



American Public
University System



2021

GLOBAL IMPACT
REPORT

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To the APUS Team,

Of all the responsibilities of a University Board of Trustees, the most important are to appoint the President, to insist on strategic planning, and to ensure adequate resources. This document describes what can happen and did happen when effective leadership and a well-resourced plan are brought together.

I hope you enjoy reading about all of the accomplishments and impact of the APUS team in 2023. Each of you contributed to these great outcomes!

Here's to a great 2024!

A handwritten signature of Frank Ball in black ink, written in a cursive style.

Frank Ball
Chair | APUS Board of Trustees





Dear APUS Community,

It would be an understatement to say that 2023 was a transformational year for us.

So many amazing things happened in one year that it is hard to believe we really achieved it all. Still, I believe we were able to accomplish so much because we did it all together.

In the wake of our accomplishments, I am more than confident we're progressing on the right path as we continue to provide top-quality, affordable, and accessible higher education to approximately 90,000 students across American Public University and American Military University.

As President, I am honored to lead the teams that are transforming our institution. We have achieved several milestones in the past year, despite the challenges in higher education. I am particularly proud of our increase in enrollment, our laser focus on academic quality, and the expansion of our student and career services.

We are a vibrant, diverse, and inclusive institution with a 32-year history and over 137,000 alumni from more than 100 countries, and we are recognized for our innovative approach to online learning. We intend to blaze new trails in 2024 as we continue to set the standard for the industry at large.

I am particularly grateful for the many contributions that our nearly 2,200 faculty and staff members have made to deliver quality education to learners of all backgrounds.

I want to share just some of the noteworthy progress we've made as an institution in 2023, including:

- **The refresh of programs**, including the Computer Science portfolio.
- **The launch of several newly expanded student services**, including: free access to 24/7 mental health support via apps and instant message, certified career coaching, and an AI-powered resume-building platform.
- **NASA support for the Spirulina Algae Group**, a faculty-led student research group which was awarded funding by NASA's Established Program to Stimulate Competitive Research (EPSCoR) through the West Virginia Space Grant Consortium.
- **The reorganization of our academic department**, led by Dr. Elizabeth Johnson, to increase our focus on the continuous improvement of our academic quality and offerings.
- **The introduction of APUS employee values** and the celebration of 24 colleagues who best represent our culture.
- **The awarding of incredibly positive Net Promoter Scores and Student Satisfaction scores.** Our students are our biggest fans, and it is our job to make sure that continues.
- **Another well-attended, in-person Commencement.** An estimated 14,000 graduates and their guests attended our June 2023 graduation ceremonies.
- **Safe environments.** We launched the Student and Staff Anonymous Hotline because we value the opinions of everyone in our community.
- **The growth of our social media community.** Growing our followers to more than 617,000 across across our APUS social channels.
- **Our growing presence in organic media.** We've garnered positive press in numerous articles across Fox News, Reuters, MSN, Yahoo! Finance and The Business Journals, among many others.

As a team, we've succeeded because we remained focused on what truly matters: serving our students in a truly 21st-century manner and supporting them all the way through graduation and beyond. We are not about to rest on our laurels, either, and will continue our work in 2024.

It is my firm belief that the challenges, the hard work, and the dedication we embrace today will lead to a brighter tomorrow, and that we will look back with pride on this time in our institutional history. I know I will continue to be humbled by the trust instilled in me by you, the faculty and staff.

Logic comes from looking backward, not forward.

Sincerely,

Nuno Fernandes

President, American Public University System



As Provost of American Public University System (APUS), I am proud of the Academic Department's contribution to the transformative achievements of the past year. I am equally proud of the strategic vision that has allowed us to secure our reputation domestically and elevate our position globally. This report not only highlights our alignment with important educational trends in online learning, it also

showcases our bold investment in efforts that will ensure future growth and innovation. As we reflect on the past year, and navigate opportunities pivotal to expansion, we are steadfast in our commitment to making decisions based on our deeply rooted core values of quality and innovation and our unwavering commitment to delivering accessible, mission-driven education.

Under the guidance of our reorganized academic leadership team, 2023 was focused on building the organizational infrastructure necessary to enhance the quality of our curriculum and streamlining our program development process. The initiatives executed in the last year have not only enhanced our operational capabilities but have also strategically positioned APUS to take advantage of emerging synergies in global markets – this has maximized our ability to make an impact on students and their communities.

Strategic Investments and Quality Enhancement *A Foundation for Sustainable Growth*

In 2023, APUS dedicated significant resources toward prioritizing curriculum quality, faculty development, and program diversification – reflecting our commitment to academic excellence and operational efficiency. These investments were designed to strengthen our competitive edge and ensure sustainable growth. We're already seeing a payoff in the quality of the student learning experience; our student satisfaction and enrollment numbers are continuing to increase.

Our approach to overcoming the challenges of the past year has illustrated how committed we are to seizing on opportunities to maximize the impact our organization can make on students and communities around the globe. The enhancements we have made in curriculum, programmatic offerings, and faculty excellence serve as a testament to our dedication to quality and innovation. These outcomes are essential to attracting and retaining a diverse and increasingly global student body, thereby opening new opportunities for our organization's growth internationally, as well as fortifying our position within the higher education landscape domestically.

Leveraging Our Heritage *Delivering Service and Excellence*

Rooted in a proud heritage of serving those who serve, our ethos of service translates into our commitment to precision and operational excellence. The outstanding relationship we have cultivated with our students underscores the exceptional value of our academic offerings and is a powerful indicator of our brand's strength. The unparalleled level of engagement that we enjoy from our military students not only showcases how successful we have been over this past year, but will also serve, moving forward, as a solid foundation for organic growth and brand expansion globally.

As we advance towards our goal of becoming a Global Digital University, our strategies for forging international partnerships, increasing global enrollments, and expanding our portfolio of academic offerings are all designed with a dual focus: to maintain the highest standards of educational quality and to ensure organizational stability and longevity. This balanced approach to expansion, that equally favors quality and expansion, safeguards our legacy of excellence while simultaneously driving the meaningful diversification of our academic profile.

Strategic Pillars *Affordability and Relevance*

The competitive tuition rate at APUS highlights our unique positioning in the online education market; something my office is tremendously proud to stand behind. This commitment to affordability, coupled with our commitment to increase the relevance of our academic programs, highlights the strong start that 2023 established for our future endeavors. By extending our affordable and flexible education model to new markets with exciting and adaptable programs, we are constantly working to favorably position APUS to attract increased enrollments and an expanded global presence.

With these successes in mind, the Office of the Provost extends its gratitude to the entire APUS community for their diligent work and shared commitment to a global vision. I believe the strategic investments and operational enhancements we achieved in 2023 lay the groundwork for a future where APUS not only leads in online education globally but also stands as the definition of unparalleled organizational success.

Together we are set to leverage these results in redefining the landscape of global online education, creating lasting value for our students, their communities, and our world.

Sincerely,

Dr. Elizabeth Joy Johnson, PhD
Provost and Senior Vice President | American Public University System



Mr. Nuno Fernandes
President

Office of the President



Ms. Lindsey Larson
Vice President, Chief of Staff



Ms. Mauricia Blackwell
Vice President,
Human Resources



Mr. Frank Tutalo
Associate Vice President,
Public Relations



Dr. Jennifer Stephens Helm
Vice President, Accreditation

Academics



Dr. Elizabeth Johnson
Provost



Dr. Jeremi Bauer
Dean, Dr. Wallace E. Boston
School of Business



Dr. Brian Freeland
Dean, School of
Health Sciences



Dr. Anthony Garibay
Dean, School of Arts,
Humanities & Education



Dr. Juliette Rouge
Dean, Security &
Global Studies



Dr. Daniel (Danny) Welsch
Dean, School of
Science, Technology,
Engineering & Math



Dr. Michelle Newman
Vice Provost,
Academic Operations



Dr. Steve Ernst
Associate Provost,
Quality & Innovation



Dr. Mitchell Colver
Associate Provost,
Engagement & Retention



Sonia Kalra
Associate Vice President,
Product Management



Michelle Wessel
Associate Dean, Curriculum
& Assessment

Finance



Mr. Richard W. Sunderland, JR.
Executive Vice President,
Chief Financial Officer



Mr. Keith Wellings
Vice President, Financial
Aid & Compliance



Mr. Jose Molleja
Vice President, APU Brand
Expansion & Student Success



Mr. Dan Roby
Vice President, AMU Brand Expansion
& Business Development

American Public University

American Military University

International

Operations



Mr. Benjamin Castro
General Manager,
International Expansion*



Ms. Erika Orris
Senior Vice President,
Operations



Mr. Travis Durepo
Vice President, Student
Support & Enrollment
Operations



Mr. Gregory Hill
Vice President,
Admissions



Ms. Caroline Simpson
Assistant Provost,
Student & Alumni Affairs



Ms. Carolyn Todaro
Vice President,
Academic Advising



Ms. Jill Beck
Associate Vice
President, Financial
Aid Advising

*Benjamin Castro is a consultant.



American Public
University System



Today the university system is one of the largest providers of online higher education offering more than 200 academic programs to students enrolled worldwide. The student body is full of ambitious professionals from all fields sharing a common motivation for continuing their education and preparing to reach their career potential.

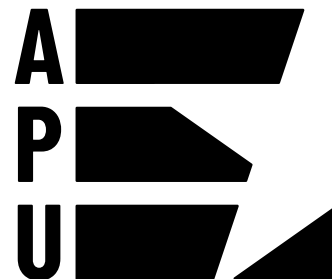
American Public University System (APUS) is composed of American Military University (AMU) and American Public University (APU)



American Military University
Founded in 1991

Serving the Brave

AMU supports the success of service-minded individuals, and their families, by expanding access to top-quality and affordable higher education, and career-relevant services.



American Public University
Founded in 2002

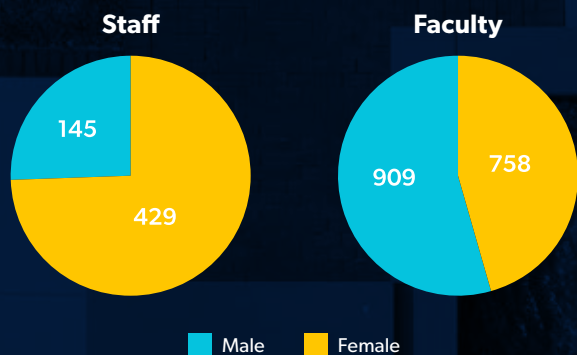
Digital Learning for Real Life™

American Public University offers top-quality, leading edge, and career-relevant higher education programs and services, that improve the lives of our students and their communities.

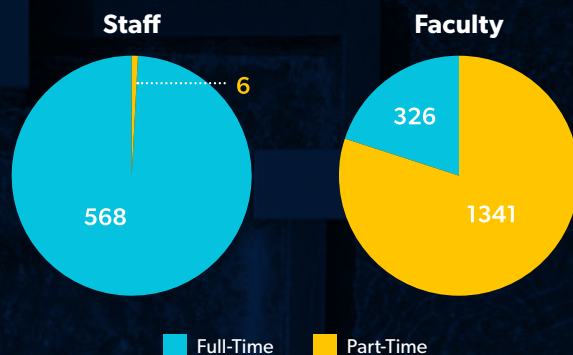
APUS DEMOGRAPHICS | STAFF & FACULTY

APUS is one of the largest degree-granting institutions in the United States (measured by enrollment)¹, and it is entirely online. It takes a unique kind of faculty to teach a student body so big and so diverse, and it takes a unique kind of staff to keep such a large system running. Fortunately, our university is a vibrant, welcoming, inclusive, and supportive institution.

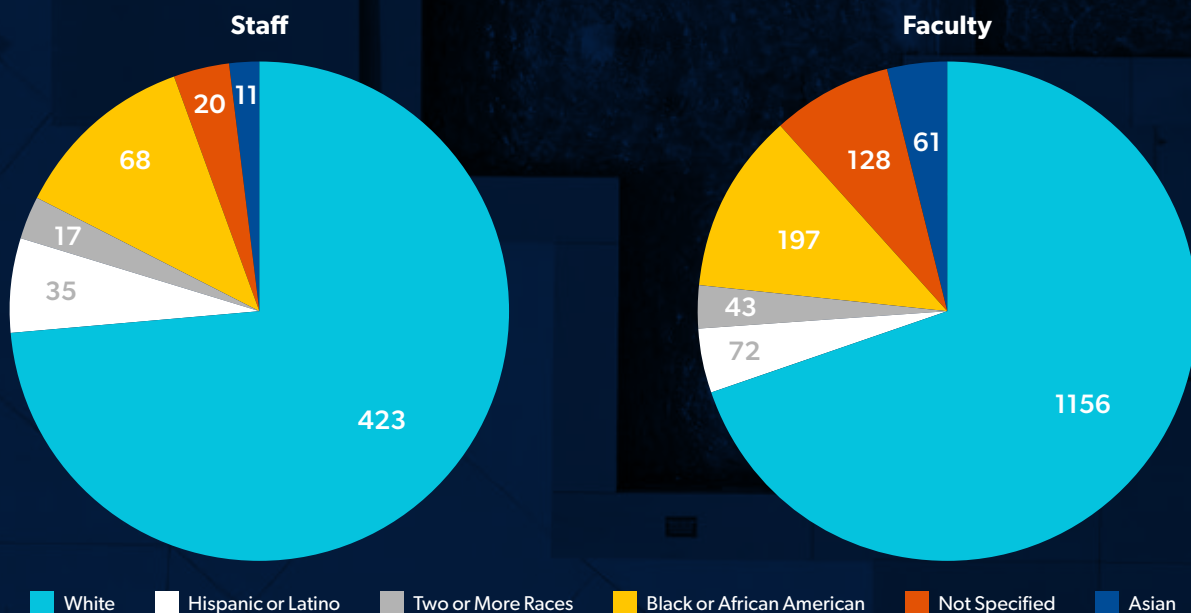
Staff & Faculty by Gender



Staff & Faculty by Employment type



Staff & Faculty by Ethnicity



¹APUS has one of the largest enrollments based on being listed in the top 25% of the most recent enrollment table from the Institute of Education Sciences (IES). IES is the statistics, research, and evaluation arm of the U.S. Department of Education.

APUS DEMOGRAPHICS | STUDENTS

A Vast, Diverse Community

APUS has the privilege of serving a large, diverse student and alumni population. We have learners across the country from all 50 states and from 100 countries around the globe. The student body as a whole represents a melting pot of unique backgrounds and perspectives.

While most higher education institutions value diversity and aim to recruit a population of students that come from various areas, our footprint is truly global. This gives AMU and APU students the chance to meet, work with, and build connections with peers just about anywhere.

At APUS, we are anchored to strong principles. In particular, we are committed to encouraging a diversity of thought, to promoting academic freedom, to building connections across communities, and to fostering a strong sense of belonging.

