

Response:

Ashford University's websites - <u>www.ashford.edu</u>, <u>onlinedegrees.ashford.edu</u>, <u>and</u> <u>enroll.ashford.edu</u> - are the primary sources of advertising for students from the state of Wisconsin*.

Advertising is conducted to identify prospective students interested in Ashford University programs. University admissions personnel only contact prospective students who have expressed an interest in University programs, most often by responding to Ashford University advertising on the Internet. Prospective students who express an interest are first contacted by trained professional Enrollment Services Advisors to determine the level of interest and if potential students qualify for admission.

Only reputable media vendors are used for advertising, and advertising messages are reviewed for accuracy and appropriateness prior to being posted on the website. Ashford University does not place advertisements in the help-wanted sections of classified advertisements or otherwise lead prospective students to believe they are responding to a job opportunity.

Ashford University's Social Media team operates social media pages which encourage students to connect with each other and the University. More than 241,000 people 'like' the Facebook page (<u>www.facebook.com/AshfordUniversity</u>) where they respond to questions related to their academic and personal experiences, get news about the University in general, and are able to connect with each other.

Likewise, the Ashford University Twitter account, (<u>www.twitter.com/AshfordU</u>), has more than 25,000 followers, many of whom engage with the account by replying to or retweeting its posting of engaging questions, study tips, inspirational quotes, and more.

Similarly, there is a LinkedIn group (<u>http://www.linkedin.com/groups/Ashford-University-Alumni-Students-3743681?gid=3743681&mostPopular=&trk=tyah</u>) with over 15,000 members for Ashford University students and alumni to interact and network with each other on a more professional level.

Ashford University also maintains a YouTube channel (<u>http://www.youtube.com/AshfordUniversity</u>) that profiles students and offers information about the University and its online students.

Ashford University also has a presence on Pinterest (<u>http://pinterest.com/ashfordu/</u>), Google+ (<u>https://plus.google.com/u/0/116055500254106687448/posts</u>), and Instagram (<u>http://instagram.com/ashfordu</u>) to allow students and alumni to interact with the University. * Please note that Ashford follows all state restrictions for Facebook or any social advertising.



Knowledge is Always Within Reach

Whether you're applying to college for the first time, continuing your education, or returning to school for an advanced degree, you deserve a relevant, high-quality education that will prepare you for any direction you want to take your life and career.

Benefits of the Ashford Online Education Experience:

· Affordable. Tuition and books can be less expensive than on-campus

REQUEST WITO

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Knowledge is Always Within Reach

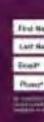
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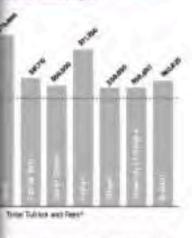
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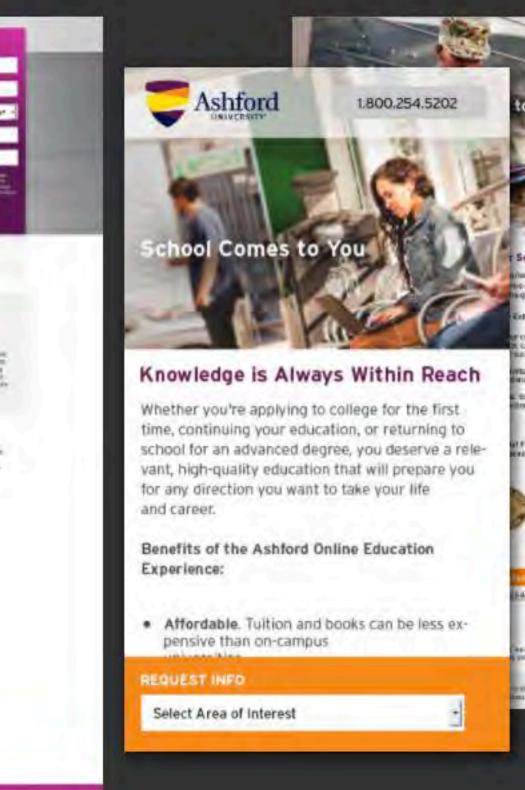




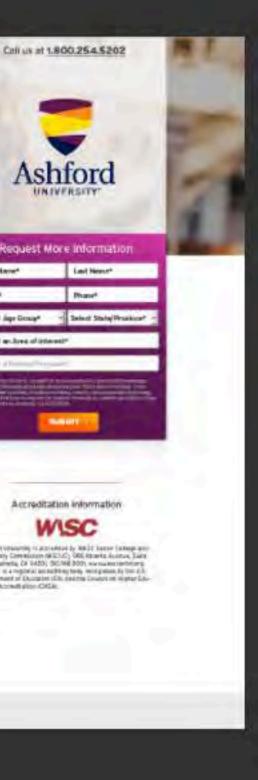
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Ashford university®

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EARN YOUR ONLINE DEGREE



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Forbes School of Business & Technology"

at ASHFORD UNIVERSITY

FORBES SCHOOL OF BUSINESS® OFFERS 20+ DEGREES FROM BUSINESS ADMINISTRATION TO ACCOUNTING AND MORE!

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TAKE A STEP INTO YOUR FUTURE.



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CHOOSE FROM 30 SPECIALIZATIONS IN 10 DEGREES

EXPLORE GRADUATE DEGREES



Transform Your Life.

Earn an Associate's, Bachelor's, or Master's degree.

BEGIN NOW >

Ashford

60+ DEGREES FOR WORKING ADULTS

CONVENIENT ONLINE CLASSES

BALANCE FAMILY, WORK, AND SCHOOL

CHOOSE YOUR DEGREE >





College That Fits Your Schedule

Online classes that last 5-6 weeks

START TODAY >























Ioan debt of students who completed each program, and other important information, please visit **ashford.edu/pd**. Certain degre programs may not be available in all states.

Ashford

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TAKE THE **NEXT STEP**

Earn your Bachelor of Science in Health Information Management

If you have an Associate's degree in Health Information Technology, or college courses in medical coding and billing, then the Ashford University Bachelor of Science in Health Information Management is your next step.

At Ashford University, **online courses** last only five weeks, and you take them one at a time. Set your own schedule and balance school with work and family. You have the technology to bring school to you, wherever you go. The world is your campus!

VISIT **ASHFORD.EDU** TO LEARN MORE.

866.711.1700



Special Terms and Conditions:

This program is not accredited by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM). Academic leadership will be pursuing programmatic accreditation for this program with CAHIIM.

For more information about this program please visit http://www.ashford.edu/degrees/online/bs-healthinformation-management.htm. For more information about on-time completion rates, the median loan debt of students, and other important information about this program please visit http://www.ashford.edu/static/programdi sclosures/?p=obshim#obshim

 $^{i}\ http://www.bls.gov/ooh/healthcare/medical-records-and-health-information-technicians.htm#tab-6$

² http://library.ahima.org/xpedio/groups/public/documents/ahima/bok1_050303.pdf

EXPAND YOUR POTENTIAL JOB OPPORTUNITIES

The Bureau of Labor Statistics projected job growth for Medical Records and Health Information Technicans

TO GROW



much faster than the average for all occupations.¹

Directors who hold a Bachelor's degree saw an average _____

24%

from 2008 to 2010, according to the 2010 AHIMA Salary Study.²

Let your past serve your future. Transfer approved credits toward your Bachelor's degree at Ashford University. "Investing in the first eight years is critical for children to succeed, both in school and in life."

The Annie E. Casey Foundation (2013), "The First Eight Years": www.childrennow.org/uploads/documents/casey_first_8_years.pdf.

FOR MORE INFORMATION ABOUT ON-TIME COMPLETION RATES, THE MEDIAN LOAN DEBT OF STUDENTS, AND OTHER IMPORTANT INFORMATION ABOUT THESE PROGRAMS PLEASE VISIT

http://www.ashford.edu/pd/oaaece, http://www.ashford.edu/pd/obaece, *and/or*

http://www.ashford.edu/pd/obaecea

HOW TO DETERMINE IF EARLY CHILDHOOD EDUCATION IS A GOOD FIT FOR YOU:

- Are you interested in helping young children develop and learn?
- Are you passionate about working with children and making a difference in their lives?
- Are you excited about meeting the needs of diverse children and their families?
- Do you want to be a leader in the field of education?
- Do you want to be at the forefront of educational policy and procedures?
- Are you eager to apply theory to professional practice as you build on your existing career or start a new one?



