want to improve their professional lives and their careers, it is for the betterment of their communities."

Recognition of Capella

- Capella is one of only a few schools to have an education alliance with the FBI.
- The National Security Agency (NSA) and the U.S. Department of Homeland Security (DHS) have designated Capella University as a National Center of Academic Excellence in Information Assurance Education.
- Capella is recognized by Quality Matters™ for our commitment to course quality assurance in support of our public safety programs.
- Capella is a preferred provider of higher education for the FBI National Academy Associates (FBINAA).



Join the conversation

Visit our blog on the latest public safety issues, trends, and events.

www.publicsafetysignals.com

A closer look at Capella

Capella is an accredited, online university specializing in degrees for working adults. Capella offers graduate degree programs to help you advance in the fields of business, information technology, counseling, education, human services, nursing, psychology, public administration, public health, and public safety. Our bachelor's programs focus on business, information technology, nursing, psychology, and public safety. Capella currently serves more than 39,000 adults from all 50 states and 59 other countries.

Admission requirements

Bachelor's programs: Capella requires a high school diploma or equivalent. Applicants must be at least 24 years of age, but this requirement is waived for active military applicants and applicants with 90 or more quarter credits of prior college/university course work.

Master's and graduate certificate programs: For the programs listed on the previous page, Capella requires a bachelor's degree from an institution accredited by a U.S. Department of Education-recognized accrediting agency or an internationally recognized institution, as well as a 2.30 cumulative GPA from a bachelor's degree granting institution.

Doctoral programs: Capella requires a master's degree from an institution accredited by a U.S. Department of Education-recognized accrediting agency or an internationally recognized institution, as well as a 3.0 cumulative GPA from a master's degree granting institution.

Financial aid

Capella University offers assistance to those who qualify and would like to secure educational funding to help finance their academic program. Sources for funding your education include:

- Employer tuition reimbursement
- Non-federal student loans
- Military education benefits
- Federal aid
- Scholarships and grants

Fitting school into your life

As a Capella student, you can access online courserooms using an Internet connection at a time and from a location convenient to you. Round-the-clock access allows you to download assignments, read and contribute to class discussions, and review faculty feedback—all in a way that fits your life.

95% of Capella graduates say they're satisfied with their experience at Capella.

Data collected from surveys conducted by Capella as well as by third-party research organizations.

Experience Capella support from the start. A Capella enrollment counselor will:

- Help you identify specializations that align with your career and educational goals.
- Answer questions about financial aid and guide you through the application process.
- Map out your academic plan, in conjunction with your academic advisor.
- Help you enroll in courses.

Customizable area:

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CAPELLA UNIVERSITY

- *I hope there's a response plan for this kind of thing.*
- *I'll spend my days studying, my nights reading, and probably an hour or two doubting myself to make sure the bravest and finest are also the best prepared.*



It takes more than hope to prepare our first responders. It takes knowledge and determination to make sure they are able to perform at their best. Graduates from Capella have the right education to do just that. It isn't easy. But nothing worthwhile ever is. Are you ready to make a difference? To matter? Capella.edu