Specifically, APUS aims to:

- Cultivate a diverse community of faculty, staff, students, and alumni that celebrates uniqueness and values connection.
- Promote diversity of thought in the classroom via shared learning experiences and through engaging co-curricular experiences.
- Foster a sense of belonging across the learner lifecycle via peer-to-peer engagement, community events and activities, and through intentional professional network building efforts.
- Ensure students can see themselves represented in learning materials and classroom content.

Throughout 2023, our Diversity, Equity, Inclusion & Belonging (DEIB) Council promoted our institutional values and gave students various opportunities to connect both their learning and work to the broader community. APUS remains committed to our DEIB work; we look forward to engaging more learners and community members in 2024 as we continue in our efforts to create a welcoming environment as a relevant and critical part of the learning experience.

APUS Student Community

89,768

Active Students

**Active student count does not include students in doctoral program.*

31

Average age

91%

Working Adults

42%

Referred by Others

20%

Students under the age of 24

As of the 12/31/2023 active enrolled student count.

83%

New undergraduate students transferred credit

Associate/Bachelor's students starting in 2023.

137,000+

Graduates from more than 100 countries

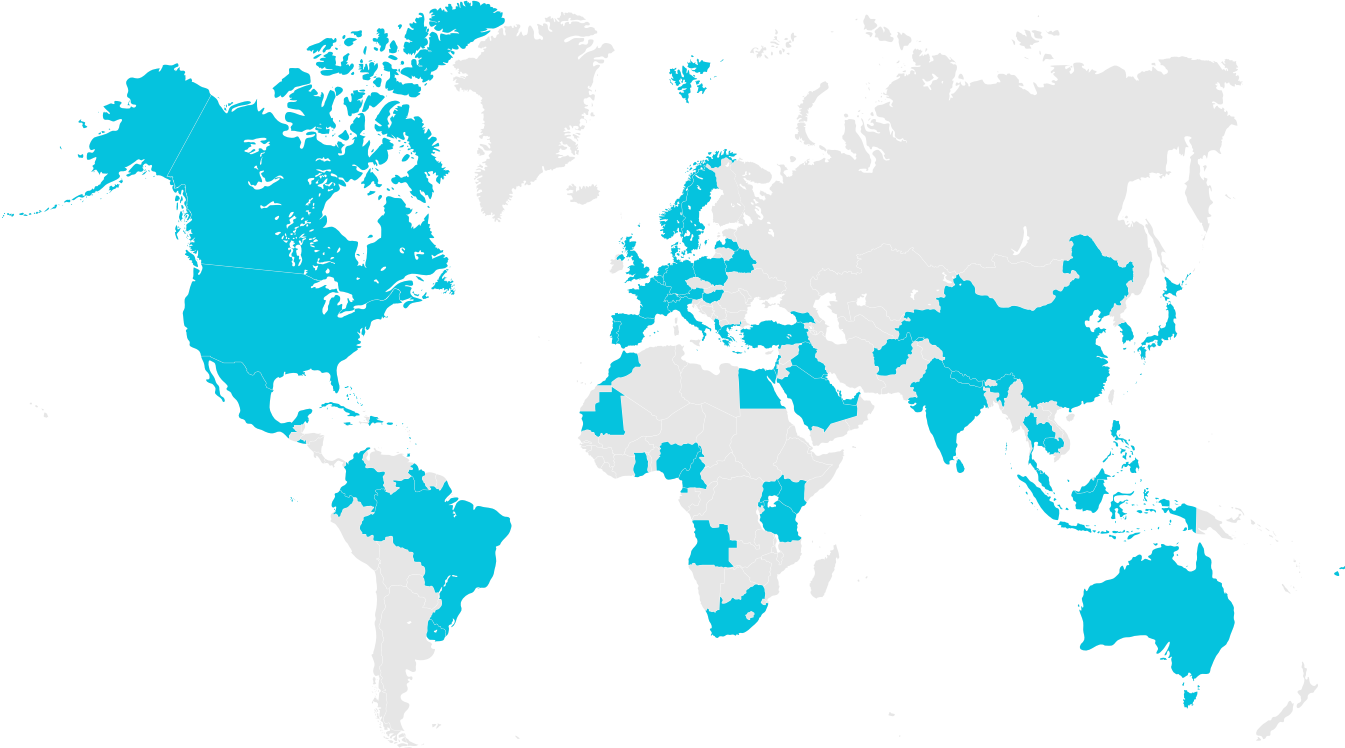


APUS GLOBAL PRESENCE IN 2023

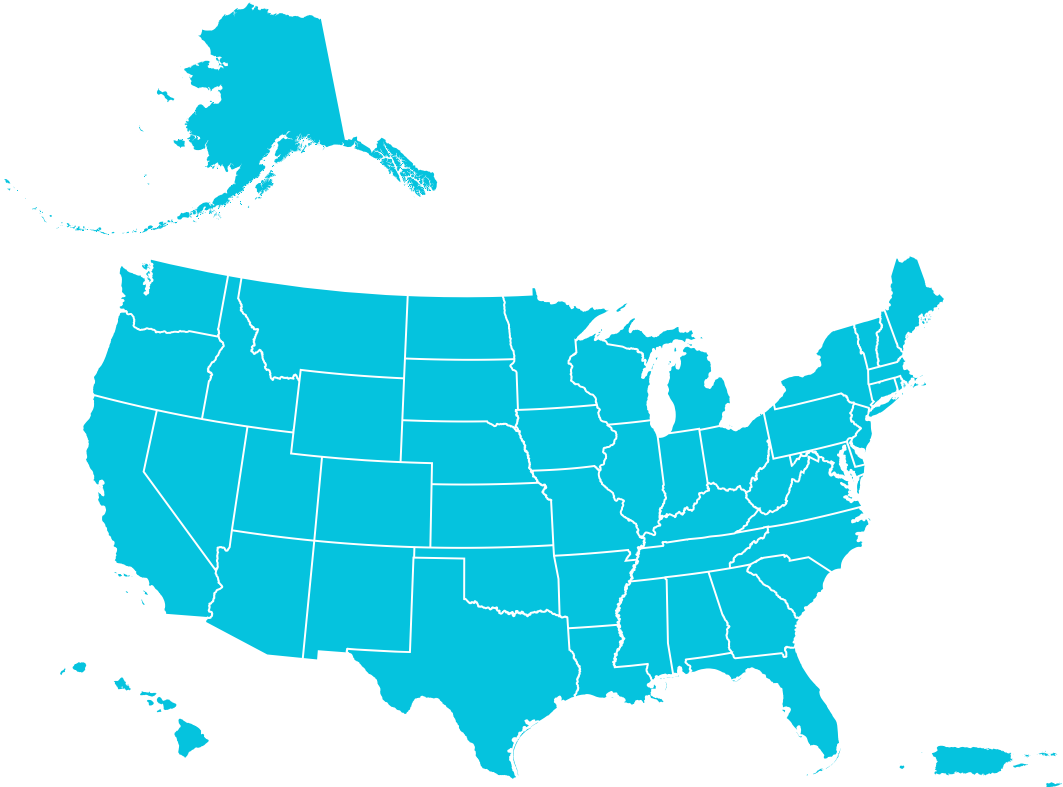
A VISUAL REPRESENTATION OF OUR DIVERSE AND DYNAMIC STUDENT COMMUNITY

American Public University System is proud to serve students from all over the world who pursue their academic and professional goals through our online programs.

International Students



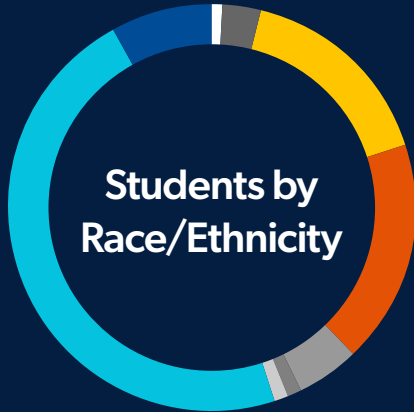
United States Students



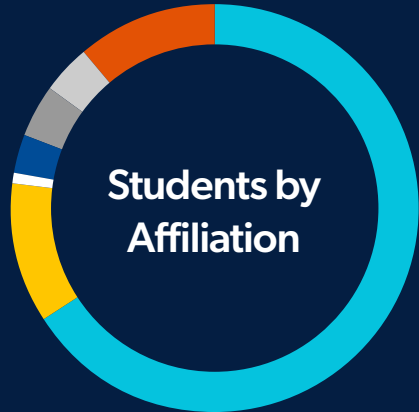
FAST FACTS



- Security & Global Studies | 24%
- STEM | 12%
- Health Sciences | 15%
- Business | 28%
- Arts, Humanities & Education | 21%



- Unknown | 8%
- White/Caucasian | 47%
- Non-Resident Alien | 1%
- Multiple | 5%
- Native Hawaiian or other Pacific Islander | 1%
- Hispanic or Latino | 18%
- Black or African American | 16%
- Asian | 3%
- American Indian or Alaskan Native | 1%



- Veteran | 11%
- Reservists | 4%
- National Guard | 4%
- Military Spouse | 3%
- Civilian | 11%
- Active Duty | 66%
- Military Dependent/Other | 1%

TOP

11%

Top 11% Return on Investment

American Public University System ranked in the top 11% for return on education investment, compared to 4,500 colleges and universities in the United States, according to the [Georgetown University Center on Education and the Workforce report](#).

91%

End of Program survey results

91% of respondents to the End of Program Survey say they are very satisfied or completely satisfied with the education they've received.*

*based on nearly 2,500 student responses to a 2023 survey after students completed their programs

TOP

10

Top 10 Best Online Schools

We are dedicated to offering top-quality, affordable education to our students. That's why we've been named one of the top online colleges for working adults by ZDNet.

MAKING HEADLINES IN 2023

In terms of organic media, 2023 was a banner year for APUS. We achieved a record level for media coverage as measured by reach (Unique Monthly Visitors).

We also saw expert commentary from a range of our diverse faculty placed by:

- Reuters
- Fox News
- MSN
- Yahoo!
- PhillyBurbs *(a subsidiary of USA Today)*
- The Business Journals
- Forbes
- Authority Magazine
- Other reputable publications and podcasts

President Nuno Fernandes also participated in four podcasts including EdUp, both as a co-host and interviewee, and with the leading business podcast of Ben Fanning.

LIKE & SUBSCRIBE | APUS & SOCIAL MEDIA

617K+

Followers in 2023
+207k since last year

-  380k
-  22k
-  13k
-  26k
-  174k

In early 2022, APUS made a deliberate investment in social media to grow and activate our community as a way to promote scholarship, broaden social's reach & impact across the APUS community, and enhance the student experience outside of the classroom.

APUS social media sites are the single best ways to engage with our potential students, students, faculty, and graduates.

APUS' social media strategy is built around the core idea of community and connectivity. Platforms like Facebook, Twitter, LinkedIn, and Instagram serve as dynamic spaces for sharing success stories, academic achievements, and personal milestones of students and alumni. This not only showcases the real-world impact of APUS' educational programs but also highlights the university's commitment to supporting its members beyond the classroom.

Chronologically, APUS' social media evolution reflects a growing sophistication in engaging with its audience. Initially, the focus was on creating visibility for the institution and its offerings. Over time, however, APUS shifted towards more interactive content, leveraging live sessions and user-generated content to foster two-way conversations and a deeper sense of community.

For instance, Q&A sessions with faculty and alumni provide insights into career paths and academic pursuits, thereby making the APUS experience more engaging for prospective and current students.

A notable aspect of APUS' social media outreach is its emphasis on diversity and inclusion. By featuring students, graduates, and faculty from various backgrounds, disciplines, and life experiences, APUS underscores its commitment to creating an inclusive educational environment. This approach not only reflects the diverse landscape of modern higher education but also

resonates with a broader audience, drawing in students who seek an educational institution that values and reflects their individual identities.

The interactive elements of APUS' social media strategy are particularly powerful. Live webinars, virtual open houses, and interactive polls encourage active participation from the community, allowing members to contribute their voices and experiences. This level of engagement is instrumental in creating a connected online campus experience, particularly for an institution that primarily operates in the digital realm.

Social media bridges the gap between the virtual and the physical, providing a sense of place and belonging that is crucial for online learners.

Furthermore, alumni and faculty stories serve as powerful testimonials to the quality and impact of APUS' programs. Showcasing these narratives not only inspires current and prospective students but also establishes a sense of continuity and legacy. These stories highlight the institution's role in shaping the careers and lives of its members, reinforcing the value of an APUS education.

By focusing on interactivity, diversity, and the personal achievements of its students, graduates, and faculty, APUS has not only enhanced its visibility but also fostered a sense of belonging among its members. This demonstrates the transformative power of social media in the realm of higher education.



2023 SOCIAL TARGETS HIT

We achieved our social targets by posting more tailored content per channel. We also began sharing Facebook and Instagram stories regularly and working more with our student orgs, outreach teams, and departments/faculty members to engage with us and for us. We also implemented a targeted boosting strategy to increase reach.



Customer Support

We reduced inbound social media message wait time to below one hour from 4+ hours in 2022.



Engagement

67% increase year over year over baseline 50% goal for post engaged user metric.



Organic Leads

Goal was an increase of 10% over 2022. We achieved +38% year over year increase from AMU and +218% increase for APU.



Followers

Our goal was to increase our followers from 405,299 to 567,418. We did that by the third quarter, and continued building momentum to reach more than 617,000+ by the end of the year.

THE APUS EMPLOYEE VALUES

#APUSVIBES

At APUS, we live out our employee values in order to bring in students, see them through their academic journey to graduation, and relish their success.

What are we trying to achieve?

We want to be one of the leading North American institutions, recognized for the transformative power of our education and for the professional success of our graduates.

Why does it matter?

We never stop evolving. Continuous self-criticism allows us to be better, to be faster, and to provide greater academic programs and services to our students.

How do we achieve greatness?

We believe great things are possible and we must believe that we can be better than anyone else out there. In order to stay sharp, we are constantly reinventing ourselves.

We understand that what works today might not work tomorrow, and that's okay. We will always strive to find a better way.

We are also focused on expansion. The only way to fulfill our mission of expanding access to education and becoming one of the leading North American institutions is to remember why we do what we do and do it exceedingly well.

Finally – and perhaps above all – we focus on student success. We truly deliver on our mission when our students graduate and become successful. Graduating our students and helping them become successful — that's all that matters.

WHY DO WE EXIST?



To expand access to **affordable, top-quality education, globally.**



To **graduate our students.**



To **transform the lives of our students,** supporting them during their academic journeys by providing career-relevant skills and knowledge.



We are APUS and we:

Move fast. We take swift action to respond to opportunities and needs that better serve our students.