EARLY CHILDHOOD

Associate of Arts in Early Childhood Education

Bachelor of Arts in Early Childhood Education

Bachelor of Arts in Early Childhood Education Administration



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The Future of Early Childhood Education

"The demand for early childhood care and education programs continues to increase not only in response to the growing demand for out-of-home child care but also in recognition of the critical importance of educational experiences during the early years. Several decades of research clearly demonstrate that high-quality, developmentally appropriate early childhood programs produce short- and long-term positive effects on children's cognitive and social development."

National Association for the Education of Young Children, 2014.

A degree in early childhood education could be your key to any of these occupations:

- Daycare Provider
- Teacher Assistant
 Human Services
- Social Worker
- Camp Counselor Preschool Teacher
- Recreation Worker

Early Childhood Education at Ashford University

Earning your degree on your time is now possible. With a degree from Ashford University you are one step closer to qualifying for high-demand jobs in daycare, preschool, and elementary school settings. At Ashford University, you will have the opportunity to enhance your education while strengthening your skills and understanding of early child development and education. This program lays the foundation for your work in the field of early childhood education and will further your existing knowledge of the field. You will discover all the exciting opportunities of Early Childhood Education as you learn ways to apply your knowledge and skills to your educational goals. Ashford University is accredited by WASC Senior College and University Commission (WSCUC).

An online degree from Ashford University does not lead to immediate teacher licensure in any state. Ashford graduates will be subject to additional requirements on a state-by-state basis. Prior to enrolling, all prospective students are advised to contact the licensing body of their state to determine requirements for teacher certification, endorsement, and/or salary benefits in that state. None of Ashford's online education programs are CAEP, TEAC or NCATE accredited, which is a requirement in some states. Please visit ashford.edu for terms and conditions and additional disclosure information related to each education degree program. Alabama, California, Georgia, Hawaii, Kentucky, and Washington residents: please see specific state disclosure information within the terms and conditions set forth on the website.

ASSOCIATE OF ARTS IN EARLY CHILDHOOD EDUCATION

The Associate of Arts in Early Childhood Education degree is your first step in building a foundation for success in the world of childcare and early childhood education. You will focus on important topics in early childhood, such as: development, learning assessment, diverse learners, and instructional strategy.

BACHELOR OF ARTS IN EARLY CHILDHOOD EDUCATION

Your Bachelor of Arts in Early Childhood Education allows you to complete coursework in childhood development, curricula, and program development. When you complete the required coursework, you will be well informed with the education industry, highly trained in various theories of child development, and demonstrate advanced instructional skills.

BACHELOR OF ARTS IN EARLY CHILDHOOD EDUCATION ADMINISTRATION

Your Bachelor of Arts in Early Childhood Education Administration prepares you for a career in early childcare administration, such as a preschool administrator or director. When you complete the required coursework, you will be well versed in the education industry, highly trained in various theories of childhood development, and display advanced organizational management skills.

TAKE A STEP FORWARD

Earn your Bachelor of Science in Nursing

If you are an RN with an Associate's degree or nursing diploma, then Ashford University's RN to Bachelor of Science in Nursing will provide you with the knowledge and skills to expand your career options.

Coursework and practice experiences cover a wide range of content—from patient care quality and safety, to leadership, community health, ethics, and technology. While the majority of your **courses are online**, the RN to BSN program's Practice Experiences will put you side-by-side with professionals in real world learning situations. Each course is five weeks and you take them one at a time. Ashford's flexible format allows you to maintain focus and balance school with work and family. You also have the technology to bring school to you, wherever you go. The world is your campus!

VISIT **ASHFORD.EDU** TO LEARN MORE. **866.711.1700**



Special Terms and Conditions:

Ashford University intends to pursue initial accreditation by the Commission on Collegiate Nursing Education (http://www.aacn.nche.edu/ccne-accreditation) for our Bachelor of Science in Nursing (BSN) program. Applicants must possess an active, unrestricted license to practice as a Registered Nurse or its equivalent in at least one U.S. state. For additional information about Terms and Conditions, please visit: http://www.ashford.edu/degrees/online/bs-nursing.htm.

EXPAND YOUR POTENTIAL JOB OPPORTUNITIES

"Increase the proportion of nurses with a baccalaureate degree to

80% BY 2020"

(Institute of Medicine (2010). Future of nursing report recommendations).

"Generally, registered nurses with a Bachelor of Science degree in nursing (BSN) will have

BETTER JOB PROSPECTS

than those without one."

(U.S. Department of Labor, Bureau of Labor Statistics. (2015).Occupational outlook handbook, 2016-17 edition, Registered nurses.

Let your past serve your future. Transfer approved credits toward your Bachelor's degree at Ashford University.

BACHELOR OF ARTS IN INTERNATIONAL BUSINESS



at ASHFORD UNIVERSITY®

What is the BA in International Business?

- The Bachelor of Arts in International Business builds knowledge of international business practices and strategies to help graduates succeed in multi-national enterprises. The degree program develops the necessary skills to conduct business overseas as well as the skills to work with colleagues from different cultures.
- Courses cover culturally sensitive communications, assessments of foreign risks to business, and best practices for resolving international business problems.
- This degree program has been accredited by the International Assembly of Collegiate Business Education (IACBE).

What Will You Learn?

- You will learn how ethical, legal, political and cultural factors continue to shape the global workplace and workforce.
- BA in International Business courses take a look at essential business topics through an international lens. Topics include economics, business law, marketing, finance, and human resources management. The comprehensive capstone course integrates the basic business functions with strategic management principles to deal with global competition in complex changing environments.
- You will develop your ability to assess market globalization factors, construct a national strategic risk assessment, integrate culturally sensitive concepts into team communication, and analyze emerging issues facing businesses in international markets.
- You may also choose to add a specialization in Logistics Management to your degree to provide further focus to your studies.

Program Requirements

- Total number of credits required: 120 credits
- Introductory Course Requirement: 3 credits
- General Education Requirements: 52 credits*
- Major Course Requirements: 45 credits*
- Electives: 35 credits

* In this program, 15 credits from the major may also satisfy General Education requirements.

• You can transfer up to 90 semester credits (135 quarter credits) to help fulfill your degree requirements. The transferability of credits is subject to Ashford University's transfer credit policies, and requires the submission of official transcripts. The official transcripts will be evaluated to determine the credits that will officially apply toward an Ashford University degree program.

Careers in International Business

• Career opportunities for someone with an international business degree include In-Country Manager, Business and Risk Analyst, Operations Manager, International Sales Manager, Import/Export Trade Representative, and Manager of International Affairs.

For more information, please contact

ASHFORD UNIVERSITY 866.711.1700 CONTACTUS@ASHFORD.EDU ASHFORD.EDU/BAIB

For more information about on-time completion rates, the median loan debt of students who completed this program, and other important information, please visit <u>www.ashford.edu/pd/obaib</u>. Certain degree programs may not be available in all states.



at ASHFORD UNIVERSITY

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HOW TO PAY FOR COLLEGE

Your Step-by-Step Guide



HOW MUCH DOES IT COST TO GO TO COLLEGE?

Trying to figure out the price of higher education is like pricing a new automobile. There's the sticker price, and then there's the actual amount you pay. The two can be very different.

Every college and university publishes a "sticker price," which is their basic tuition. And while the tuition rate is usually reliable, there are additional costs that will affect the total amount you pay to earn your education.

It's better to think in terms of a college's net price. Net price is what you'll pay as an undergraduate, after grants and scholarships (which don't have to be repaid) are subtracted from the institution's cost of attendance. Learn more about net price and what it means.

The US government requires all schools that participate in federal financial aid programs (Title IV) to publish accurate information about their net price including a standard net price calculation. Many schools offer their own **Net Price Calculators** with additional details to help you determine your actual costs for attending that institution. You can also look up a school's net price on **College Scorecard**, a free online search tool provided by the US Department of Education (DOE).

College Scorecard



According to **College Reality Check**, the national average net price for a four-year Bachelor's degree program is \$18,158 per year. Of course, that's just an average, taken from thousands of schools, so each school's individual net price may vary dramatically.

But even knowing the net price may not give you the full picture. The cost of attendance includes a variety of different factors. In thinking about how much you can afford to pay to attend college, you may also need to consider the price of:

At this point, you may be wondering, "If college includes so many costs, then how am I supposed to afford an education?" The answer may be simpler than you think.

There are a variety of ways to get the financial help you need to afford college, including financial aid, scholarships, and more. This booklet will explain your options and provide tips on securing the help you need so that you can afford your education.