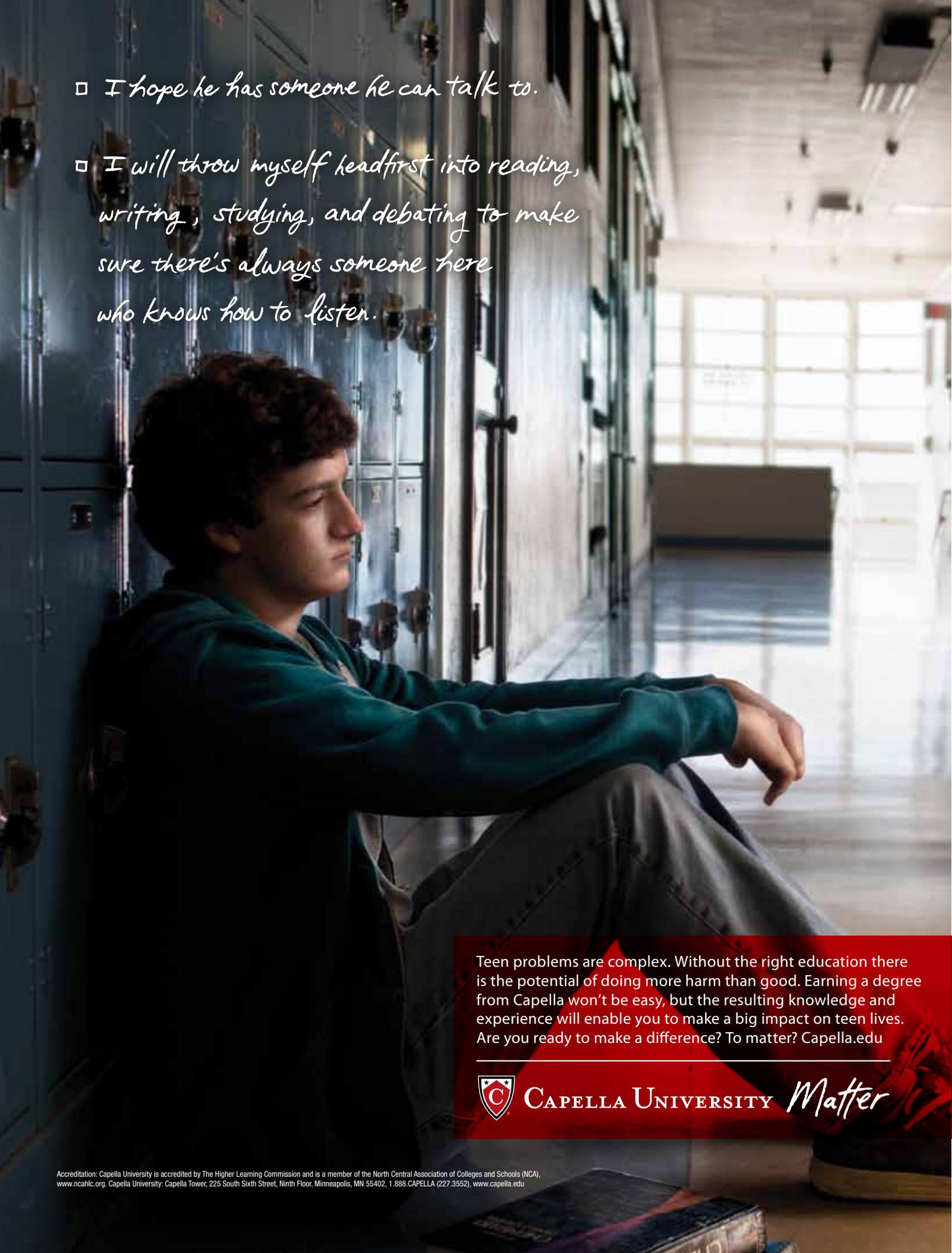
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- 
- *I hope she lives up to her potential.*
 - *I will take on hours of studying and challenging professors to learn how to help her live up to her potential.*

There are those who trust someone else will make a difference in a child's life, and those with the drive to make it happen. Doing it takes hard work and the right education. A degree from Capella gives you the knowledge to help a child live up to her full potential. Are you ready to make a difference? To matter? Capella.edu



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- 
- *I hope he has someone he can talk to.*
 - *I will throw myself headfirst into reading, writing, studying, and debating to make sure there's always someone here who knows how to listen.*

Teen problems are complex. Without the right education there is the potential of doing more harm than good. Earning a degree from Capella won't be easy, but the resulting knowledge and experience will enable you to make a big impact on teen lives. Are you ready to make a difference? To matter? Capella.edu



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- *I hope someone does something with this building.*
- *All the challenging professors, hard discussions, and late nights in the world can't stop me from learning how to make something out of nothing.*