Are ambitious and always play to win. Otherwise, why bother? We are determined to be the best available option for the audiences we serve.

Are honest and courageous. We are known for candor and directness. Respectful disagreements are welcomed and valued by our community.

Believe everyone matters. Everyone, regardless of their position in the University, has an impact on students' success.

Welcome mistakes. The only person that does not make mistakes is the person who is doing nothing. Strive for action, learn from mistakes, don't make them twice, and move toward the future.

Surround ourselves with amazing people.

Great organizations always have great people.

Love simplicity. It's the ultimate form of sophistication.

Are focused. We consistently evaluate all the available options to ensure that we focus efforts and resources on what truly matters.

Measure what we treasure. If we can't measure what we're doing, we probably shouldn't be doing it.

Are proud of our quality. For us, the true definition of quality is delivering more than what is expected.

Stay humble. We are confident, but never arrogant. We always listen, and always learn.

Love to have fun. Life is too short to spend it doing something you don't love.

Overall General Results of the APUS Engagement Survey

Every year, we ask our APUS employees to fill out a survey about how they feel working here. The survey covers topics like:



How well we communicate



How we support diversity, equity, inclusion and belonging



How we access resources and information



How we serve our students and customers



What our culture is like



How our leaders perform



How we align with our vision and goals



How we balance our work and life

Last year, 72% of our full-time APUS staff took part in the survey. **More than 75% of respondents said they were happy with our leadership, our direction, and our impact.** We still need to work on improving our resources and information and our work/life health, and this is an endless effort. Each year we need to try to do better than the year before.

ENVIRONMENTALLY FRIENDLY EDUCATION

APUS is Environmentally Friendly Education

Studying online offers flexibility; students can learn from anywhere while engaging with global communities. Online learners never need to fret over missing classroom lectures; they can revisit learning materials as much as they like during each term.

Another great benefit of online education is its environmental friendliness, making it the most eco-friendly type of education available. There is no need for campuses or dorms, and we exclusively use eBooks. Plus, all our students, staff, and faculty being remote eliminates the need for daily commuting; consequently, we are making a strong and positive impact on the environment.

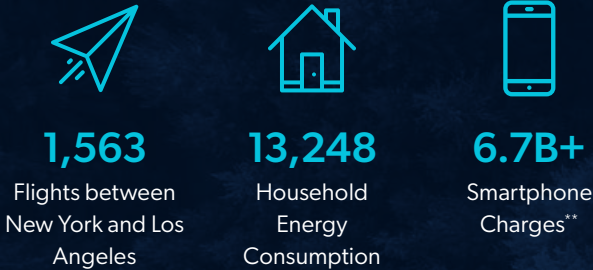
APUS saves **260 million miles of vehicle commuting** annually, estimating the savings from commuting to a physical campus four times per week, based on student full-time equivalency (FTE)*. **This is equivalent to the carbon dioxide emissions from 24,178 passenger vehicles, preventing the release of 101,589 metric tons of carbon dioxide** into the atmosphere annually.

*52 weeks x 4 trips per week x 37 miles round trip x 36,419 Full-Time Equivalent and 2,200 faculty = 297,211,824 miles or 11,431,224 gallons of fuel (average fuel economy 26.0 miles/gallon).

**These estimates are approximate based on EPA provided data as of March 2024 and should not be used in formal carbon emissions analysis.

***Interesting Facts about Recycling | Florida Tech (fit.edu): Each ton of recycled paper saves 17 trees, 3 cubic yards of landfill space, and 7,000 gallons of water.

This reduction is equivalent to eliminating:



At our environmentally friendly, LEED Gold Certified offices, **APUS actively recycles 46.3 short tons of non-hazardous business waste annually.**

This equates to an annual savings of***



STUDENT EXPERIENCE AT APUS | A HOLISTIC APPROACH

The APUS student experience creates a supportive, engaging, and enriching environment to prepare students for success in their academic and professional lives. This experience, from an operational perspective, aims to take the administrative burdens of attending college away from students so they can focus on learning.

Students should not have to stress out or get frustrated by how to enroll, register, and fund their education. Also, resources that support students, such as tutoring, should be readily accessible and easy to find. The student experience should be automated; it must provide students with support before they even know they need it.

Prioritizing the student experience is important for a number of reasons:

- **A positive impact on retention and graduation rates.** When students feel engaged, supported, and satisfied with the classroom experience, they are more likely to stay engaged, progress, flourish, and graduate.
- **Improved satisfaction and well-being.** Students who feel supported by staff, faculty, and resources are more likely to have a positive mental and emotional state, which can enhance their overall college experience.
- **Increased career preparedness.** A positive student experience should include opportunities for internships, practical experiences, and career guidance, ensuring that students are well prepared for the workforce.
- **A positive impact on reputation.** Satisfied students are more likely to speak positively about their university, which can attract prospective students and contribute to the institution's brand and standing in the academic community.
- **Alumni relations.** A positive student experience fosters a strong sense of loyalty among alumni.
- **Lifelong learning opportunities.** A positive student experience can create a relationship with an institution that encourages learners to return and continue their education throughout their careers.



APUS' COMMITMENT TO OUR STUDENTS

Since we opened our doors in 1991, APUS has aimed to offer our students what they need, when they need it. We used a format that would best support their learning, their professional goals, and their personal goals.

We have been working diligently to craft the ideal student experience, and we are not done yet. We continue to prioritize the student experience; as new tools and products emerge, we have more opportunities to adapt, evolve, and progress.

As we move into the future with an eye toward improvement, our goals remain the same:

- Support rich learning experiences
- Build access to helpful tools and services
- Provide ample avenues for our students and alumni to share feedback and offer suggestions
- Create multiple opportunities to build peer networks

There were multiple enhancements to the student experience in 2023 and many more are on the horizon. At APUS, our students come first. Always.

THE APUS CAREER CENTER | A YEAR OF GROWTH

Our student body is comprised of both employees and employers. Our job board, CareerLink, connects students and alumni with professional opportunities. It also offers them the ability to build connections with others who work in unique companies and/or industries.

[CareerLink, powered by PeopleGrove](#)

We believe that networking is a key component to meeting professional goals, and our strength in this regard lies in our size — the APUS network is vast. CareerLink provides the infrastructure needed to navigate our community and the avenues for growing professional connections.

Here's a look at the CareerLink numbers (as of December 2023)

8,000

Total positions were posted

4,600

Internships were open and awaiting applicants

We've intentionally worked to increase access to internships so that our students have real-world learning experiences as part of their academic journeys. These opportunities are primed to build throughout 2024. It is through the strong connections we build with our partner employers that we are able to source relevant opportunities for our students and alumni.

NEW TOOLS IN 2023 | INVESTING IN THE FUTURE

Investing in the APUS Student Experience

We've come a long way since we mailed textbooks and hard copies of syllabi to our first cohort of students, and the continual evolution of higher education keeps us on our toes. We are constantly working to ensure that our students have access to the best digital experiences that will support their learning and professional goals.

Throughout 2023, APUS introduced new systems and services that aim to support the whole student — the learner, the professional, and the human being — so that students can continue to contribute to all the communities to which they belong.

In addition to CareerLink, APUS has implemented several other student support technologies, including, among others:



TalkCampus

It has been shown that mental wellness is closely linked to academic and professional success. APUS offers access to teletherapy and a chaplain — both of these resources are free for students.

In 2023, we also launched a partnership with TalkCampus to offer access to a safe, anonymous, virtual community of higher education students who can lean on each other as they process and share their mental health challenges and goals. TalkCampus offers peer-to-peer support in multiple languages and connects students across the globe. [learn more](#)



Hiration

The APUS Career Services team launched an AI-powered resume review tool in 2023 via a new partnership with Hiration. We know our students are here to pursue and advance their careers.

At APUS, the Career Services team can help students and alumni highlight their life and learning experiences to show alignment with their career aspirations. Hiration has helped take this work to the next level by using AI to help students craft top-notch resumes and CVs, in addition to enhancing their online profiles. [learn more](#)



LifeRamp

We believe our students deserve relevant support throughout — and beyond — their time at APUS. New in 2023, students who are near degree completion have access to complementary professional and executive coaching services via LifeRamp. LifeRamp provides access to certified career coaches in multiple languages. [learn more](#)

We are constantly working to ensure that our students have access to the **best digital experiences** that will **support their learning and professional goals.**

TEACHING & LEARNING

Our faculty regularly evaluate our academic offerings to ensure that we provide career-relevant education. We are deeply invested in the classroom experience to provide top-notch learning. To assist students, APUS regularly introduces new degree and certificate programs.

2023 Degree Launches	
Credit Hours	Program
60	Associates in Cybersecurity
9	Undergraduate NanoCert in IT Project Management
9	Undergraduate NanoCert in School and Campus Security Fundamentals
9	Undergraduate NanoCert in US Government Security Fundamentals
9	Graduate NanoCert in Public Administration and Contemporary Security Management
9	Graduate NanoCert in Security Organizational Leadership

NEW PROGRAMS

Cybersecurity | *Associate Degree*

The Associate in Cybersecurity is a 60-credit program that offers knowledge about the evolving cybersecurity field. The curriculum for this program combines theory with hands-on learning to address the growing need among businesses and governments to secure critical digital assets and digital infrastructure in today's connected world. This degree is designed as an entry point from which students may expand their education and continue to add skill sets in the cybersecurity discipline.

APU has been recognized for its excellence in cybersecurity education, and in 2023, our designation by the National Security Agency and the Department of Homeland Security as a National Center of Academic Excellence in Cybersecurity (CAE-C) was extended through the 2027-2028 academic year.

Security Organizational Leadership | *Graduate NanoCert®*

The nine-credit Graduate NanoCert® in Security Organizational Leadership offers the knowledge and skills required to function at the senior corporate level of management and develop an understanding of the need for cross-functional collaboration and leadership. Students will get a better understanding of issues relating to professional and ethical behavior within the security industry.

U.S. Government Security Fundamentals | *Undergraduate NanoCert®*

The nine-credit U.S. Government Security Fundamentals Undergraduate NanoCert® helps students gain an appreciation for the complexities involved in securing U.S. Government sponsored facilities, personnel and information. It offers an in-depth exploration of the steps for gaining access to United States National Security information, facilities, and information systems.

School and Campus Security Fundamentals | *Undergraduate NanoCert®*

APUS' nine-credit, three-course School and Campus Security Fundamentals Undergraduate NanoCert® program helps students explore risk management and emergency management protocols, threat assessment process, crisis, and recovery measures. Students will also become aware of Department of Homeland Security protocols for active shooters/ mass casualty incidents.

Public Administration and Contemporary Security Management | *Graduate NanoCert®*

The nine-credit Public Administration and Contemporary Security Management Graduate NanoCert® program offers students a broad understanding of major security threats affecting government agencies as well as public and private organizations and entities. This program provides government and security professionals and those in the military with an opportunity to advance their knowledge of measures to protect public and private safety.

IT Project Management | *Undergraduate NanoCert®*

Introduction to IT Project Management is a nine-credit, three-course undergraduate NanoCert® that introduces students to basic project management skills and provides an introductory understanding of project management strategies and tools. This program helps students explore concepts, principles, theories, guidelines, and techniques associated with applying project management to the contracting profession or non-contracting acquisition process.

ACCREDITATION

Institutional Accreditation

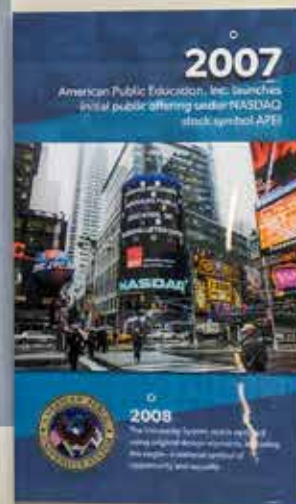
APUS is accredited by the Higher Learning Commission (HLC), an institutional accreditation agency recognized by the U.S. Department of Education (ED). APUS is comprised of American Military University (AMU) and American Public University (APU). The HLC accredits degree-granting institutions nationwide and is also recognized by the Council for Higher Education Accreditation (CHEA).

Specialty Accreditation

Some of the academic programs at APUS have additional specialty accreditation granted from external, industry-governing organizations. Specialty accreditation adds a level of rigor to the curriculum and demonstrates to employers that graduates of these programs have achieved the required knowledge and skills to perform well in their professions.

For full details of specialized or programmatic accreditation, [Click here](#).

2006



2007

Hosting the Homeland Security Symposium, AMU led an influential review with management leaders from across the



Accreditation Council for Business Schools and Programs

The Accreditation Council for Business Schools and Programs (ACBSP®) accredits business, accounting, and business-related programs at the associate, baccalaureate, master, and doctorate degree levels. Recognized by the Council for Higher Education Accreditation (CHEA), these programs at the University have achieved ACBSP accreditation:

- Accounting (AS, BS, MS)
- Business (BA)
- Business Administration (AA, BBA, MBA)
- Business Analytics (BS), Applied Business Analytics (MS)
- Entrepreneurship (BA, MA)
- Marketing (BA)
- Government Contracting and Acquisition (BA)
- Hospitality (AA), Hospitality Management (BA)
- Management (AA, BA, MA)
- Real Estate Studies (AA)
- Retail Management (BA)
- Reverse Logistics Management (BA, MA)
- Supply Chain Management (AA, BA, MA)
- Technical Management (AAS, BAS)
- Transportation and Logistics Management (BA, MA)

ACBSP® is a registered trademark of the Accreditation Council for Business Schools and Programs.



Council on Education for Public Health (CEPH®)

Our Master of Public Health is accredited by the Council on Education for Public Health (CEPH®), an independent agency recognized by the US Department of Education to accredit schools of public health and public health programs outside schools of public health.



Commission on Sport Management Accreditation

The sport management degree programs at the American Public University System have received specialized accreditation through the Commission on Sport Management Accreditation (COSMA) located in Fort Collins, Colorado, USA. The sport management programs in the following degrees are accredited by COSMA:

- Bachelor of Science in Sports Management
- Master of Science in Sports Management



Commission on Collegiate Nursing Education

The baccalaureate degree program in nursing and master's degree program in nursing at American Public University System are accredited by the [Commission on Collegiate Nursing Education](#).

The Commission on Collegiate Nursing Education (CCNE®) is an autonomous accrediting agency that ensures the quality and integrity of baccalaureate, graduate, and residency programs in nursing. As a voluntary, self-regulatory process, CCNE accreditation supports and encourages continuing self-assessment by nursing programs. It also supports continuing growth and improvement of collegiate professional education and post-baccalaureate nurse residency programs.