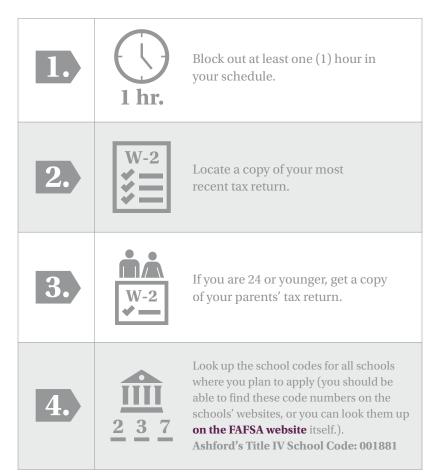
- Textbooks and **Electronic Books**
- Housing
- Technology requirements
- School equipment and supplies
- Travel
- Administrative fees

ON THE IMPORTANCE **OF THE FAFSA**

One option you have is applying for **financial aid**. Students seeking federal financial aid must fill out the **Free Application for Federal Student Aid** (FAFSA). You can go to **www.fafsa.gov** to complete your application online.

The FAFSA is your way of communicating to the Department of Education (DOE) where you plan to go to school and how much money you have to spend on your education. The DOE will then calculate how much money you are eligible for in federal student grants and loans. This information will also be shared with the schools you list on your FAFSA, so that they can see if you qualify for institutional scholarships and grants.

Here is what you'll need before you begin a FAFSA:



You can complete your FAFSA at any point in the year, but your aid may be assigned for the next academic year, so you may need to wait to register for your first course.

If you need to apply for financial aid, everything begins with this application. This point cannot be emphasized enough; there is simply no way to get federal financial aid until you've completed and submitted your FAFSA.

HOW DO I OBTAIN A SCHOLARSHIP?

Some people daydream about a free ride all the way through college. Such all-encompassing scholarships are few and far between. A more realistic option for most people is to apply for a variety of small grants and **scholarships**. This option will mean more work, but like everything in life, your efforts may pay off in the end. A thousand dollars here, a few hundred there – the cumulative effect can make a big impact on your school expenses. If you complete the FAFSA, what happens next? The process may take a few weeks before you receive a response. Don't waste time! While you wait, you can be proactive and seek out scholarships and grants on your own. **Scholarships.com** and **Fastweb.com** are just two websites that offer tools for researching available scholarships.

These two websites function as search engines for grants and scholarships. You enter some of your basic information, like your birthday and current education level. You will also need to provide your email address and set up a password.

Then you can enter your search criteria. It's important to provide as much information as possible, because that's what the website will use to find scholarships for you. The search tool will use your interests, your intended career, and your desired degree program to compile a list. You may qualify for a scholarship if you're the first in your family to attend college, or based on your ethnicity, or your religion.

And then there are some scholarships you could call "unique." Are you **exceptionally tall**? Or do you have a gift for **calling ducks**? If so, then you could obtain a grant designed just for your special gift. But until you look, you never know what's out there. That's why it's so important to enter lots of information and do your research.

Both websites are completely free for you to use. But in order to stay free to users, the sites include advertising. So you will need to click through the ad pages to get to your search results. Be patient!

WHEN YOU GET THROUGH THE ADS, YOU'LL ARRIVE AT A LIST THAT LOOKS SOMETHING LIKE THIS:

Scholarship	Amount	Deadline	Туре
Graduate Programs Foundation Scholarship	\$1,000	Deadline Varies	Scholarship
GotChosen \$1000 Every Month Scholarship	\$1,000	August 31, 2015	Scholarship
3rd GotScholarship: \$40K Give Away	\$40,000	September 30, 2013	Scholarship
CKSF Scholarship Competition	\$2,500	Deadline Varies	Academic Contest
Student Transportation Video Contest	\$500	August 15, 2015	Contest
College Prowler \$2,000 No Essay Scholarship	\$2,000	August 31, 2015	Promotion
\$1,000 "Pursue Your Passion" Scholarship	\$1,000	August 31, 2015	Promotion

Scholarships that require you to write an essay generally tend to be more legitimate. You'll find that some scholarships aren't as serious as others and may be intended more for advertising, not academics. Be sure to click each one, and read the description before you apply. We can't control what appears on other organizations' websites, so you are strongly encouraged to perform your own due diligence to find a scholarship resource that meets your individual needs.

You may see several different grants worth more than \$1,000 each, so you definitely don't want to skip those opportunities. If you put in the time, try your hand at several scholarships, you may be able to earn money to go toward your college education.

Student Loans

Many students use loans to finance their education. Financing your education may be necessary and can enable you to access a higher education.

Borrow only what you need! Keep your student loan debt to a minimum to lower your payments after you graduate. Many students don't consider the consequences or develop a plan for paying back the money.

BUT HOW DO YOU KNOW THE RIGHT AMOUNT TO BORROW?

The key is to look at your career aspirations and future earning potential. Investigate the normal pay range for people in your chosen career. Visit **O*NET Online** to look up your intended career and see how much professionals generally earn in that field. Then you can calculate how much of your potential future income you will be able to spend each month toward repaying your loan.

Sign up for an online tool like **Loanlook.com** to keep track of all your loans and get updates. There's even a free app you can download to your smartphone for push notifications. These tools are a convenient way to stay on top of your loans.

If possible, look into the Federal Direct Loan Program. These loans offer some of the best deals because they come with low interest rates and flexible options for repayment. For independent undergraduates, the federal program allows students to borrow a maximum of \$9,500 in their first year, \$10,500 in their second year, and \$12,500 in their third and fourth years. Make sure you understand the **difference between subsidized and unsubsidized** loans, and which one you qualify for. For more information please visit the **Federal Student Aid site**.

Students in some fields can pursue career opportunities that offer loan forgiveness programs. For example, some graduates who go to **work in public service** may have their federal loans partially forgiven.

Tax Credits and Deductions

Beyond grants and loans, full-time students can often take a deduction or earn a credit on their annual taxes. For example, you might look into the American Opportunity Tax Credit, which can save you \$2,500 each year. You must be working on your first undergraduate degree and earning less than \$80,000 if you're single or \$160,000 if you are married.

In addition, the Lifetime Learning Credit gives you up to \$2,000 for qualified education expenses. A number of restrictions do apply, so be sure to consult with a tax professional to make sure you're eligible.

Read this helpful article on Forbes.com to learn more about different ways the government can assist you with paying for your education.

Employer Billing and Reimbursement

Do you work full time? Many companies offer a benefit to support their employees' education. Yours might let your college bill your employer directly. Or your organization may prefer to reimburse you for at least part of your college tuition. If you're not sure what your employer is willing to pay, just ask! After all, it's in your employer's best interest to have more educated employees. Think about it. When you pursue your own personal development, you don't just benefit yourself. You benefit your coworkers, too. Every company wants a well-trained, highly-skilled workforce. Let yours know that you take learning seriously. A good manager will appreciate your drive to achieve. If your employer offers to reimburse your tuition, they demonstrate their willingness to invest in you.

Of course, having a third party pay for part or all of your tuition may require some additional paperwork. So make sure you notify your school early on that your company is going to assist you. And to make sure you fill out the forms correctly, communicate with your Human Resources department.

Military Benefits

Active-duty service members, reservists, veterans, and their spouses may be eligible for a vast array of benefits in return for their service. One place you could start is this website devoted to **military tuition assistance** for all branches of service. Benefits can be complicated, so be sure to speak with your Education Service Officer and get all the details.

A FINAL THOUGHT

Choosing higher education is a big decision, and it requires a significant investment of time and money. While these investments may seem scary, don't panic! Take the time to research all your options, plan ahead, and get the most out of your college experience.

FOR MORE INFORMATION ABOUT GETTING STARTED IN A DEGREE PROGRAM, **PLEASE CONTACT AN ADVISOR AT ASHFORD UNIVERSITY: 866.711.1700.**

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HOW TO CHOOSE The Right College For You.



THERE ARE NEARLY 7,000 ACCREDITED INSTITUTIONS IN THE UNITED STATES. WHICH ONE WILL BE THE BEST FIT FOR YOU? WHERE SHOULD YOU BEGIN?

When you were a child, someone else decided where you would go to school. But when it comes to higher education as an adult learner, the choice is entirely up to you. Fortunately, you don't have to figure it out all on your own.

This guide will empower you to find a college that matches what you need for you and your life.

The following pages give you several pointed questions. Use these to specify your goals and refine your search. Then it's time to do some research and to contact schools that might work for you. By the time you reach the last page, you should have a better idea of what your goals are and where you might fulfill them.

ASK YOURSELF THESE QUESTIONS

(and fill in your answers!)