Reviving a community with a new business takes more than a great idea. It takes determined people who are willing to step up and get the right education to make positive change happen. A degree from Capella will enable those individuals to turn thinking into doing. Are you ready to make a difference? To matter? Capella.edu



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- 
- *I wish the health care system could heal itself.*
 - *I will drink cold, stale coffee at 2 a.m. to get through 78 pages of a textbook, I will take on hours of research, and I will learn to help fix what is broken.*

Good intentions alone can't fix a broken system. Hard work and the right education can. Creating real change is a daunting task, but a Capella degree gives you the knowledge to turn the impossible into merely challenging. Are you ready to make a difference? To matter? Capella.edu



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□ *I hope she gets better.*

□ *I'll embrace tough coursework, pushing myself, and being pushed by others, if that's what it takes to help her get the care she needs.*



Relying on others won't ensure someone gets the help they need. It takes a person who is passionate and driven to make it happen. A Capella degree provides determined people with the knowledge they need to create meaningful change. Are you ready to make a difference? To matter? Capella.edu



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<p>MPH</p> <ul style="list-style-type: none"> ▫ Health Management and Policy 	<p>EdD</p> <ul style="list-style-type: none"> ▫ Educational Leadership and Management

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- PhD in General Psychology
- EdD in Educational Leadership and Management

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LEADERS

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Of our alumni reported that they are satisfied with their Capella experience.	95%
Of our graduates would recommend Capella.	90%
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Average salary increase reported by Capella graduates within five years of	51%

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A closer look at Capella University

Capella specializes in advanced degrees for working adults, offering graduate degree programs for professionals in information technology, business, counseling, human services, education, health administration, psychology, public administration, public health, nursing, and public safety. Capella also offers bachelor's degree programs in the fields of information technology, business, nursing, psychology, public administration, and public safety. Capella offers more than 135 graduate and undergraduate specializations and 15 certificate programs, and currently serves more than 38,000 learners from all 50 states and 52 other countries.

Capella education alliances

Capella has relationships with more than 175 leading organizations, more than 250 U.S. community colleges, and every branch of the U.S. armed forces. These alliances offer reduced tuition and other special benefits.

Fitting school into your life

As a Capella student, you can access your online courserooms at a time and location convenient to you. Around-the-clock access allows you to complete assignments, read and contribute to class discussions, and review faculty feedback—all in a way that fits your life.

Financial aid

Capella helps students identify possible financing solutions for their education, including:

- Federal financial aid
- Non-federal student loans
- Employer tuition reimbursement
- Military education benefits
- Scholarships and grants

Capella is one of the top PhD-granting institutions in the country, with more than 75% of students in master's and doctoral programs.

93% of graduates who responded to our Outcomes Survey expressed overall satisfaction with their Capella education.

Source: Capella Alumni Outcomes Survey, one year out. Data collected Q1-3 2009. (percentage of respondents)



Connect. Collaborate. Lead.

Become a leader who knows how to make a difference.
Earn your degree in the public service field from Capella.

Whether in public administration, public safety, or health care, your work truly is a public service. And in that work you're called to lead—to make a difference for others when they need it most.

Capella University's School of Public Service Leadership programs are designed with that in mind. Our programs focus on cross-functional roles and collaboration across disciplines. Faculty with extensive experience in public service and health care lead courses that deepen your understanding of the profession and help you develop a global, collaborative network of leaders.

Doing what it takes to make big changes and big differences is challenging and time consuming. But, above all it's rewarding. We aim to prepare you to be a leader who knows what it takes to impact the lives of others.

To learn more about Capella's program offerings in public service leadership, call an enrollment counselor at 1.866.613.3676.



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Preparing tomorrow's public service leaders, today

Capella University's School of Public Service Leadership offers broad degree offerings, accomplished faculty, experienced peers, and advanced learning technology. Engage in learning that supports your passion for making a difference. Collaborate with others to address emerging needs in health care, public safety, and public administration. Make a difference in your community.