International Fire Service Accreditation Congress

The International Fire Service Accreditation Congress (IFSAC®) is a peer-driven, self-governing system of both fire service certifying entities and higher education fire-related degree programs. IFSAC's mission is to plan and administer a high-quality, uniformly delivered accreditation system with an international scope. IFSAC® has accredited these programs at the University:

- Fire Science (AS)
- Fire Science Management (BS)
- Emergency and Disaster Management (MA)
- Dual MA Emergency and Disaster Management & Homeland Security
- Emergency and Disaster Management (BA)

IFSAC® is a registered trademark of The Board of Regents for the Oklahoma Agricultural and Mechanical Colleges.



Health Information Management

The Health Information Management/Health Informatics accreditor of American Public University System is the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM). The College's accreditation for the baccalaureate degree in Health Information Management has been reaffirmed through 2027-2028. All inquiries about the program's accreditation status should be directed by mail to CAHIIM, 200 East Randolph Street, Suite 5100, Chicago, IL, 60601; by phone at (312) 235-3255; or by email at info@cahiim.org.

CAHIIM® strives to provide the public with effective and consistent quality monitoring of academic programs in health information management (HIM) and health informatics (HI) through maintenance of accreditation policies and processes.

CAHIIM® is a registered trademark of the Commission on Accreditation for Health Informatics and Information Management Education.



CLASSROOM EXPERIENCE

The Student Satisfaction Index and Net Promoter Score: A truly student-centric approach

As a result of our dynamic central leadership, APUS has seen a dramatic improvement in the frequency, intensity, and duration of using institutional data to guide academic practices and improve our deliverables. One significant change was the decision to start holding weekly Academic Reviews, in which an administrative team proactively reviews data related to the quality of the ongoing support that faculty provide to students.

In selecting which data to review, it was initially determined that the team would monitor the overall Student Satisfaction Index (SSI), an evaluation students complete after each course. The SSI includes a measure of Net Promoter Score (NPS) and student ratings of faculty support, course quality, and course relevance. APUS uses this data as a touchstone to inform educational initiatives.

As the team learned the importance of this engagement data, we have created a new cadence of the academic deans actively discussing the results with our President, Provost, and Associate Provost for Engagement & Retention.

Through these discussions, each dean is able to demonstrate thorough knowledge of the faculty engagement data and the opportunities associated with each trend. In taking these steps, this team closed the gap between merely sharing the results and explaining the results with action-oriented insight and proactive planning.

The results speak for themselves. APUS has seen an associated increase in both overall SSI and NPS scores since the increased frequency, intensity, and duration with which we focus on these engagement metrics (see Figure X and Y on the next page).

A truly student-centric approach

Figure X—Student Satisfaction Index: Jan-Aug 2023

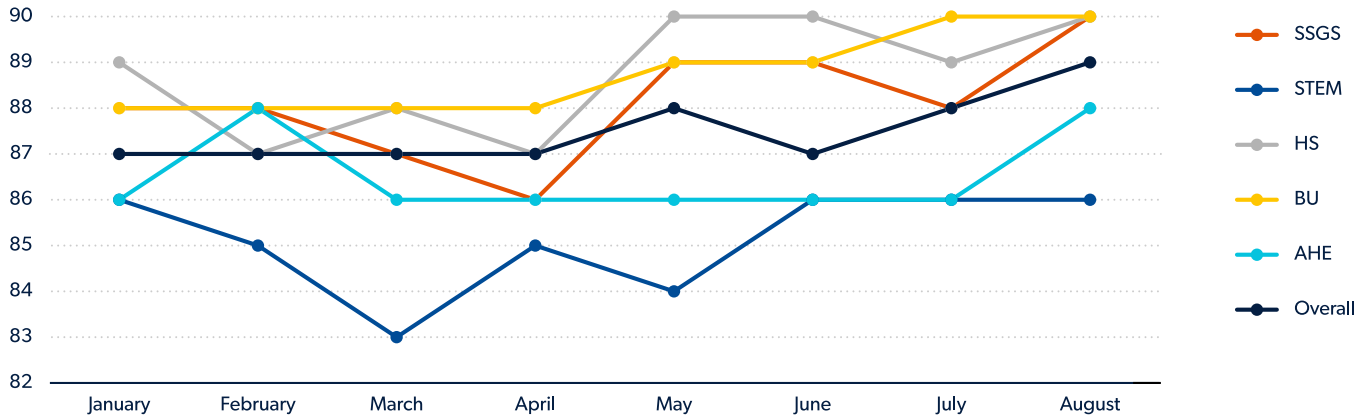
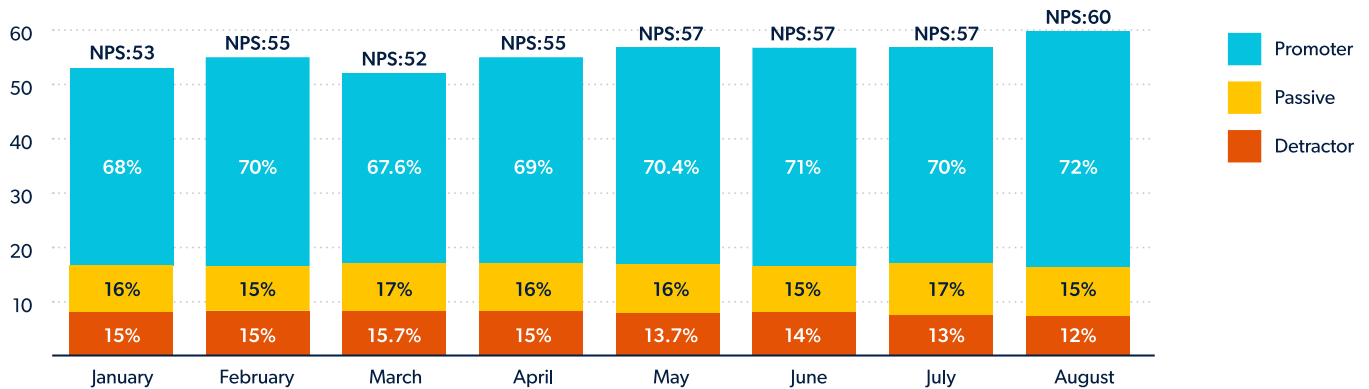


Figure Y—Students’ Net Promoter Score: Jan-Aug 2023



These results have taught APUS that it is capable of closing the gap between merely reviewing the quality and engagement of data and actually driving significant and meaningful improvements in student learning experiences.

More importantly, the reliance on student voices to drive the metrics that we focus on has helped us to explain to faculty why regularly accessing their courses and meeting grading deadlines is so important to the student experience.

The engagement data now rolls up into a holistic Faculty Engagement Index (FEI), which is made up of four components:

- The Student Satisfaction Index (SSI)
- Faculty grading time
- Faculty logins
- Faculty feedback to students in online discussion threads

These are not random metrics. Instead, they were deliberately chosen.

Our use of faculty engagement data has allowed us to make critical decisions, and to continuously collaborate with faculty to improve the services delivered to our students. By using data in this holistic manner, APUS has learned that meaningful results flow from the important work of establishing a truly student-centered focus in our usage of data.



“The School of Arts, Humanities, and Education significantly enhances American Public University System’s overall programs by fostering critical thinking, creativity, and cultural understanding, thereby enriching student success across diverse academic disciplines. Our programs positively impact our students and aid in their transformation as agents of change.”

Dr. Anthony R. Garibay
Dean, School of Arts & Humanities

SCHOOL OF ARTS, HUMANITIES & EDUCATION

The School of Arts, Humanities, and Education (SAHE) is proud of the dedicated and passionate faculty who work hard to empower students to be agents of change in their communities, country, and world. SAHE faculty members strive to cultivate and model the love of learning.

Scholarly Work and Research projects

Dr. Jackie Fowler recently had two works published, *Jack: The Almost True Story of the Molly Maguires* and *An Orchestrated Awakening: Latent Irish-ness at the Heart of Yeats’s Seminal Work*.

Dr. Stacey Tucker, Anthropology, and Interdisciplinary Studies was featured in Faculty Focus for her article entitled “We Can Do Hard Things: Facilitating Discussions on Social Issues in the Online Classroom.”

Dr. Bill Tullius recently presented at the 7th Biennial International Conference on “Thinking about Education: Edith Stein” and co-presented at the International Society for the Study of the Philosophy of Edith Stein and the North American Max Scheler Society at the University of St. Thomas in St. Paul, Minnesota.

FACULTY SPOTLIGHT | SCHOOL OF ARTS, HUMANITIES & EDUCATION



Dr. Jolene Mendel
English

Dr. Jolene Mendel researches, publishes, and presents in journals and at conferences. She has made a mark in the wider field of English language and literature, bringing prestige to the AMU/APU community. Dr. Mendel's research is fresh and considered a bit quirky, which breathes fresh air into her medieval and Elizabethan specialties.

As an example of her steady and varied output, here's what Dr. Mendel did in 2023 alone:

- Presented "Trade Routes, Commerce, and Othering in Marlowe's *The Jew of Malta* and Shakespeare's *The Merchant of Venice*" at the Mid-South Modern Language Association
- Presented "Women of the Crusades" at the APU "Out F.R.O.M. the Shadows" Conference
- Presented "The Magical and Dangerous Elizabethan London in Deborah Harkness's *Shadow of the Night*" at the Rocky Mountain Medieval and Renaissance Association

As far as published works, Dr. Mendel has contributed to both anthologies and books, including an accepted chapter entitled "The Scully Effect: The X-Files and Women in STEM." This chapter was published in "The Legacy of the X-Files", edited by James Fenwick and Diane A. Rodgers.

She has published book reviews, including a review of "Liberal Learning and the Great Christian Traditions" by Gary W. Jenkins and Jonathan Yonan and a biography, "Women of the Crusades." Dr. Mendel continues to widen her publishing interests and currently has a work in progress entitled "Margaret's Complicated Consent: An Overlooked Victim in *Much Ado about Nothing*." She is about to publish a book on her research.



Dr. Daniel Diaz
Anthropology

Dr. Daniel Diaz recently applied for a faculty research grant for his ethnographic research among Nahuatl language speakers in Mexico. Nahuatl is an Uto-American indigenous language spoken in the U.S., Mexico, and Central America.

Dr. Diaz also recently presented his paper on Hispanic/Latino identification, "Towards Unpacking the Hispanic Construct: An Etic Analysis of U.S. Racial and Ethnic Discourse," at the 2023 FROM Conference.



“At the Dr. Wallace E. Boston School of Business, we expect students, faculty, and administration to question the status quo in pursuit of shaping the future. Mentored by the best business faculty, we empower future leaders to lead with purpose and define ‘The WHY’ as socially conscious changemakers. We believe in transcending the question of ‘What’s Next’ and instead ask, ‘What if?’ If you’re interested in making a difference in your world, join us in our journey of building a future-ready business school powered by AI and inspired by purpose.”

Dr. Jeremi Bauer
Dean, Dr. Wallace E. Boston
School of Business

DR. WALLACE E. BOSTON SCHOOL OF BUSINESS

The School of Business Faculty has been actively engaging in a diverse range of research projects and scholarly endeavors, contributing to the academic landscape and advancing knowledge in various areas of business. Their work has been published in prestigious journals and presented at national and international conferences.

Scholarly Work and Research Projects

Dr. Richard Bieker (Economics) presented “Bracket Creep: Delaware’s Hidden Income Tax,” for the Mises Institute

Dr. Wallace Burns (Transportation & Logistics) led two research projects:

- “Four Major Root Causes of Sexual Assaults on Female Military Service Members: A Review of the Literature, Analysis and Findings”
- “A Typology of Engaging, Gainful (EG) Leadership: Authentic Transformational, Proactive, and Inspirational Causal Factors and Predictors”

Dr. Timothy Djomgoue (Entrepreneurship) presented on corporate formation for the Saint Jean Douai Business School in Douai, France

Dr. Rossano Gerald presented his paper, “Emphatic Leadership in a Working Environment,” at the American Society of Business and Behavioral Sciences 30th Annual Conference

Dr. Rossano Gerald published “The Practices of Diversity Management: How can diversity policies impact organizational performance?” which won the “Best Paper Award” from the Academy of Business Research

Dr. Oliver Hedgepeth (Transportation & Logistics) published an article entitled “Artificial Intelligence (AI) Continues to Impact Reverse Logistics Operations” in the Reverse Logistics Association Journal

Dr. Ron Johnson (Management) presented original research to our business partner CACI during the company’s Leadership Community of Practice meeting — the presentation was entitled “Nurturing Employee Wellbeing: The Foundation of Organizational Success”

Dr. Eugene Kaufman (Entrepreneurship) presented “Customer Relationships in the Insurance Industry” at the United Farmers Agents Association National Convention 2023

Dr. Detlef Klann (Retail Management) led another research project:

- “Whether or not JROTC makes any difference in rank attained in military branches”

Scholarly Work and Research Projects | *continued*

Dr. Ricky Sethi (Business Analytics) had several papers accepted at two professional conferences:

- “Explainable e-Discovery (XeD) Using an Interpretable Fuzzy ARTMAP Neural Network for Technology-Assisted Review” at The Institute of Electrical and Electronics Engineers’ BigData 2023 Conference
- “Opening the TAR Black Box: Developing an Interpretable System for eDiscovery Using the Fuzzy ARTMAP Neural Network” for The Association for Computing Machinery’s European Conference on Information Retrieval 2023

Dr. Cynthia Silvia (Retail Management) published two papers:

- “The Phygital Tomorrow: Driving Culture through Innovation, Employee Centricity, Digital Transformation and DEIB” in the IGI Global Journal
- “Reimagining the Online Learning Experience for Peak Performance” in the Creative Education Journal

Dr. Xiaodong Wu (Business) published a paper entitled “Carrots and Sticks in Online Education” in the World Journal of Education and Humanities



FACULTY SPOTLIGHT | DR. WALLACE E. BOSTON SCHOOL OF BUSINESS



Dr. Mary Dereshiwsky

In 2023, Dr. Mary Dereshiwsky made significant contributions to the academic community through an impressive body of work that focused on successful online learning. As a testament to Dr. Dereshiwsky's expertise, she has authored and co-authored book chapters that delve into higher education topics, such as faculty stressors and student readiness.

Dr. Dereshiwsky also collaborated with School of Business faculty members Dr. Danielle Babb and Dr. Suzanne Minarcine to write book chapters that utilized some of her research that centered around faculty stressors. These book chapters now serve as a resource that offer practical insights for educators.

In addition to her contributions to academic literature, Dr. Dereshiwsky is a sought-after speaker who has shared her expertise on a range of topics at conferences. Notably, she has addressed the critical issue of faculty bullying, shedding light on this often-overlooked aspect of academic life. Furthermore, her conference presentations have explored strategies that contribute to a more enriching online learning experience.

Thanks to her writings and conference presentations, Dr. Dereshiwsky has not only advanced scholarly understanding but also made an impact on the practices and discussions surrounding online education, faculty well-being, and effective instructional strategies.