What are your goals?

Imagine your life, four to five years from now. What do you see yourself doing?

Maybe you'd like to live in another part of the country or another part of the world. Enrolling in a faraway university could be one step in a much larger transition.

What do you want for your family? What kinds of relationships will you have? Being a full-time college student will certainly influence your family life. But you could also find yourself inspiring your children. What particular skills have you always wanted to learn? Is there a cause that you feel very strongly about? If you keep yourself organized, then your extracurricular activities shouldn't have to interfere with your studies. In fact, some universities might **award you credit** for a hobby or volunteer work.

Are you eager to buy a house or a new car? Such big purchases might impede your ability to pay tuition.

Think long-term. Think big. Come up with two or three ambitious goals you could set for yourself.

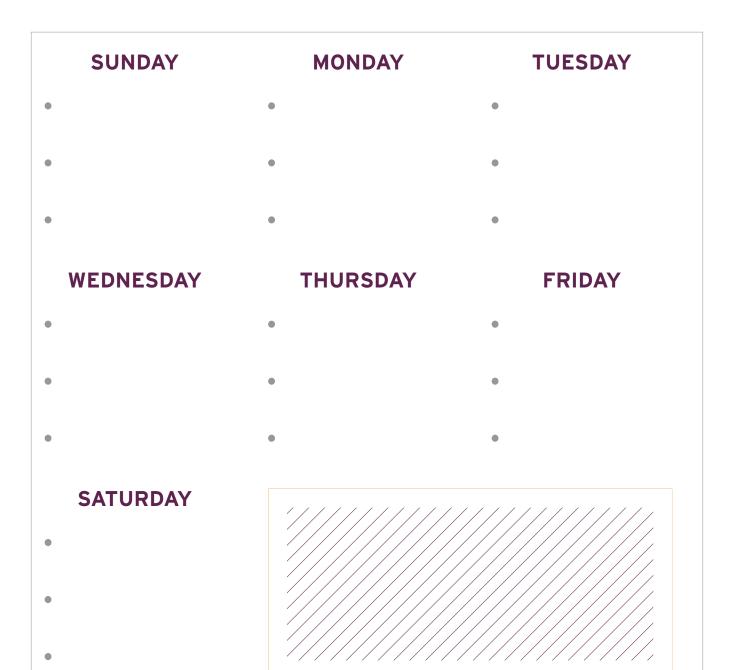


What is your schedule?

Do you work full time? What do you usually do after work? How much time do you devote to your family and household chores? Do you get a full eight hours of sleep every night – or do you take catch-up naps throughout the week?

Your coursework will have a big impact on your daily routine. And different schools require different hours. In order to know whether a particular school will fit your lifestyle, you need to see if your schedule can align with the school's requirements.

If you're not in the habit of keeping a written schedule, you'll want to start keeping one right away. There are several calendar apps for smartphones that are inexpensive or free. Google Calendar is free online, and it's an excellent tool for keeping track of your life. Or start with a good old-fashioned paper schedule. You can use this example as a model.

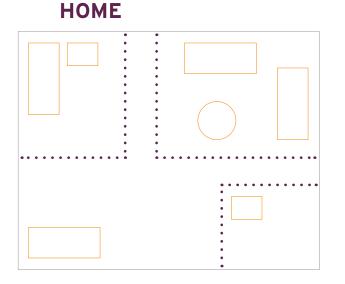


Where will you do your studying?

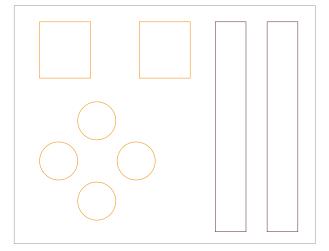
Whether you choose to attend classes on a campus or through an online format, you need your **own space to study**. Coffee shops are great if you can handle the background noise, but the cost of frequent lattes will add up. A library can provide an ideal environment, but some libraries have odd hours, so be sure to check the schedule. Does your home have a reliable internet connection? Do you have your own computer, or will you need to share?

Of course, unless you live alone, you'll have to take your family or roommates into consideration. What are their schedules like? How loud does it get at home? Do you have small children who will vie for your attention?

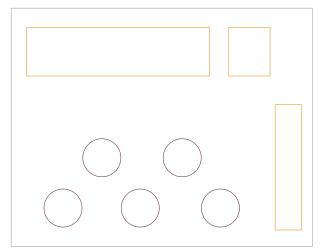
Ultimately, you'll **need your own space**, even if it's only one small room. Suggestion: get together with everyone who lives under your roof, and agree on one room that you designate your study area. Make sure everyone understands when you'll be working there, what you're doing, and why this distinction is so important.



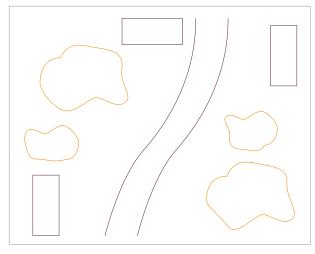
LIBRARY



COFFEE SHOP





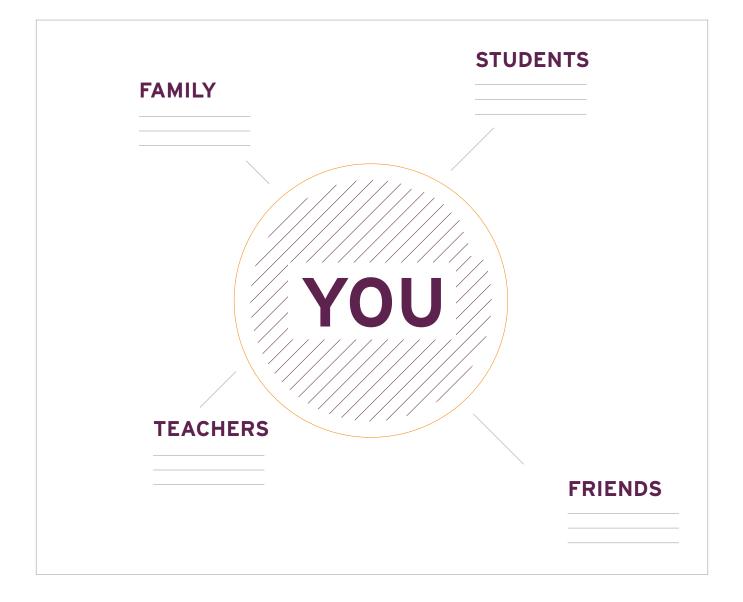


How will you stay motivated?

Sure, you're excited now. But what about when times get tough? Up to four years can feel like a long time. You'll have to keep re-kindling that excitement.

You can start by keeping a clear picture of your goals close at hand. That way, whenever you get tired or frustrated, you can remind yourself why you wanted higher education in the first place. Many students make vision boards and put up photos on Facebook or Pinterest and around their workspace to keep them focused on their destination.

It's best to have a **personal support system** – a network of family, friends, and fellow students to back you up when you get stuck. Of course, you have to communicate with them. Make sure they understand you're going to school and what that means for your time. Share with them why this goal is so important to you. And ask them to keep you encouraged along the way.



What's the one subject you most want to study?

Finally, let's circle back to the very first question about your goals. You may want to do some deep soul-searching. Put aside what you think you "should" do or where the jobs are.

When you were a child, what did you want to be when you grew up? What do you really want to do with your life?

Not everyone needs to go to business school. And you may not need a degree to do what you love.

However, if a college degree would empower you to pursue your passion, then keep in mind that not all schools offer the same programs. For example, if your dream is to perform on stage, then you should know which schools offer courses in the performing arts.

Write down the names of some people who are already successful and well known in the field you want to enter. Where did they go to school? Are any of them teaching now? Consider following in their footsteps. You could even enroll at the school where your hero teaches, or ask that person to be your mentor.

How will you stay organized?

Enrolling in a university will bring a stream of documents, paperwork, notes, brochures, and books into your home. In other words, if you want to go to college, start by cleaning off your desk.

You will need a system for removing clutter and filing things away. But you'll also want to keep some important items close at hand, in case you need them later.

And as mentioned before, you will need to keep track of your schedule, including due dates. That means you'll want to have easy access to a calendar that you can rely on.



WHERE TO START YOUR SEARCH

Now that you've clarified your goals, you can begin searching for colleges that match your interests.

Keep in mind that you're not searching for the biggest and best college in the world. You're searching for the best college **for you**. Focus on finding a college that best fits your goals and lifestyle.