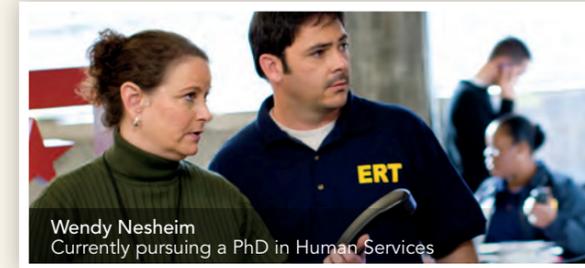
Visit the leadership in public service
Web site at www.capella.edu/publicservice



Patricia Mikell
Currently pursuing an MS in Human Services



Charles Tiffin, PhD
Dean, School of Public Service Leadership



Wendy Nesheim
Currently pursuing a PhD in Human Services



Broad range of degree offerings

Public service leaders need to understand how to leverage available resources to address an issue. That's why Capella's programs in public service leadership are multidisciplinary and cross-functional. We offer degree programs and specializations in the fields of public administration, public safety, and health care, and help you connect across disciplines. No matter what degree you're seeking, you'll learn how to harness the power of each of these disciplines.

Faculty expertise

You'll learn from experienced faculty members from all over the nation. They've tackled challenging problems as leaders of regional, national, and international public service organizations such as the FBI, the U.S. Department of Health and Human Services, the U.S. armed forces, the World Health Organization, major hospital systems, emergency response agencies, and police departments.

Professional peers

Because Capella is focused on adult students, your peers are professionals working in a wide range of organizations across the U.S. and abroad. The collaborative learning model means you'll have ready access to an exceptional group of people who share your dedication—and can share their expertise with you for decades to come. As you learn, you'll be able to take the knowledge gained in the classroom and apply it to your work immediately.

Media-rich technology

Advanced technology, including rich multimedia, allows you to test real-world scenarios, have in-depth discussions with colleagues, react to case studies, and fully utilize the barrier-free exchange of information that the Web affords. Capella leverages online media to create collaborative networks of learners and faculty across all public service programs, providing access to an exceptional school community outside of the classroom.

Engaged learning means engaged leaders

Capella's approach, timely feedback

Students are part of an active, engaged community designed to create a collaborative environment with instructors and colleagues.

Concentrations provide a cost-effective opportunity to add an area of focus to your degree

As a student in selected public service degree programs and specializations, you will have the option to add a concentration in Public Health, Public Administration, Fire Service Administration, Forensics, Homeland Security, Health Policy and Management, or Public Policy Management and Collaborative Governance (at the graduate level), or Security Management (at the bachelor's level). Call an enrollment counselor at 1.866.613.3676 to learn more.



"I'm learning things outside of my specialization I never would have thought about. That's where Capella separates itself from other universities."

Tamara Campbell Phillips
Currently pursuing a PhD in Human Services

Specializations and degree programs in public service leadership

Public administration

General Public Administration
BPA, MPA, DPA
General Human Services MS, PhD
Management of Nonprofit Agencies
MS, PhD, Graduate Certificate
Social and Community Services
MS, PhD, Graduate Certificate

Public safety

Criminal Justice
BS, MS, PhD, Graduate Certificate
Emergency Management BS, MS, PhD
Homeland Security BS
Public Safety Leadership MS, PhD

Health care

Doctor of Nursing Practice DNP¹
Epidemiology DrPH
General Health Administration MHA², DHA²
General Public Health MPH
Gerontology MS
Health Administration Graduate Certificate
Health Advocacy and Leadership DrPH
Health Care Administration PhD
Health Care Leadership DHA²
Health Care Management BS, MBA
Health Care Operations MHA²

Health Informatics BS
Health Information Management MS
Health Management and Policy MPH
Health Policy MHA²
Health Policy and Advocacy DHA²
Nurse Educator MSN
Nurse Educator Bridge MSN
Nursing Education PhD
RN-to-BSN Degree Completion BSN¹
Social and Behavioral Sciences MPH

¹North Dakota residents are currently not eligible to enroll in this program.
²Review of this program is pending in ND and TN.