Professor Cynthia Gentile

In March, Professor Cynthia Gentile presented "Ordinary Quality in the Practice of Law" at the 2023 Equal Rights Amendment Symposium: Forward Together, Backward Never! cohosted by the Alice Paul Institute and the NJ Law Center. In preparation for that presentation, Cynthia authored, "What's So Funny About Peace, Love, and 'Ordinary Equality': The Modern Case for the Equal Rights Amendment," which was published in the double-blind, peer-reviewed law journal *The 1865* in October.



“The School of Health Sciences prides itself on providing high levels of attention and interaction with students to promote academic growth and career preparedness. Our degree programs focus on fostering critical thinking and the development of practical skills to ensure our graduates are well-equipped to succeed beyond the classroom.”

Dr. Brian Freeland
Dean, School of Health Sciences

SCHOOL OF HEALTH SCIENCES

School of Health Sciences faculty members are prolific researchers and are well represented in APUS' faculty research grant program. Their 2023 research projects included individual projects as well as collaborations across programs

Scholarly Work and Research Projects

Dr. Lauri Byerley (Sports & Health Sciences) co-authored multiple articles, including:

- “Effects of At-Risk and Recent Alcohol Use on Diet Quality among People Living with HIV (PLWH)”
- “Sex-Dependent Effects of Nicotine on the Gut Microbiome”

Dr. Lauri Byerley (Sports & Health Sciences), Dr. Karyn Gallivan (Department Chair of Sports & Health Sciences), and Dr. Kristin Ondrak (Sports & Health Sciences) co-authored an article entitled “The Effect of Increasing Dietary Protein on the Gut Microbiota”

Dr. Barbara Cliff (Healthcare Administration), Dr. Elina Keiser (Nursing), and Dr. Meagan Wilson (Healthcare Administration) collaborated on authoring an article entitled “The Impact of Visitation Restrictions: Developing Best Practices to Meet End-of-Life Care Needs”

Dr. Barbara Cliff (Healthcare Administration), Dr. Stacey Malinowski (Associate Dean, Nursing), Dr. Elina Keiser (Nursing), and Dr. Meagan Wilson (Healthcare Administration) co-authored an article entitled “No One Should Die Alone: Preparing for the Next Pandemic”

Dr. Dean Culpepper (Sports & Health Sciences) authored an article entitled “Research Grant”

Dr. Rhema Fuller (Sports Management) co-authored an article with three other authors entitled “Gaming during the COVID-19 pandemic: Examining its effect on loneliness & motivation, playing and gratification differences between competitive and recreational gamers”

Dr. Rhema Fuller (Sports Management) co-authored an article entitled “The Curious Case of Conference Realignment: A Call to Action for Research”

Dr. Dina Gentile (Sports Management) authored multiple articles, including:

- “Esports Management”
- “Introduction to Esports Management: How to Build a Course”
- “Perspectives of Esports”

Dr. Daniel Graetzer (Sports & Health Sciences) authored an article entitled “Development, Production, and Deployment of Chemical, Biological, and Nuclear Weapons of Mass Destruction: Notable events Highlighting the Productive vs. Destructive Uses of Modern Science”

Scholarly Work and Research Projects | *continued*

Dr. Vickie Graham (Sports & Health Sciences) authored multiple articles, including:

- “Athletic trainer impact on emergency care use and academic outcomes in junior high and high school student-athletes in an urban setting”
- “Student-Athlete Outcomes Based on Method of Care Delivery”

Dr. Vickie Graham (Sports & Health Sciences) and Dr. Leslie McManus (Sports & Health Sciences) authored an article with two other authors entitled “The effect of targeted education and communication by athletic trainers on emergency department visits for ankle injuries by high school student-athletes”

Dr. Carol Hoban (Public Health) and Dr. Samer Koutoubi (Department Chair of Public Health) co-authored an article titled: “Sexually Transmitted Infections in Pre-Exposure Prophylaxis Patients”

Dr. Carol Hoban (Public Health) and Dr. Samer Koutoubi (Department Chair of Public Health) co-authored an article entitled “Effects of COVID-19 Hospitalization Rates on the Incidence of Hospital-Acquired Candida Central Line-Associated Blood Stream Infection”

Dr. Carol Hoban (Public Health) co-authored an article titled “APHA Program: HIV/AIDS Abstract: 527,172 Sexually transmitted infections in pre-exposure prophylaxis patients”

Dr. Carol Hoban (Public Health) authored an article entitled “Assessment of Health Literacy Proficiency and Awareness Among Healthcare Providers at a U.S. Army Medical Treatment Facility”

Dr. Brittany Jacobs (Sports Management) co-authored an article with two other authors entitled “Coordination: Officials, Governing bodies, and On-field Personnel”

Dr. Brittany Jacobs (Sports Management) co-authored an article with three other authors entitled “It Was My Story To Tell and I Wasn’t Ready To Tell It. I Wanted To Just Continue and Referee”

Dr. Brittany Jacobs (Sports Management) co-authored an article titled “NIRSA Student Referees: Exploring the Connection between Sense of Community and Positive Health and Wellbeing Outcomes”

Dr. Jenny Johnson (Sports & Health Sciences) authored multiple articles, including:

- “Risk Management Solutions: 13 Legal Duties and Responsibilities for Volleyball Clubs”
- “Risk Management Solutions: Essential Documentation for a Volleyball Club’s Overall Ability to Safeguard”

Dr. Gerardo Lazaro (Public Health) authored multiple articles, including:

- “Communicating laboratory test results in patient portals: Integrating language access and health literacy to enhance patient safety through health equity”
- “Effective Access to Laboratory Test Results: A Health Equity Issue that Enhances Diagnostic Excellence”
- “When Positive is Negative: Health Literacy Barriers to Patient Access to Clinical Laboratory Test Results”

Dr. Gerardo Lazaro (Public Health) authored an article titled “The Clinical Laboratory Is an Integral Component to Health Care Delivery: An Expanded Representation of the Total Testing Process”

Dr. Dan Mileski (Public Health) co-authored an article with three others entitled “Analyzing the effectiveness of mHealth to manage diabetes mellitus among adults over 50: A systematic literature review”

Dr. Dan Mileski (Public Health) co-authored multiple articles, including:

- “The association between facility affiliations and revenue generation in skilled nursing facilities—An exploratory study”
- “Leveraging Technology to Diagnose Alzheimer’s Disease: A Systematic Review and Meta-Analysis”

Dr. Mark Moore (Sports Management) co-authored an article titled “Organizational Culture’s Influence on Employing People with Disabilities”.

Scholarly Work and Research Projects | *continued*

Dr. Nicholas Murray (Sports & Health Sciences) co-authored multiple articles, including:

- “Does acute physical activity influence cognitive function? The arousal-performance relationship”
 - “Expert Knowledge Improves Rapid Perception of Salient Natural Scenes”
-

Dr. Nicholas Murray (Sports & Health Sciences) authored an article entitled “Transforming Undergraduate Education in Science, Technology, Engineering and Mathematics”

Dr. Ahone Ngujede (Public Health) co-authored multiple articles, including:

- “Role of Social Determinants of Health in Widening Maternal and Child Health Disparities in the Era of Covid-19 Pandemic”
 - “A Surveillance System for the Maternal and Child Health (MCH) Population During the COVID-19 Pandemic”
-

Dr. James Reese (Sports Management) authored an article entitled “A Source Criticism Study of the Pottsville Maroons and the Lost 1925 National Football League Championship”

Dr. Phillip Ross (Sports & Health Sciences) authored an article entitled “Survival Strong: Guide to Street Survival and Strength: Second Edition”

Dr. Naa-Solo Tettey (Public Health) co-authored an article titled “Treatment outcomes and associated factors in TB/HIV-coinfected patients in Namibia”

Dr. Rhonda Verdegan (Sports & Health Sciences) authored an article entitled “Concordia Intramural Teaching Grant”

Dr. Gayle Walter (Public Health) co-authored multiple articles, including:

- “The effectiveness of alcohol policies in 4-year public universities”
 - “Institutional Review Board Basics for Pedagogy Research”
 - “The perception of safety between drinkers and non-drinkers among U.S. college students”
 - “Protective factors and college student drinking pattern types in pre- and post-Katrina New Orleans”
 - “Students’ drinking status and likelihood of carrying a weapon on campus”
-

Dr. Pamela Wojnar (Sports Management) co-authored an article with five other authors an article entitled “Adjunct Training Modules”



FACULTY SPOTLIGHT | SCHOOL OF HEALTH SCIENCES



Dr. Jim Reese
Sports Management

Dr. Jim Reese continued to expand the reach of the Sports Management Department through his myriad community relations efforts in 2023. During the past year Dr. Reese reinvigorated a podcast, “Voices in the Field,” leading to a live webinar with Sonny Vacarro. Sonny Vaccaro brought Michael Jordan to Nike, changing the trajectory of Nike’s basketball division—and sport sponsorship—forever.

Working with the Alumni Engagement Department, Dr. Reese also developed two networking events in Dallas that culminated in an opportunity for students and alumni to attend the Dallas Cowboys vs. Philadelphia Eagles game on December 10. Creating opportunities for alumni to network with sport executives and university colleagues helps the APUS community grow and provides valuable exposure for our sport management students, alumni, and the program as a whole.



Dr. Mark Moore
Sports and Health Sciences

Dr. Mark Moore embodies the APUS mission and vision, providing high-quality and accessible education that advances the well-being of our students through the transformative power of education. A wheelchair user with a speech disability, Dr. Moore is highly effective in student communication and accommodating our online students as necessary, especially those with disabilities.

Dr. Moore is a frequent speaker and author, writing articles for practitioner and research journals, textbooks, and book chapters on sport marketing and disability in work organizations. He has done work for Temple University, the Pittsburgh Pirates, University of Pittsburgh Athletics, and Harcum College in marketing, research, and strategic planning, with leadership, budgetary, and grant writing responsibilities.

His disability and academic and professional experiences afford him the ability, and a strong desire, to build rich student relationships in our online classrooms. He is a great model for our students.



“The goal of the School of STEM is to make Science, Technology, Engineering, and Math accessible, so students can meet their career goals. Many students think STEM is scary, so we work hard to make sure everyone can be successful in rigorous courses and programs.”

Dr. Daniel (Danny) Welsch
*Dean, School of Science,
 Technology, Engineering & Math*

SCHOOL OF SCIENCE, TECHNOLOGY, ENGINEERING & MATH

The School of Science, Technology, Engineering and Math (STEM) faculty was engaged in various research projects during 2023. These research activities included those listed below.

Scholarly Work and Research projects

Dr. Shelli Carter (Biology) and Dr. Kristen Miller (Space Studies) authored a study, “Efficacy of Online Laboratory Exercises in Achieving Undergraduate Learning Outcomes in Introductory Astronomy Classes,” for the International Journal of Teaching and Learning in Higher Education

Dr. Kristin Drexler (Earth and Space Studies) authored three studies:

- “Climate Adaptations to Traditional Milpa Farming Practices in Mayan Communities of Southern Belize: A Socio-ecological Systems Approach,” for the World Academy of Science, Engineering and Technology
 - “Climate-Smart Adaptations to Traditional Milpa Farming Practices in Mayan Communities of Southern Belize,” for the World Academy of Science, Engineering and Technology
 - “A Socio-Ecological Systems Approach to Climate Adaptations to Traditional Milpa Farming Practices in Mayan Communities of Southern Belize,” for CGScholar
-

Dr. James Hamilton (Environmental Science), authored a study, “Common Snakes of the High Country of Western North Carolina” Dr. M. Karim (Environmental Science) authored a study, “Does In-Class Problem-Solving Approach Help Students Learn and Improve their Performance? A Case Study,” for the American Society for Engineering (ASEE) Southeast Conference

Dr. Michael Zeilhofer (Space Studies) co-authored a study, “An Analysis of Glacial and Fluvial Morphologies within Impact Craters in the Equatorial Region in Arabia Terra, Mars,” published in the Research Notes of the American Astronomical Society (AAS)

Research Activities



Identifying Space Integration And Automation Opportunities

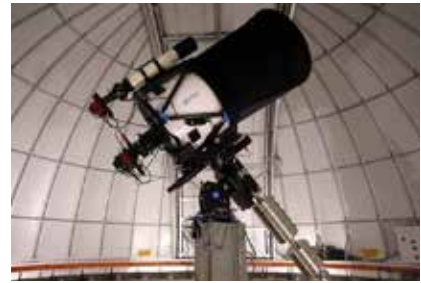
Dr. Corey Boyer (Math) led a workgroup consisting of 28 people from seven organizations in the Federal Aviation Administration (FAA) to identify space integration and automation opportunities and produce a high-level Air Traffic Organization (ATO) consolidated report on future efforts across the ATO. They identified opportunities to provide safety protection that will meet or exceed the ATO target level of safety while providing increased air traffic efficiency. The future system should minimize the amount of airspace that is restricted or closed during space launch and recovery operations for aircraft operating in or near hazard areas, allowing the FAA to replace the current safety standard.



APUS Analog Research Group (AARG)

In October, the team concluded its fifth mission to the Inflatable Lunar and Martian Analog Habitat (ILMAH) with the AARG-5i crew, consisting of four APUS students (three graduate students and one undergraduate). Their diverse research projects included investigations into plant growth in regolith, fatigue measurement, testing communications systems, and the impacts of time-delayed communications.

In January, AARG sent a team of four (two graduate students, one faculty member, and one alumnus) to the Jules Verne Lodge, an underwater habitat in Florida. The crew is focused on studying venous gas emboli and engaging in various outreach activities. More information about AARG can be found at its [website](#).



APUS Wallace Boston Observatory

The telescope serves as a dedicated resource for faculty and students in the APUS Department of Space Studies. Both groups have regular access to the telescope for original astronomical research and educational purposes. Ongoing research involves observations of supernovas, variable stars, and exoplanet transits. More information about the observatory and images can be found [here](#).

Additional Research Projects

Dr. Frank Appiah (Department Chair of Computer and Data Science) is working on a manuscript about using an unsupervised machine learning algorithm to predict future Alzheimer's status when patients are currently cognitively intact. The goal of this work will be to provide physicians with a tool to accurately predict who might transition into cognitive impairment in the future. It will also help currently cognitively intact individuals to put their affairs in order.

Dr. Dileon Saint-Jean (Computer and Data Science) is working on a project to modify a popular security method to reduce vulnerability. The rise in cyberattacks has highlighted the problem with relying solely on passwords. MFA (multi-factor authentication) verification codes, which demand an additional layer of authentication beyond something the user knows, considerably strengthen email security. This approach reduces the risk of unauthorized entry, providing an essential safeguard against account compromise. In the case of compromised email, receiving encrypted email from Microsoft Outlook® provides no layers of protection, since the code to unlock said encrypted email will be sent to a compromised inbox. Current protections require either MFA or some other multi-step verification method that leaves the onus on the email owner to set up beforehand. Instead, a global redirect is proposed that recognizes encrypted emails and can be implemented on the side of the email service. While the proposed solution is weaker than MFA, it is a valid and simple method to thwart access to encrypted emails in a compromised inbox.