College Board

A good place to begin your search may be **BigFuture** by The College Board. Though this site is mainly geared toward students coming out of high school, as opposed to adult learners, there may be some information you can gather. You can filter your search by up to 10 different criteria. You can even assign your filters different weights to privilege those criteria that are most important to you.

Depending on how many filters you choose, you could come up with hundreds of results. So you should keep adding filters and narrowing down your results. The website allows you to create your own list to review later. Once you've narrowed down your list to fewer than a dozen options, then you can start to look up more specific information on each school.

This site only gives a superficial overview of each school. In order to make an informed choice, you'll need to drill down for more details.

Use Your Favorite Search Engine

In looking at the answers you gave to the questions in the first section of this ebook, is there a common theme or subject? For example, if one of your answers is 'write a novel,' you might be interested in pursuing a degree in English or writing. Maybe one of your goals is to start a business. You should consider a business degree or perhaps one in entrepreneurship.

You can search specifically for a degree program, such as bachelor's degree in entrepreneurship, and make a list of colleges offering that degree. You can also do advanced searches to include other facets of the degree program that you require, such as 'online,' 'flexible,' or 'military benefits.'

You can also search to attend a school in a particular region of the country. Or if you're thinking about an online university, where location is not an issue, search the phrase 'online education' and see what options you have. You should be able to gather basic facts from a school's website such as the degrees they offer and the cost of tuition.

CONTACT SCHOOLS **DIRECTLY**

You have a few possibilities and some useful information on each one. Now it's time to call the college or university directly, and speak to an admissions counselor. Give yourself some time to have a full conversation. Here are some good questions to ask:

Am I eligible for any benefits?

If you have any connection to the US military, you'll want to make sure you get the benefits you deserve. Many schools also offer certain grants and scholarships to students depending on their work or employer. So don't be afraid to ask up front!

What if I change my mind after I enroll? Will I be charged tuition if I leave the university during my first few courses?

Some colleges will allow you a trial period for your first few courses. Make sure you won't be responsible for tuition if you change your mind before a certain date.

How many credits can I transfer toward my degree?

If you've been to any college before, make sure you get credit for the work you've already done. Even if you've never attended a college before, you should still ask this question. Many colleges give you a pathway to earn credit for work training and life experience. "Even if you're planning on taking courses online, make sure you can preview the online classroom."

How will I pay for it?

Many schools will have finance advisors to help you sort out the money side of things as well as various options for you to fund your education. From tuition reimbursement from your current employer to federal financial aid, there are several ways to afford to go back to school. Be sure to ask what your options are for paying for school.

How do I schedule a tour?

If you're planning on attending classes at a physical campus, you'll probably want to see the facilities before you sign up. Request a guide to show you around.

Even if you're planning on taking courses online, make sure you can preview the online classroom. Is it user-friendly? Or does it look like a video game from 1984? You're going to be spending a lot of time in this environment, so make sure you're comfortable using it to study and complete your coursework.

Is this school accredited?

When a college or university is accredited, it means that school has been found to meet certain basic requirements for academic quality. Before enrolling, you should always check the school's accreditation.

"Find out if the school offers any courses that let you study from ebooks or if you will need to pay for expensive textbooks."

How will I connect with my fellow students?

This question is especially important for online students. Can you join student organizations or honor societies? Are there group projects, or will you do all your assignments by yourself? How the school representative answers these questions should give you a feel for the culture of that college. You don't want to go it alone, so make sure you'll have support and a strong sense of community.

What technology does this college provide?

Find out if the school offers any courses that let you study from ebooks or if you will need to pay for expensive textbooks. Many colleges now offer a free smartphone app for their students to download. Ask if this school does. Find out how your professors will provide feedback – digitally or on paper? You may prefer a cleaner, hightech solution.

What other student services does the school offer?

Again, this question is important if you plan to attend school online. Ask if there are additional student services, such as career services, a library, or a writing center. Is there an active alumni community? When former students are still connected with their school, it's a good sign that the school created a welcome atmosphere.

How do I apply? Is the application on paper or online?

College applications tend to be long and complicated. So make sure you know what's involved, how much time it will take, and what you'll need to complete the application. Some schools may offer an admissions counselor to walk you through each step.

"When a college or university is accredited, it means that school has been found to meet certain basic requirements for academic quality."

SO NOW WHAT?

What you do next will depend on the answers you receive to the questions above. If you've asked the questions but the college representative doesn't give you clear answers, then you may need to keep looking.

But if you like what you hear, then you've found a school that fits your lifestyle and goals.

Of course, you have to ask!

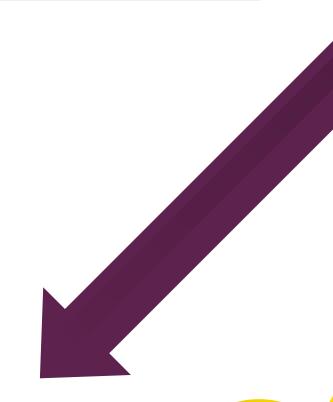
Once you've found a college or university that's a match for you, go ahead and apply. Procrastination can stifle your dreams. So don't wait – take action.

A FINAL THOUGHT

Planning your education can be exciting. As long as you prepare and take the time to find the right school for you, then you'll be in good shape to reap the rewards of a college degree.

Thanks for trusting Ashford University to provide some guidance through such a big decision. No matter where you go, stay inspired and never lose sight of your goal.

FOR MORE INFORMATION ABOUT GETTING STARTED IN A DEGREE PROGRAM, OR TO CREATE AN ACTION PLAN, **PLEASE CONTACT AN ADVISOR AT ASHFORD UNIVERSITY: 866.711.1700.**



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BALANCE HOME AND CAREER

"My kids don't know anything other than Mom goes to work, and that's perfectly normal." – DEBORAH NORVILLE

WATCH THE VIDEO >

TECHNOLOGY CHANGES EVERYTHING





BE A LIFELONG LEARNER

"Take up a new language class, take up a new hobby, do something radically new."

WATCH THE VIDEO



SUCCEED IN BUSINESS

"The first step to success is making the choice to believe that you can have it." – JESSICA SIMPSON



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BUILD CONFIDENCE

"Commit to the journey, and take that first step." - ADMIRAL MICHELLE HOWARD

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DISCUSSIONS: ON CONFIDENCE

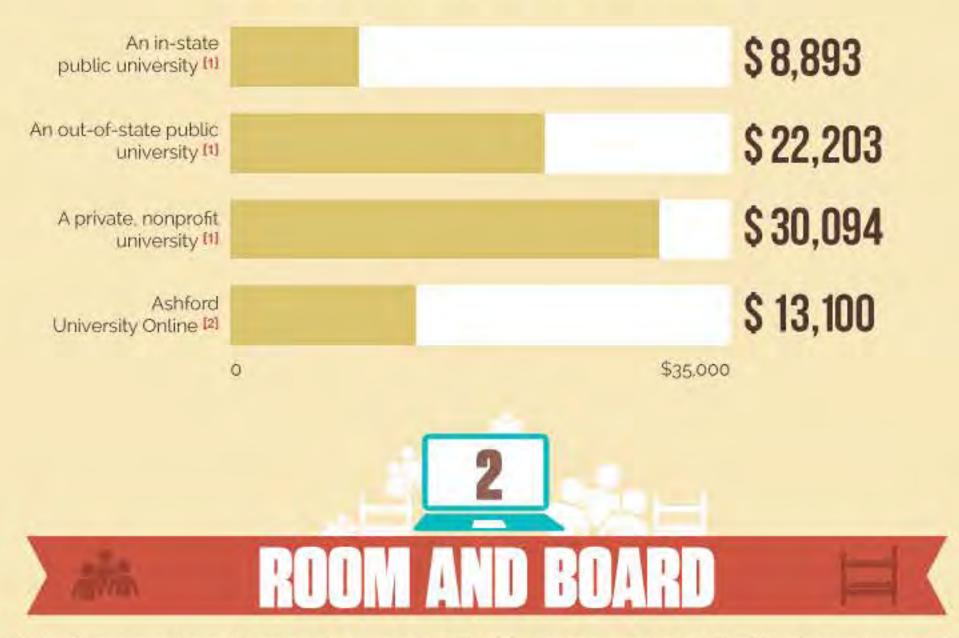
"Confidence is contagious. So is lack of confidence." - VINCE LOMBARDI

WATCH SPEAKERS FROM THE FORBES WOMEN'S SUMMIT DISCUSS WOMEN IN BUSINESS.