FACULTY SPOTLIGHT | SCHOOL OF SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH



Dr. Kristen Miller
Space Studies

Dr. Kristen Miller, an esteemed scholar in our Space Studies department, plays a pivotal role in guiding student research endeavors at both the University's Wallace Boston Observatory and the APUS Analog Astronaut Research Group (AARG), which completed several successful analog missions in 2023. Dr. Miller not only demonstrates exceptional research leadership but also serves as the editor of the APUS Space Education and Space Applications (SESA) Journal, providing valuable insights into the latest developments in space exploration. Additionally, she regularly contributes space-related updates to the AMU Edge platform, enriching the academic discourse on space sciences. Dr. Miller's notable achievements extend to securing grants such as the APUS Faculty Research Grant, including funding for student research, and the NASA EPSCoR grant, which fosters student research opportunities and advances our nationally recognized leadership in space education.



Dr. Suzanne Agan
Environmental Sciences

For her dissertation research, Dr. Suzanne Agan studied poaching in the wild red wolf population in northeast North Carolina. Specifically, her research used historical data, spatial analysis, resident interviews, and social surveys to determine the mortality risk factors for wild red wolves within the recovery area.

Since that time, she has published her work in three peer-reviewed journals and served on the Red Wolf Recovery Team for the United States Fish and Wildlife Service (USFWS). Through her effort, the USFWS recently published the new Red Wolf Recovery Plan in September 2023 to guide conservation efforts for the future of this endangered species.

Dr. Agan is also passionate about sustainable agriculture. She works with an orphanage in Kenya to support food security for those living and working at the orphanage as well as surrounding farms.

Currently, the farm is fully sustainable. They are growing their own crops, collecting seeds, using rainwater, composting waste, raising their own protein, using cows for milk, utilizing animal waste as both fertilizer and gas to run the kitchen ovens. She is excited to have been a small part of this incredible project in an ongoing endeavor through education and resource provision.

Here at the University, Suzanne is currently writing a three-part series on endangered species and her research. She is also a volunteer for (AARG) as a subject matter expert, mentoring students in the research development process. Suzanne is also co-chair for the AMU/APU student chapter of the Wildlife Society and serves on The Wildlife Society College & University Education Working Group.



“The School of Security and Global Studies preps students to have a positive impact on the most pressing social problems facing us. We’re focused on applying our learning to real-world challenges, as faculty, students, and alumni.”

Dr. Juliette Rouge
Dean, School of Security & Global Studies

SCHOOL OF SECURITY & GLOBAL STUDIES

Scholarly Work and Research projects

Despite the relative youth of APUS’ two inaugural doctoral programs — housed within the School of Security and Global Studies (SSGS) — the programs’ approximately 105 students are making waves in the academic community.

Both programs (the Doctorate of Strategic Intelligence (DSI) and Doctorate of Global Security (DGS), each introduced in 2018) are maturing, with the first four DSI conferrals in 2022 and 2023 and the first DGS conferral in early 2024. Graduates so far include Dr. Larissa Beavers, Dr. Ecaterina Garica, Dr. Al Lewis, and Dr. Kim Fishel.

Dr. Beavers secured a tenure-track position at University of Alabama, Huntsville, and she, Dr. Fishel, and Dr. Lewis serve APUS as part-time faculty. And along with their fellow alumni and the current cohort of doctoral students, they are making an impact both academically and professionally.

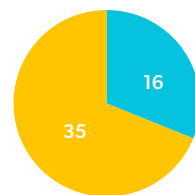
Students and alumni from each program have individually published or co-written articles with faculty members on topics such as space policy, information warfare, artificial intelligence, populism, wargames, and terrorism:

- DGS student Isabelle Vladoiu was awarded a lifetime achievement award by Jagils for her unwavering commitment to education, human rights, and diplomacy.
- DSI student Jessica Newton developed an Ethics for Intelligence Professionals Course for the Academy for Defense Intelligence (ADI) — the course is now a standard course offering as part of the ADI enterprise and being submitted for Intelligence Community Analyst Advanced Analyst Program (ICAAP) certification.
- DGS student Jennifer Cannon was named to the Truman National Security Project Class of 2024.
- DSI student Jessica Stutzman was awarded a scholarship by the National Military Intelligence Foundation.

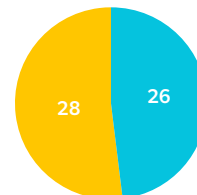
These are just a few examples of the incredible work that our students and faculty in the doctoral programs are doing.

Here is our pipeline of doctoral students, by the numbers

Active DGS Students



Active DSI Students



Our doctoral programs combine three residencies with cohort-structured, online coursework throughout the year. Students demonstrate both their breadth and depth of learning through an ePortfolio with an oral defense, a dissertation proposal and defense, and a dissertation and defense. Combined, the coursework, residencies, and professional practice requirements include a minimum of 58 credit hours.

SSGS Research Projects

SSGS faculty are prolific researchers and are well represented in APUS' faculty research grant program. Their 2023 research projects included individual projects as well as collaborations across programs and the University:

Dr. Sayeed Ahmed (International Relations) presented "The Persecution of Religious Minorities in Bangladesh" at the International Studies Association (ISA) 2024 Annual Convention

Dr. James Barney (Legal Studies) has converted his dissertation, "David Dinkins and New York City, 1989 to 1993: Political Coalition-Building and Governance at the Dawn of the Age of Identity Politics," into a book and it is now pending publication

Dr. Yukinori Komine (International Relations) authored two recent articles:

- "To Assure and Conceal: Revisiting Secret Agreements (Mitsuyaku) in the U.S.-Japan Alliance," which was published in *Diplomacy & Statecraft*
 - "Virtual Nukes: The Formulation of Japan's Non-nuclear Weapons Security Policy," which was published in *The International History Review*.
-

Dr. Keith Ludwick (Intelligence Studies), Dr. Jim Burch (Intelligence Studies), and Trevor Knight (DSI doctoral student) have co-authored the journal article for submission, "Homeland Security: An Evolution of Leadership"

DC Rand (Department Chair of Public Administration and Security Management) completed a master's degree in military history with a Civil War concentration, in August 2023 — he published his thesis, "Silent Enemy: Infectious Diseases and the Mississippi River Campaign, February 1862 – July 1863"

Dr. Melissa Schnyder (International Relations), was awarded a research grant for "Examining Norms in Regional and Global Advocacy to Recognize Ecocide as an International Crime"

Dr. Michelle Watts (Assistant Department Chair of Global Security and Interim Associate Dean, School of Security & Global Studies), Dr. Casey Skvorc (Intelligence Studies), Dr. Kristin Drexler (Earth and Space Studies), Anthony Caole (student) and Tara Schultz (student) presented the "The Pandemic and Indigenous Groups in the Americas: A Case Study Comparison" at the Southeastern Council of Latin American Studies (SECOLAS) conference

The Center for Cybersecurity continues to demonstrate its excellence with the redesignation as an **NSA Center for Academic Excellence** for the next 5 years. The cybersecurity team is engaging with the U.S. Cyber Range to increase access for our students' classroom and lab experiences and faculty research. This effort also connects with success as an Accredited Training Center (ATC) for EC Council, which provides certification discounts to students and faculty.

SSGS faculty have submitted almost a dozen proposals for faculty research grants for 2024, demonstrating a continued commitment to research and scholarship.

FACULTY SPOTLIGHT | SCHOOL OF SECURITY & GLOBAL STUDIES



Dr. Laura Culbertson
Global Security

Innovations in artificial Intelligence (AI) are challenging educational institutions to respond in ways that support students in appreciating the technical and ethical implications of AI and how to appropriately use it.

Dr. Laura Culbertson joined the APUS AI committee and helped to formulate a new AI training module. In addition to this service work, she — along with Dr. Katherine Brannum (Department Chair of Global Security) — updated the Information Literacy and Global Citizenship (IRLS200) course to integrate AI tools in ways that help students learn about the pros and cons of these tools. In addition, they have strengthened the content in accordance with the Quality Matters (QM) rubric.

This innovative work provides models for our development and redevelopment of classes that meet the needs of students living in an AI-influenced world.



Dr. Jarrod Sadulski
Criminal Justice

On November 14, Dr. Jarrod Sadulski provided expert witness testimony before the Congressional Subcommittee on Border Security and Enforcement and Subcommittee on Emergency Management and Technology at their hearing. This hearing was entitled “The Broken Path: How Transnational Criminal Organizations Profit from Human Trafficking at the Southwest Border.”

Dr. Sadulski has used his platform at APUS to provide his expertise and assessment of the human trafficking situation through the AMU Edge blog with articles such as “Stash Houses: Their Role in Human Trafficking and Smuggling.” His expertise includes training on countering human trafficking, maritime security, effective stress management in policing, and narcotics trafficking trends in Latin America. Dr. Sadulski frequently conducts in-country research and consultant work in Central and South America on human trafficking and current trends in narcotics trafficking.

APUS EVENTS | A YEAR IN REVIEW

#BEGREAT

The #BEGREAT recognition event was hosted for the first time in 2023 at the Gaylord National Resort & Convention Center alongside our annual Commencement activities. The selective list of 22 different recognitions was based on a variety of data-driven decisions and leadership nominations, celebrating the way that our staff and faculty serve our APUS community every single day. It was a night to remember!

The event was full of surprises, laughs, and fun, reminding and emphasizing that the community we serve is WHY we do what we do. Behind the “online doors” of APUS, you will find an extraordinary group of talented people: humble, committed, passionate, hardworking, and dedicated. It is a group of people who are proud of what we do and want our students to succeed.

“We want to celebrate those who are truly making a difference, who are pushing us to be better, who want to serve our students in memorable ways... to **celebrate those who have made a significant difference in 2023** and have helped us to be great.”

—President Fernandes

The quest for 2024 has begun and we look forward to the next round of recognition!

Watch the video [here](#).





COMMENCEMENT

Each year, APUS celebrates recent graduates with both an in-person and virtual commencement. This past June, we hosted close to 14,000 people over three days at seven different events.

The class of 2023 included undergraduate and graduate degree recipients from all five academic schools. In total, 15,188 eligible graduates were celebrated and joined the ranks of our 137,000+ alumni community members, where they will continue to make an impact in their professions, their home lives, and their communities.

Our 2024 commencement celebrations will be held May 9-11, 2024, at the Gaylord National Resort & Convention Center. We look forward to recognizing our graduates and hosting their guests with a series of exciting events.

VIRTUAL HOMECOMING

The APUS Virtual Homecoming is an annual online event focused on engaging alumni and celebrating their successes. It also introduces and refamiliarizes them with our alumni services, benefits, and other various university functions.

We take the time to promote our commitment to being their lifelong education provider and build connections across our growing alumni network. In 2023, we celebrated our Virtual Homecoming from October 16-20 with a variety of activities, games, special events, guest speakers, and engagements recognizing key alumni contributors.

We also hosted a virtual 5K run, heard from multiple APUS student organizations and clubs, and honored those who are no longer with us. Additionally, we offered social and networking opportunities for alumni to meet each other and build new connections.

While Virtual Homecoming is a celebration, we also aim to provide information on university initiatives, new academic programs in development, career services, and opportunities to return to AMU or APU. We are proud to be the lifelong education partner of those in our alumni network.

NATIONWIDE CAREER FAIR

The APUS Career Services Department hosts several virtual career fairs throughout each calendar year. In 2023, they hosted four virtual career fairs:

- The Employing Those Who Serve Virtual Career Fair
- The Internship Fair
- The National Security Virtual Career Fair
- The Nationwide Virtual Career Fair

Each event included top employers who seek AMU and APU student and alumni talent. The Nationwide Virtual Career Fair was held on October 18, 2023, in partnership with APUS' sister school, Rasmussen University. This event welcomed job seekers from across the country to connect with recruiters from organizations such as Adobe, SkillStorm, Capital One, Black Box, Global Dimensions LLC, and other organizations.

Attendees submitted **1,888 resumes, made 19,552 booth visits, and held 2,034 conversations**. We are eagerly tracking the outcomes of the fair for both our learners and the employers who attended it.



THE SPACE EDUCATION AND STRATEGIC APPLICATIONS CONFERENCE

The 4th annual Space Education and Strategic Applications (SESA) Conference was held on September 21 and 22, 2023. The conference theme was “Islands in Space: From Skylab to Gateway” and celebrated 50 years of outposts in space.

Keynote speakers included Dr. J.D. Polk, Chief Health and Medical Officer for NASA; Dr. Arnauld Nicogossian, former NASA Associate Administrator for Life Sciences in the Apollo era; Dr. Robert Zubrin, President of the Mars Society; and Sean Fuller, International Partner Manager for NASA’s Gateway Program.

The conference featured **33 interactive presentations** and was made all the better by numerous student presentations and posters.

Over 200 attendees heard exciting stories of previous missions, how dynamic technological and health challenges were overcome, and how future outposts like Gateway are planning to expand on the science started on Skylab 50 years ago. The 5th annual SESA conference is planned for September 2024.

THE OUT F.R.O.M. THE SHADOWS CONFERENCE



The Out F.R.O.M. the Shadows Conference began when a small group of faculty brainstormed opportunities to add more inclusivity and diversity to the curriculum. While they originally focused on reimagining the canon, these instructors quickly realized they needed a forum where professors, staff, and students could come together to expand awareness and understanding of forgotten, rebel, outcast, and marginalized authors. Doing so, they decided, would help academic departments better reach their goals.

As a result, the F.R.O.M. Conference is an opportunity for all voices to come together and share ideas and perspectives. The second annual F.R.O.M. conference was held in October of 2023.

The conference opened with a presentation by Ms. Lydia Yuknavitch, an internationally recognized author and speaker, on the beauty of being an outcast. Over the next three days, members of the APUS community — including a graduate student — gave presentations expounding on the year's theme: "Identity Unboxed."

In addition to the presentations, the conference included a less formal Makers Room, where participants could demonstrate crafts or processes related to the conference. There was also a Coffee House where participants could read their short stories or poetry.

The focus of the Out F.R.O.M. the Shadows conference has been to celebrate voices that often go unheard.

It is a forum where everyone has a seat at the table.

The organizers of the conference understood early that the un-silencing of voices manifests itself using many styles and using words, images, immersive experiences, or song.

Participation formats were open. They included demonstrations, exhibitions, panel or roundtable discussions, personal speeches, games, and spoken poetry. Other formats included art, braiding, virtual tours, drum circles, and other types of presentations and experiences that reflect the unique communication in the shadows of marginalization.