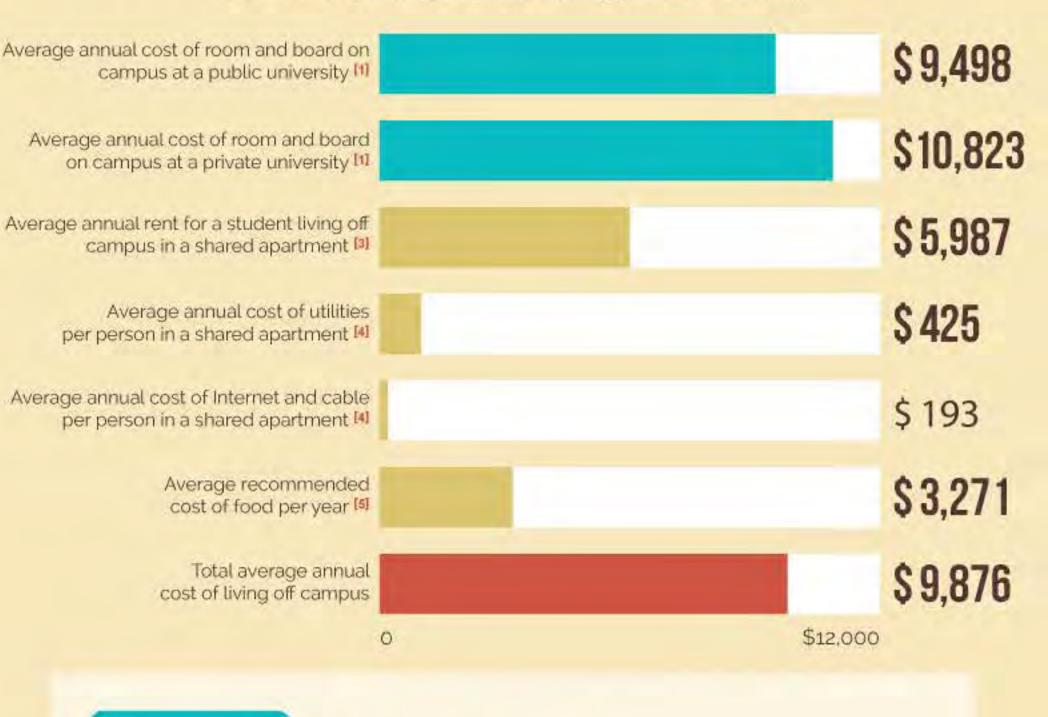
TECHNOLOGY CHANGES EVERYTHING



2013-2014 AVERAGE ANNUAL TUITION AT:

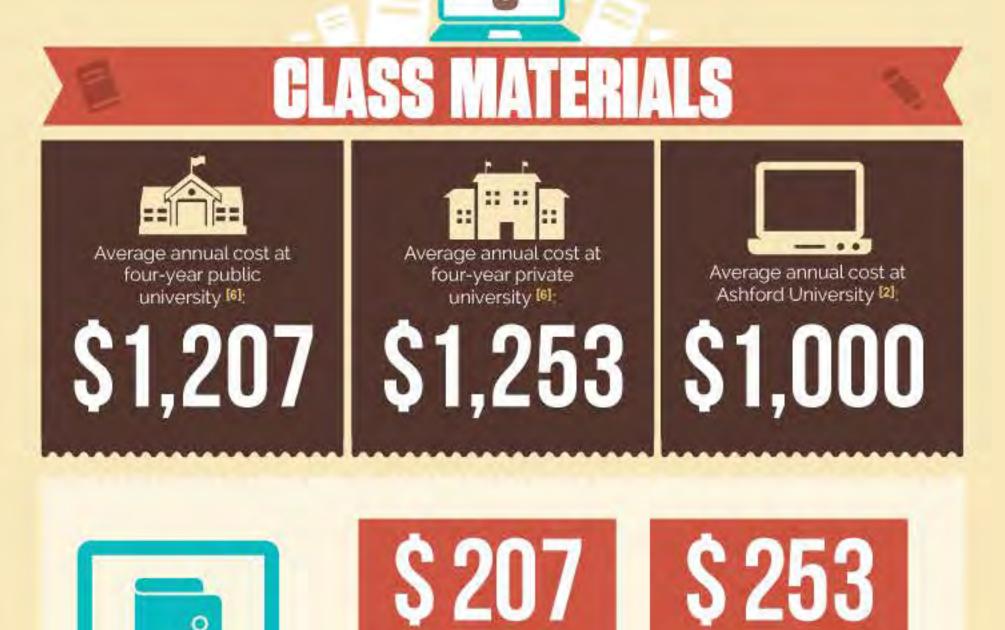


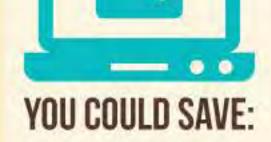
Living in your own place off campus is comparable with living on campus at a public university, and you could save a bundle by avoiding the campus housing of a private university.



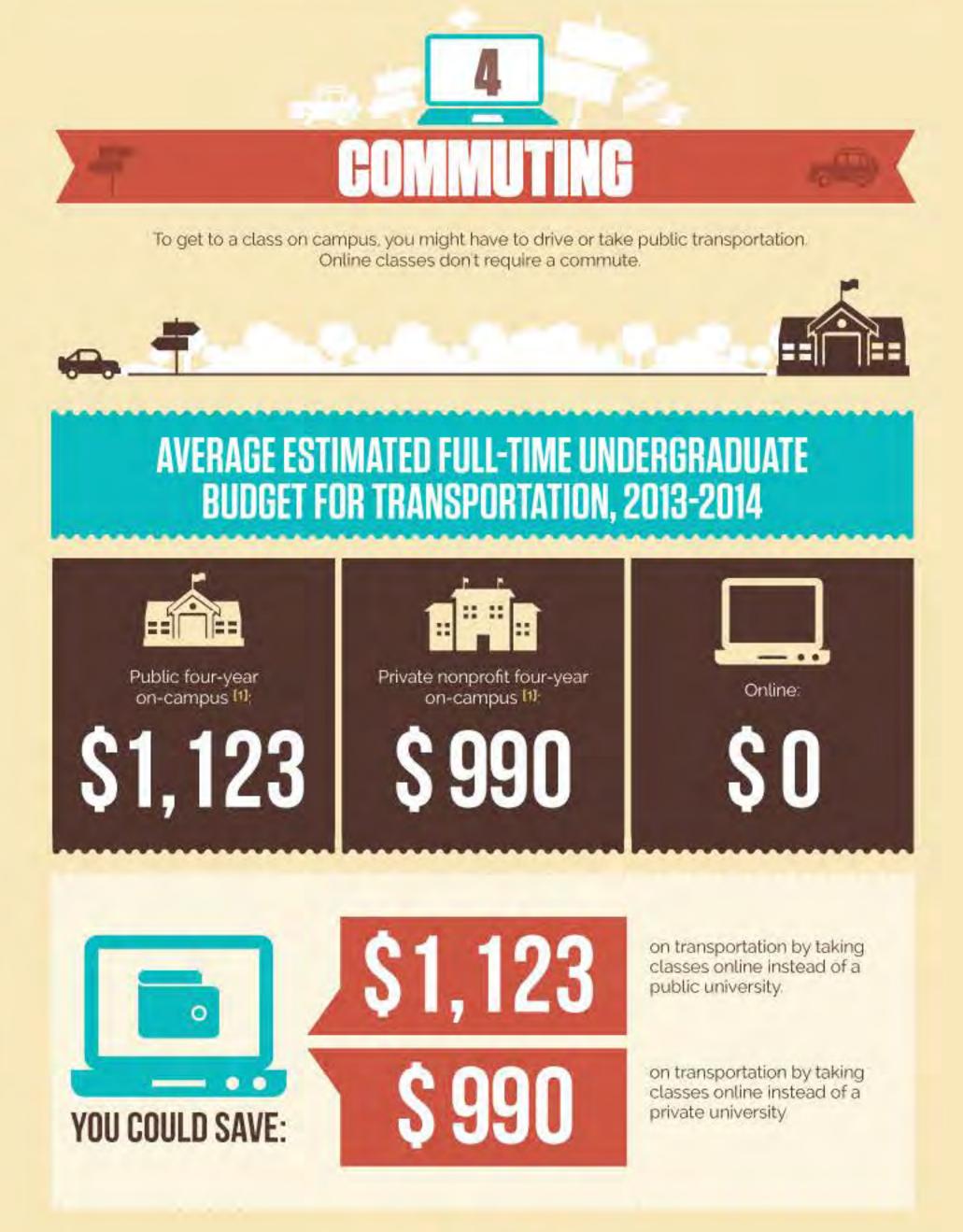
by living in an off-campus apartment instead of a private university.