SUICIDE PREVENTION AND AWARENESS SYMPOSIUM

In honor of the National Alliance on Mental Illness (NAMI) promotion of Suicide Prevention Awareness Month, APUS hosted its sixth annual virtual Suicide Prevention Awareness Symposium. The APUS Suicide Prevention Awareness Symposium is a time to raise awareness, inspire hope, and educate the public on risk factors, protective factors, and how to support a family member, friend, or colleague.

The symposium was led by faculty members Dr. Kimberlee Ratliff, Dr. Rachel Cain, and Dr. Tonia Parker, with support from the Research and Academic Excellence team.

2023's speakers included Dr. Darcy Haag Granello, Professor of Counselor Education at The Ohio State University. Dr. Haag Granello is the founder and director of The Ohio State University Suicide Prevention Program, the largest comprehensive campus suicide prevention program in the United States. Her presentation, "A Hope-Based Approach to Suicide Prevention," highlighted practical strategies that anyone can learn.

Another of the symposium's sessions focused on the unique needs of first responders. Amy Eisenhour, an emergency management services (EMS) program manager in New York, presented her paper, "When Living the Dream Becomes a Nightmare: Suicide in First Responders."

Eisenhour talked through signs that could indicate a person might contemplate suicide. She discussed the roles of PTSD, personal problems, and addictions. Her talk also examined the stigma that exists with regard to asking for help.

The symposium also brought in presenters from mental health services available to students at the university, including UWill® and TalkCampus®, so faculty and staff could learn more about these services for our students.

Video recordings of sessions are available online:

[Dr. Darcy Granello "A Hope-Filled Approach to Suicide Prevention"](#)

[UWill](#)

[TalkCampus](#)

[West Virginia Chapter of the American Foundation for Suicide Prevention](#)

STUDENT AND ALUMNI STORIES

STUDENT SPOTLIGHT | EXEMPLARS OF PERSEVERANCE AND GRIT

We are proud to spotlight two remarkable individuals from our 2023 graduating class, **Matthew Warren (MBA)**, and **Kevin Pordon (BS in Environmental Science)**, whose academic journeys encapsulate the essence of perseverance and determination, and the transformative power of education.

Matthew and Kevin, like so many of our students, exemplify the spirit of resilience and tenacity that defines our academic community. Their stories serve as a beacon of inspiration for current and future students, reminding us that success is not defined by the absence of obstacles but by the courage to keep going in the face of adversity.



Matthew Warren is currently the Director of Operations at the 82nd Security Forces Squadron, Sheppard Air Force Base (AFB), Texas. He is responsible for the security and law enforcement functions of 140 civilian and military defenders who support the training of more than 65,000 officers and enlisted Air Force, Army, Navy,

Marine Corps, and international students (annually), as well as two wings, a Noncommissioned Officer Academy, and the world's only Euro-North Atlantic Treaty Organization (NATO) joint jet pilot training program.

Matthew grew up in Yukon, Oklahoma and enlisted in the Air Force in August 2012. As an enlisted Airman, Matthew served as a Security Forces Defender from 2012 to 2020, attaining the rank of Technical Sergeant. He graduated from the University of Alaska-Fairbanks with a Bachelor of Arts in psychology and was commissioned in 2020 through Officer Training School. He was subsequently named Top Graduate. He completed Security Forces Officer Training in June 2020, and in 2023 earned his Master of Business Administration from American Military University.

Matthew has also served as a Flight Commander and Nuclear Convoy Commander where he oversaw the transfer of national security assets, ultimately defending Department of Defense and NATO interests in multiple domains. His many noteworthy accomplishments include the Pacific Air Forces Command's Outstanding Noncommissioned Officer of the Year Award (2019) and the Security Forces Officer Course's 1st Lieutenant Joseph Helton Leadership Award (2020). Matthew was also named an Airlift Tanker Association's 12 Young Leaders Award Recipient (2022).

As our 2023 Graduate Class Speaker, Warren's speech reflected the collective experience of the graduating classes of American Public University and American Military University. With unwavering determination and resilience, Kevin emphasized the importance of recognizing the support systems that sustain us through the challenges of academic pursuit. "I'd be remiss if I failed to recognize the support we've had along the way... our [loved ones] saw us at breaking points – wanting to quit, give up, or just take a break. They reminded us to look in the mirror and challenge our immediate impulses. Today, each one of us can look in the mirror and see tenacity, grit, and perseverance ...we can also see a graduate."



Kevin Pordon first began pursuing higher education in 2003 and left college twice before deciding to join the United States Air Force in 2010.

He worked as a Hospitality Manager and also attended the Community College of the Air Force, earning an associate degree in hospitality administration and management. After separating from the Air Force he became a steelmaker for Nucor in Milwaukee, Wisconsin.

In 2020, Kevin decided he was ready to overcome his past and earn a degree. In December 2022, Kevin was awarded a bachelor's degree in environmental science summa cum laude, from American Military University.

Today, Kevin is pursuing an MBA with a concentration in non-profit management from Concordia University-Wisconsin. In addition, he is diligently working to establish a charitable organization in the field of biology, working toward his long-term goal of leaving a lasting impact on Earth's community of life.

Kevin's graduation speech was another testament to the transformative power of resilience and grit. Having faced setbacks in his academic journey, Kevin's story resonated with those who have encountered obstacles on their path to success. He candidly shared his struggles, emphasizing that setbacks are not indicative of defeat but rather opportunities for growth and self-discovery. Looking out at the graduating class, he noted "These same struggles stopped other people, but they didn't stop us. We turned them into focus. Into achievement."

AMU Students



Alyssa Holmes

Bachelors of General Studies/Undergrad Certificate in Human Resources Management

Alyssa serves as the Director of Service Operations for Flock Safety and dedicates herself in Human Rights and Welfare. She is a member of Student Veterans of America, LGBT Students and Friends, Society for Human Resources, and the Alumni Advisory Council.



Gabriel Hamilton

BA & MA Transportation & Logistics Management

Gabriel has completed multiple degrees with AMU and has been heavily engaged with the University through several student organizations that include AALIGN, Ancient Order of the Craft, Alumni Advisory Council, and more. He recently became a children's book author with his book, "Invest in Me".



Carl Starr

BS/MS in Space Studies

He designed and developed a unique "one-of-a-kind" satellite system training program for the DoD. After his time in the service, he began working for NASA. Carl currently works for Millennium Space Systems, (a Boeing Company), as the technical lead for a missile warning constellation supporting a Space Force mission



Storm Young

BS in Legal Studies

Storm has published her first ever children's book. The Flower Princess hit #1 new release in the first 24 hours of it being published on Amazon. The Flower Princess is a story about a little girl and her "talking" flowers. This story was inspired by her daughter and her little pot of flowers she carried around everywhere.

AMU Students



Chris Hassett

BS in Information Technology Management

From his childhood spent on military bases while his father flew for the Navy, to his own deployment in support of Operation Iraqi Freedom, Chris Hassett understands dedication, commitment, and “the art of the possible.”

After serving our country, he found that he had a knack for IT and was recruited to ManTech@1. With their encouragement and the flexibility of AMU’s Bachelor of Science in Information Technology Management program, Chris was able to be a student, an employee, and a parent. Now, as the first college graduate in his family, he can proudly hang his diploma beside his father’s Blue Angels uniform.



Edward Krzysik

BS in Information Technology Management

The desire to serve struck Edward at an early age. He was just 8- or 9-years-old when he heard fife and drums for the first time, but he knew that’s what he wanted to do.

Through hard work, dedication, and lots of practice, he earned a place in the 3rd Infantry Old Guard Fife and Drum Corps just after high school.

After the military, he had many starts and stops at other universities. But it was at AMU where he finally found his rhythm.



Hector Morales

BS and MS, Public Health

As a single father coming from an underprivileged upbringing, Hector knew all too well the feeling that the odds were stacked against him. But he wasn’t going to let that fear of failure keep him down.

Hector joined the Army in 1992 and served six years at Fort Jackson where he learned to embrace the fear of failure and let it drive him to succeed. Through dedication and perseverance, Hector finished his undergraduate and master’s degrees at AMU and is currently working on his PhD dissertation.

His greatest joy now is seeing the impact his pursuit of higher education has had on his son and others around him. Hector feels a sense of accomplishment and knows that others are looking to him for inspiration. With the skills he’s learned at AMU, he hopes to help build bridges so others can get to where he is now.

HIGHLIGHT 2023 AWARD WINNERS | AMU

Award Winners

APUS' university awards program recognizes the stellar community members who make AMU and APU one of the top institutions in the United States. In 2023, we received over 300 nominations for 39 awards. The award review committee considered each unique nomination and identified the top candidates for each award category based on a set of specific criteria and an anonymous review process. We were pleased to recognize the faculty, staff, student, and alumni award winners at the 2023 commencement celebration. Below is the list of AMU award winners:

Outstanding Campus Leader

Nabil Rahman

Tonya Babb

Greg MacMorran

Academic Scholar

Gary Verduco

Graduate Arts, Humanities, & Education

Sarah Hayes

Graduate Security & Global Studies

Matthew Caruso

Undergraduate Health Sciences

Thelma Nash

Graduate Business

Michael Stroud

Undergraduate Arts, Humanities, & Education

Jamie Swanston

Undergraduate Security & Global Studies

Kristjana Cook

Graduate Health Sciences

Scott Cornish

Undergraduate Business

Vashti Torres

Undergraduate Science, Technology, Engineering & Math

Mary Kim Ward Resilience and Service Award

Jakia Lindley

President's Award

Enmanuel Rodriguez

Graduate

Chelsa Hazelwood

Undergraduate

Student Speaker

Matthew Warren

Graduate

Kevin Pordon

Undergraduate

Excellence in Diversity

Susan Upward

2023 Deans' & President's Lists

Throughout 2023, APUS recognizes excellent academic performance by identifying students who are eligible for the Deans' and President's list. Eligibility is based on grade point average and degree progress. During the eligible time period for 2023, more than 38,200 students made the Deans' and President's Lists:

[President's List](#) | [Dean's List](#)

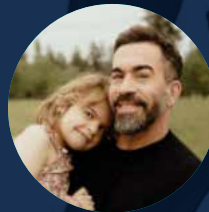
AMU Alumni Testimonials



"My time earning my BA was an excellent experience with AMU. **The classes and instructors were very engaging, and I feel that I got an excellent education at a fair price.**"

— *Patricia Joubert*

BA in History, AMU | 2022



Eddie is using his degree from AMU as a foundation to continue his educational goals and he is pursuing a Doctor of Education in Organizational Leadership from Grand Canyon University. **Congrats!**

— *Eddie Ramos*

Masters in Management, AMU | 2022

Jakia Lindley is an AMU alum from Memphis, Tennessee who overcame the trauma from experiencing hazing, sexual harassment, and domestic violence and become an author to share her story of healing. She now has an undergraduate degree in Technical Management. You can learn more about her story "Writing from Adversity and Healing Trauma" on [AMU Edge](#).

STUDENT & ALUMNI STORIES

APU Students



Suschna Scott

Masters In Accounting, 2020, APU
2023 Vice President of Alumni Advisory Council

Suschna is a State of Connecticut Forensic Fraud Examiner and has extensive background in financial services as an auditor, accountant, and banker. She has served on the Alumni Advisory Council since 2020 and has volunteered for Commencement on several occasions and supported Wreaths Across America.



Wendy Bundy

Masters in Criminal Justice, 2017, APU

Wendy received the 2023 disAbility Law Center of Virginia Impact Awards Recipient for advocacy work using her lived experience with a mental health condition to advocate for the mental health of others, particularly those in the public safety/911 dispatch profession.



Sam Sanfratello

MS In Applied Business Analytics, 2020, APU

Sam owns Rochester Analytics, a company that provides marketing consulting services to small and medium sized businesses. He is currently working on and re-searching projects that help enhance the benefit of AI for children and families and how it can be used to raise the bar in promoting academic honesty and integrity in the classroom.

HIGHLIGHT 2023 AWARD WINNERS | APU

Award Winners

APUS' university awards program recognizes the stellar community members who make AMU and APU some of the top institutions in the United States. In 2023, we received over 300 nominations for 39 awards.

The award review committee considered each unique nomination and identified the top candidates for each award category based on a set of specific criteria and an anonymous review process. We were pleased to recognize the faculty, staff, student, and alumni award winners at the 2023 Commencement celebration. Here is the list of APU award winners:

Alumni Service Award

Hwal Lee

Distinguished Graduate

Travis Combest

Academic Scholar

Sarah Sharpe

2023 Deans' & President's Lists

Throughout 2023, APUS recognized excellent academic performance by identifying students eligible for the Dean's and President's Lists. Eligibility is based on grade point average and degree progress. During the eligible time period for 2023, more than 38,200 students made the Dean's and President's Lists.



APU Alumni Testimonials



"The flexibility of the class length and schedule along with being 100% online made it easy to fit into my busy schedule. I learned a lot from the class content and my professors."

—*Leslie Arnold*

Masters in History, APU | 2022



"The class structure was consistent throughout every class. The University is very affordable, and the class assignments were manageable."

—*Kandace Younger*

Masters in Public Health, APU | 2022



Gala Rogacheva a Russian-born emigrant and circus performer (from a family of circus performers), was underprepared for college. Now she has an AA, a BS, and an MBA — her BS and MBA are from APUS. You can learn more from her story, "Juggling Life, Performing and Education," on [APU Edge](#).

MEETING OUR STUDENTS WHERE THEY ARE



Co-curricular Programming

APUS knows learning occurs in and out of the classroom, and as a community, we believe in giving students the opportunity to connect learning across courses while creating new, lasting relationships with peers. The co-curricular framework at APUS includes: a university directory, professional organizations, honor societies, and clubs. We also offer a peer mentoring program, a campus leadership experience, and the University Ambassador program.



The University Directory

In 2023, the University Directory boasted 31,864 student and alumni profiles. The directory provides students and alumni with a robust search feature, and the ability for community members to search, save, and “favorite” peer profiles.



Students Activities & Groups

In 2023, APUS had 74 active student life groups. These groups include cultural, faith-based, military, volunteer and community service, social, professional, and academic communities, as well as honor societies.

While interest groups offered diverse connection opportunities, cultural and heritage groups added tremendous value to the diversity of the student experience. In 2023, two new organizations were chartered — the Pre-Health Student Society and the Health Sciences Honor Society.



Peer Mentoring

The APUS mentoring program offers opportunities for students and alumni to share academic, professional, and life experiences with each other. Our diverse and wide-reaching community allows AMU learners to connect with peers who they may never have otherwise had the chance to meet.

Being part of the APUS community means students are part of an international cadre of service-oriented, lifelong learners. Throughout 2023, the mentoring program welcomed 899 new members and supported 1,555 active relationships.



Campus Leadership Program

Campus leadership participants are the backbone of co-curricular programming at APUS. Throughout 2023, more than 880 campus leaders served as chapter advisors, organization presidents, mentors, content creators, and key contributors to various University initiatives.