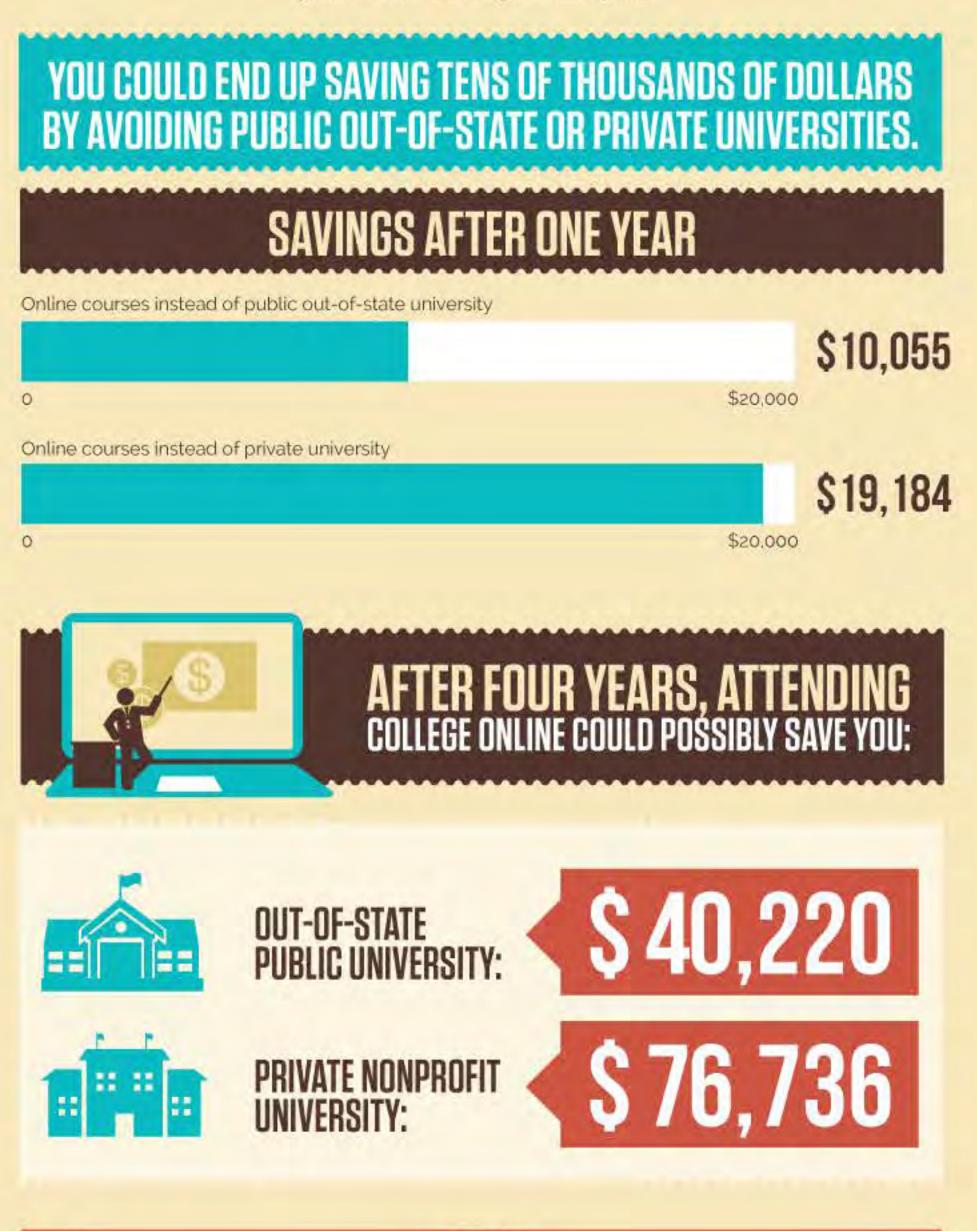
per year on course materials by attending classes online at Ashford University instead of a public university per year on course materials by attending classes online at Ashford University instead of a private university



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For the budget-conscious, attending an online university, local community college or public in-state university are valid options.



SOURCES

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- [6] www.collegedata.com/cs/content/content_payarticle_tmpl.jhtml?articleId-10064

N THE ROAD TO YOUR

ARE ONLINE UNIVERSITIES ACCREDITED THE SAME WAY AS TRADITIONAL UNIVERSITIES?



The U.S. Department of Education (ED) recognizes 15 accreditation groups, including regional groups like the North Central Association of Colleges and Schools (part of the Higher Learning Commission) and the Western Association of Schools and Colleges. All properly accredited institutions, whether brick-and-mortar or online, are certified through one of these groups.^[1]

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North Central Association of Colleges and Schools



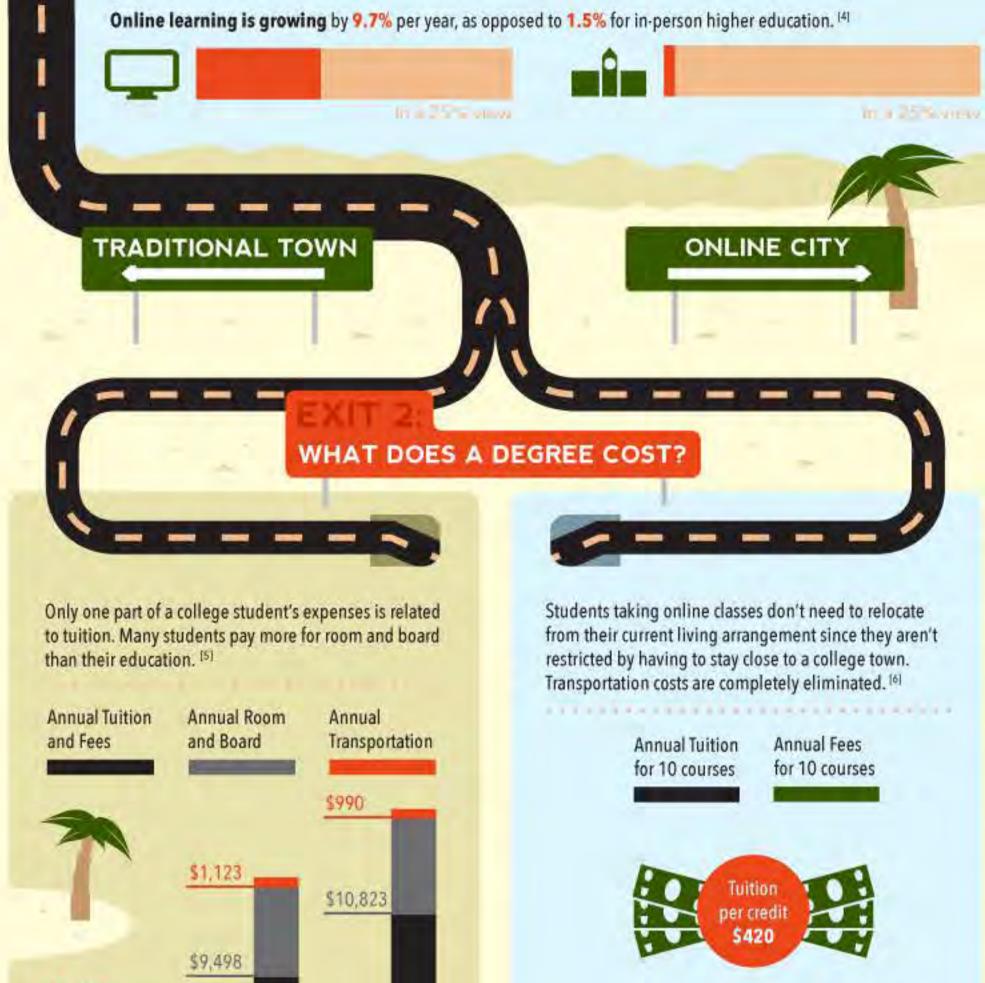
Western Association of **Schools and Colleges**

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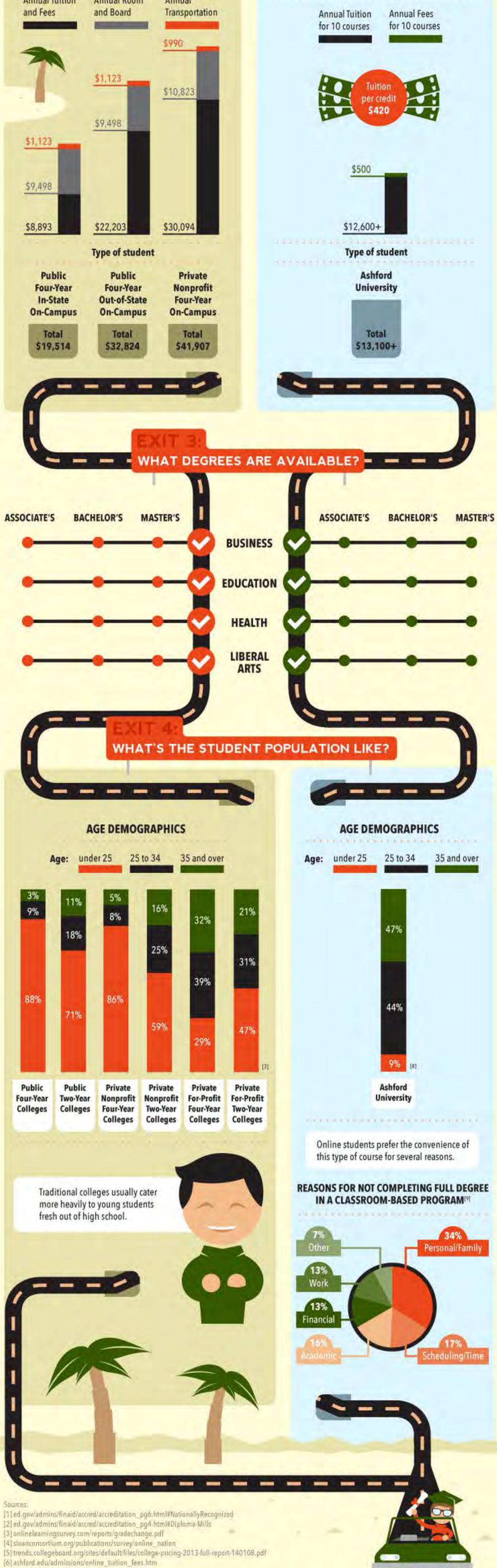
90% of academic leaders believe that it is "Likely" or "Very Likely" that a majority of higher education students will take at least one online course in five years' time. [3]



accredited higher learning institutions in the U.S. [2]



\$22,203 \$30,094 **Type of student** Public Public Private Nonprofit Four-Year Four-Year

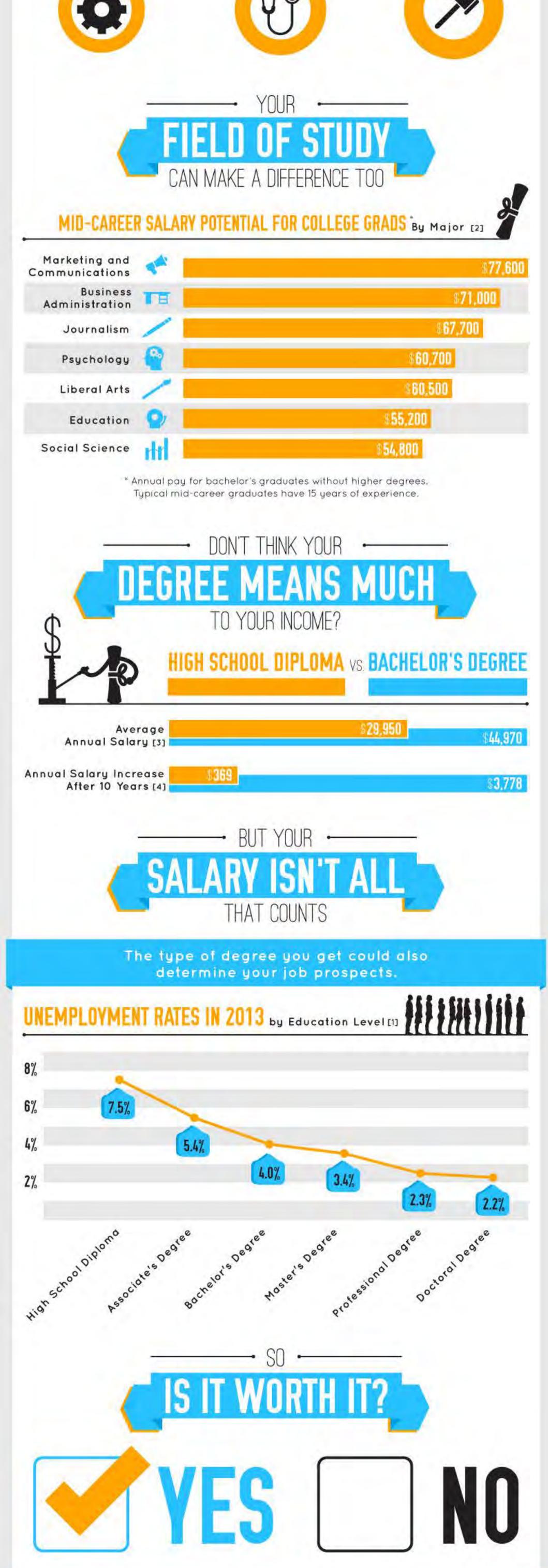


- [7] nces.ed.gov/programs/coe/indicator_csb.asp
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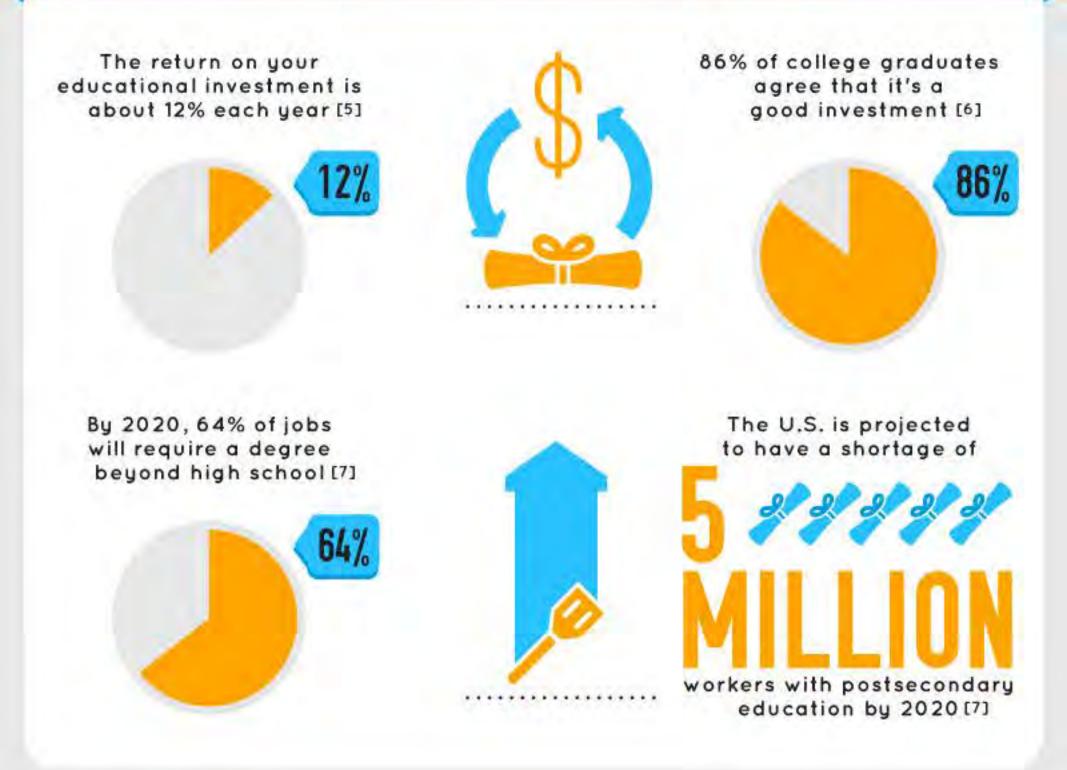
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Don't let the price of tuition scare you away from getting a degree. In the long run, you might find that it pays off.

AVERAGE INCOME PER	WEEK By Degree Type [1]	MON TUE WED THUR FRI SAT SUN
High School Diploma	Associate's Degree	Bachelor's Degree
Master's Degree	Doctoral Degree	Professional Degree
\$1,300	\$1,624	\$1,735



Your degree is worth it. Here's why:



SOURCES

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2 Under "Join Now," click Facebook, LinkedIn, or

Email

3

Please choose if you would like to help fellow alumni



Click "Get Started"



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"Motherhood: All love begins and ends there." - ROBERT BROWNING



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