APUS wouldn't be able to support this component of the student experience without the help of these dedicated volunteers. Their tireless effort is a key part of what makes our institution special.

In September 2023, APUS launched a partnership with the [National Society of Leadership and Success](#). This organization provides a life-changing leadership program that helps students achieve personal growth, career success, and empowers them to have positive impacts on their communities. More than 5,000 students and alumni joined the program through Q3 and Q4, with more than 760 of them completing the program requirements for induction.



Ambassador Program

APUS University Ambassadors support the growth and development of the Universities through their advocacy, volunteerism, and their vocal support of the role that APUS plays in the online higher education community. In 2023, the program was revitalized, transitioning to a new platform. The new experience will launch in 2024 with active recruitment campaigns and new activities/events.

A total of 623 ambassadors supported efforts in 2023. We expect continued growth of the ambassador program in the future.

PARTICIPANT PERSPECTIVES



My participation in Delta Mu Delta has me thinking about how I can make an impact in my local community and region. I am currently exploring opportunities to volunteer, and thinking about what kinds of opportunities are needed the most in my community and region.

—*Samuel Sanfratello*



Participation in student organizations at American Military University can significantly impact a student's overall experience. Personally, student organizations provided a platform for me to connect with peers with similar interests, goals, or backgrounds. SACNAS often engages in community service projects or initiatives and by participating in these activities, I contributed to the local community, developed a sense of social responsibility, and made a positive impact outside the classroom. SACNAS focuses on academic support and provides resources to help members succeed in their studies by offering study groups, tutoring services, workshops, or access to educational resources. They also, frequently, offer leadership positions or executive board roles which allowed me to develop and refine my leadership skills, gain practical experience in decision-making and problem-solving, and take on responsibilities that enhanced my resume.

—*Pedro Maldonado*



I find working as a volunteer in NAEP AMU/APU's chapter has been invigorating for me, personally. It helps keep my direction real and true and it allows me to help others get the most out of their environmental education while continuing my own field experiences with remediation volunteer work. Dare to throw in and serve! You'll find it enlivening, important, and strengthening.

—*Regina McClung*



Becoming secretary of the Military Spouses Club has been such a surreal experience. I've never had the opportunity to lead an organization before and now that I have, I have had the pleasure of meeting some amazing people and while helping members of the organization navigate their way through APU/AMU

—*Sierra Pena*



My participation in the Photography Club has made me more aware of how to work in a different type of group. I have learned that this is not as demanding as I thought, because everything is fun. The other officers and members communicate really well!

—*Jessi Benson*

ACTIVE DUTY SERVICEMEMBERS

The Military Outreach Team (MOT) continues to provide professional, face-to-face service to APUS students throughout the United States and electronically to our overseas market. In the past year, the team traveled thousands of miles, making 801 visits to education centers located on military installations throughout the U.S.

During these visits, the team ensured that both new and returning students were professionally advised and assisted.

In addition to the normal installation visits, the team also attended 94 education fairs held on installations. The team is instrumental in organizing installation graduations throughout the year; they ensure APUS graduates receive the recognition they deserve.

In 2023, there was a concerted effort to work with our National Guard and Reserve students. The team has specialized members who not only assist this subsection of students but are also instrumental in the support of National Guard and Reserve associations and organizations on the state and national level.

Members of the team also support numerous organizations and associations. Currently, one member is the elected secretary of the National Association of Institutions for Military Education Services (NAIMES), and other members serve as APUS chapter advisors for both Student Veterans of America and the National Guard and Reserve Chapters. The team members also serve on various committees that serve military organizations such as the Air Force Sergeants Association and the Association of the US Army.

Additionally, the team is instrumental in the success of the Our Community Salutes organization. This organization honors high school seniors across the country who are about to enter military active duty.

In 2023, the team was asked to step out of their traditional role and assist APUS in other areas. The team was directly involved in assisting APUS in its B2B efforts.

Throughout 2023, the team embraced this new role and completed 279 visits in support of the Universities' B2B efforts. They've also been instrumental in building and implementing a new international outreach effort (especially in Canada). The team built the foundation of this initiative and have instituted both electronic and face-to-face outreach efforts, resulting in a large increase in completed applications from Canadian citizens.

Military Family Support | *Extended Family Members*

In 2023, APUS announced that extended family members of military members will receive the same exclusive tuition rate as that of active-duty or National Guard and Reserve students, their spouses, and their dependents.

This rate — for both undergraduate and master's-level programs — is now available to parents, legal partners, and siblings of military members. Since the program's expansion, there has been a noticeable impact on enrollment. The extended family of military members has averaged a growth rate of 50% among new students and 52% among new student registrations.

Additionally, this effort has assisted the APU brand growth. Nearly half the new students taking advantage of this program have enrolled under the APU brand.

Image courtesy of DoD. The appearance of Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

OUR DEDICATION TO VETERANS

The past year brought exciting opportunities for the APUS veteran community by introducing a preferred veteran and veteran family tuition rate. For the first time in APUS history, veterans and their family members can now receive a 10% grant on undergraduate and master's-level programs.

This grant is aimed at making education more affordable and accessible for veterans and their families. Also, it stands to provide them with the opportunity to pursue higher education without financial constraints.

To further illustrate our commitment to the veteran community, APUS announced a first-ever alliance program specific to Veteran Owned Small Businesses (VOSBs) on November 25.

The alliance program offers VOSBs the opportunity to leverage APUS education grants in the amount of 10% off tuition to VOSB employees and their families.

Since our [press release](#) announcing this inaugural effort, 13 VOSBs have committed to this alliance.

With a strong commitment to serving those who have served our country, APUS is proud to uphold its mission to support veterans and the communities they continue to serve.

With a strong commitment to serving those who have served our country, APUS is proud to uphold its mission to support veterans and the communities for which they continue to serve.

CONTINUED EMPHASIS ON CORPORATE PARTNERSHIPS

More than 100 organizations to offer career-relevant education

APUS is dedicated to empowering individuals with the essential skills, knowledge, and confidence required to thrive in dynamic environments through cutting-edge education products and offerings. Renowned national corporations and organizations strategically align with the Universities to ensure their workforce possesses the abilities and the expertise they're looking for to enhance their competitiveness in an ever-evolving landscape.

In 2023, the Corporate Outreach Team accomplished a lot:

- Conducted over 60 live partner events.
- Collaborated with EdAssist to deliver one of their largest corporate webinars for 2023 with over 2,100 registered attendees.
- 12 new relationships launched or executed, including partnerships with:
 - Allied Universal Security
 - Booz Allen Hamilton
 - Ardent Health Services
 - Renown Health
 - AT&T
 - Estee Lauder
 - Texas Health Resources
- Collaborated with American Public Education, Inc. to invest in a dedicated Business to Business Marketing Strategy Team for the first time.
- Fully expanded and launched an offering that aligns tuition pricing with tuition assistance for corporate partners with \$5,250 or more in tuition assistance per year.

Our Corporate Outreach Team is an integral component of the overarching mission. The team's strategic initiatives give the Universities access to corporate learners and embed APUS as part of strategic efforts among corporations across the country and around the world. These efforts allow us to identify meaningful alignments between learners and their employers that invest in the success of their workforce through the utilization of the Universities' innovative products.

*The existence of Corporate Partnerships does not promise or imply that current or future employment opportunities exist at these organizations for APUS graduates



ACADEMIC OUTREACH

2023 IN REVIEW

Academic outreach is a critical and important part of the University's mission. The outreach program bridges educational pathways, enabling seamless transfers. These efforts foster inclusivity, diversify student bodies, and provide access to higher education. This work empowers community college students with resources and opportunities for academic advancement and future success.

We have 56 active community college partners from coast to coast, and the community college students who transfer to APUS enjoy diverse benefits. We offer access to broader academic opportunities, advanced resources, and specialized programs.

Transferring into APUS facilitates a seamless educational transition, saving students money while providing a flexible pathway to earn a bachelor's degree.

This process fosters academic growth, expands career prospects, and enhances skillsets. It provides students with a solid foundation for personal and professional success in the competitive job market.

APUS is also a member of Phi Theta Kappa, an esteemed honor society for community college students that recognizes academic excellence and fostering leadership development. We offer a 10% grant to Phi Theta Kappa members who transfer to APUS.

Here are just some of the Academic Outreach Team's accomplishments in 2023:

- Signed six new academic partners
- Began offering a 10% grant to Phi Theta Kappa students
- Improved transfer pathways for community college students
- Traveled to community colleges throughout the United States to meet with students and staff



REACHING TRADITIONAL STUDENTS IN 2023

In addition to community college outreach, APUS made strides in reaching traditional students in 2023. The outreach team met with hundreds of students at college fairs and high school visits. The team even gave presentations at several high schools with an aim toward helping young students map a plan for their future after graduation.

Here are just some of the team's accomplishments in 2023:

- Attended 30 college fairs
- Visited 17 high schools during lunch to talk to students about college
- Put on 7 presentations on preparing for life after high school

APUS has always been committed to accessibility and flexibility through our asynchronous course model. Therefore, it is no surprise that a number of our young students come from independent learning environments.

In 2023, the University launched a partnership with the Home School Legal Defense Association to provide their 100,000-plus home-schooled families with a 10% tuition grant. This grant gives them the ability to find an education path that allows them the flexibility to pursue their interests and other career-building endeavors simultaneously.

APUS also revamped its partnership with Pearson Online Academy (POA), which offers online, asynchronous high school courses to students as well as a free dual enrollment program for students to begin earning college credits before graduation. APU and POA's new agreement allows POA students to enroll in certificate programs of their choosing. It will ensure that APU and POA work together to increase awareness of the dual credit program through "Parent Night" virtual webinars each semester.

As we continue to build on our traditionally-aged student population in 2024, we will also gather feedback on this population through a survey to find out why they chose APUS for their education. We hope to use this feedback to make APUS an even more attractive option for more young students in the years to come.



COMMUNITY IMPACT & INVOLVEMENT AT APUS

SERVICE ACTIVITIES

The APUS community spans the country and the globe, so the ability to give back and support our global cadre is a university-wide priority. The student organizations and groups dedicate their time and energy to support various service activities in various corners of the world and at APUS headquarters in Charles Town, West Virginia.

In 2023, APUS student groups executed more than 1,500 different activities, many of which were community and service related. Here are a few examples of their impact on their communities:

R.E.A.D. Book Club adopted a book ("50 Years in Chains") for \$250 through the Smithsonian Adopt-a-Book program.

R.E.A.D. Book Club sponsored a K-12 teacher's library for \$150 through DonorsChoose.

Delta Mu Delta completed an Earth Day Cleanup activity.

Society of Human Resource Managers (SHRM) hosted a Green Light a Vet Program.

Save the Earth Club participated in [National Wildlife Federation's Great American Campout](#). Members virtually participated in their activities and pledged to enjoy the great outdoors and camp responsibly.

Additionally, throughout 2023, student organizations donated over \$6,000 to more than 20 charitable causes:

- A21
- ACPA Foundation
- Arbor Day Foundation
- Chadwick Boseman Foundation for the Arts
- Charlotte Airport Inter-Faith Chaplaincy
- Court Appointed Special Advocates (CASA) of the Eastern Panhandle
- Diné C.A.R.E. Citizens Against Ruining Our Environment
- First Source for Women
- Gary Sinise Foundation
- Knights of Columbus
- NASPA Foundation
- Designation Drop Down
- National Geographic Society
- Newman Center
- Operation Underground Railroad
- Recovery ATX
- Red Cross
- Stars That Shine
- Team Rubicon
- The Nature Conservancy's Earth Day
- The Case Breakers/AMU Cold Case Investigative Team
- The National Council of the United States, Society of St. Vincent de Paul, Inc.
- Toys For Tots
- United Through Reading





WREATHS ACROSS AMERICA

In 2023, nearly 600 community members volunteered and 129 wreaths were donated to Wreaths Across America. Wreaths Across America is a national organization committed to teaching all generations about the value of their freedoms. The importance of honoring those who served is particularly important to the university.

SUPPORTING NEEDS CLOSE TO HOME

APUS is headquartered in Charles Town, West Virginia and we are one of the largest employers in the panhandle. Our university aims to maintain strong community relations, ensuring we are giving back to our closest neighbors. In September, APUS hosted Coats for CASA in collaboration with the local organization, the [Court Appointed Support Advocates of the Eastern Panhandle](#) (CASA.)

Coats for CASA collected and packaged over 100 winter coats, hats, gloves, and indoor activity equipment for local foster children. The project was sponsored by the AMU and APU chapters of the West Virginia Students' Alliance (WVSA) and Golden Key International Honor Society. In December, APUS participated in the Charles Town Holiday Parade (as it does annually). APUS won second place with our Home Alone themed float.

Our university aims to maintain strong community relations, ensuring we are giving back to our closest neighbors.

A LOOK AHEAD | 2024

A ROADMAP FOR THE FUTURE

In 2023, APU embarked on a comprehensive journey to redefine and enhance the brand's value proposition.

Collaborating closely with external branding consultants, APUS leveraged their expertise to gain fresh, outside perspectives. Internal teams—including marketing, product development, faculty, and student advisors—also played an important role in this transformative process.

Together, we held in-depth discussions and brainstorming sessions, aiming to crystallize the core benefits the new APU brand will offer students. This collaborative effort was not just about a brand refresh, but about rethinking and reinvigorating the APU experience.

APUS wants to ensure that it continues to meet the evolving needs and aspirations of the students who depend on us. The harmony between the external insights and internal expertise led us to a powerful and exciting new brand proposition, one that we believe will significantly enhance the educational journey at APU.

Our journey towards a brand refresh is not just a change. It's an evolution—a step forward into a future where education is more accessible, relevant, and empowering than ever before.

This brand refresh is designed to redefine the educational experience, merging our rich history with the dynamic needs of the modern world. We're crafting a new identity that resonates with the aspirations of our students, faculty, and staff, while staying true to our core values of inclusivity, flexibility, and transformation.

Expect to see changes that are not just aesthetic, but deeply integrated into the fabric of our learning environment. For example, we are working with our IT team to enhance our digital infrastructure to provide an even more engaging and intuitive

learning experience. Our courses are being revitalized to offer cutting-edge content that prepares our students not just for today's job market, but for the challenges of tomorrow.

It's not just about what we learn, however; it's also about how we learn and grow together. The brand refresh of APU will help us communicate to current and prospective students the new opportunities for collaboration, community building, and personal development we have implemented at APUS.

We're committed to supporting our students' mental and emotional well-being, recognizing that a balanced life is the key to effective learning. We want our student body aware of the lengths we are going to support them.

This is more than a new look. It's a new era for APU—an era where students can find their place, realize their potential, and share their future.

Get ready to be part of a **bold, innovative, and inspiring** journey with American Public University!

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