



Answers to Frequently Asked Questions

How is Jacksonville University expanding its footprint in Northeast Florida?

Jacksonville University is excited to partner with the City of Palm Coast to bring our award-winning healthcare education programs to the region and establish our very first campus beyond the Jacksonville area. Together with our main campus, the Palm Coast Campus in the city's Town Center will be an important first step in what we expect will become a JU education corridor delivering quality educational programming and innovative workforce development throughout Northeast Florida and beyond. We are grateful that the Palm Coast city council is considering a one-time investment to accelerate the launch of our Flagler County campus. Our programs are expected to become financially self-sustaining within one year, and we expect to expand both enrollment and program offerings in the long-term.

Why Palm Coast?

For 86 years Jacksonville University has proudly served Northeast Florida residents and businesses with high-quality graduates in high-demand fields. Now we're taking steps to expand our programs to meet the needs of different communities in our region. Our analysis showed that demand for healthcare services in Palm Coast aligned with our award-winning programs, which would fill gaps in the offerings currently available in Flagler and Volusia counties.

What programs will Jacksonville University offer in Palm Coast and why?

The initial programs that will be offered at JU's Palm Coast campus are:

Master's in Speech Language Pathology: There's a current need for 79 speech-language pathologists in Volusia County alone, with anticipated job growth of about 12% in the next 7 years in Flagler and Volusia counties. On our main campus, graduates in this program experience a 100% employment rate and boasted a 100% pass rate on the most recent licensure exam.

Master's in Clinical Mental Health Counseling: FDEO predicts the growth in demand for mental health counselors will range between 13% and 16% for Flagler/Volusia counties over the next 7 years. Graduates of this accredited program have greater than 95% employment rate and 90% or higher pass rates on the national licensure exam.

Graduate nurse leadership and specialty practitioner programs: FDEO expects demand for graduate nurses in Flagler and Volusia counties to grow by 28% over the next 7 years. There are no in-person programs available for

this level of training in the Flagler/Volusia region. Graduates from our accredited programs consistently experience very high employment rates and licensure pass rates over 90%.

Accelerated Bachelors in Nursing (an undergraduate program aimed at non-nursing majors or those who already have a bachelor's degree): Nursing licensure exam pass rates typically range from 93%-100% for graduates of this program, and in 2019 the program was named the #2 nursing program in the state by Nursing.org.

There are several other higher education programs in the area or planned for the near future. How is this different?

The programs JU intends to launch in Palm Coast are not offered anywhere else in the region, or are not offered at a scale to adequately meet demand. The projected growth in population and healthcare demand in Flagler County leaves room for all representatives of higher education in the region. This project works in conjunction with, and fills in the gaps for, the coordinated higher education providers in the region, creating a higher education ecosystem that ultimately builds a stronger skilled workforce.

How will JU use funding from the City of Palm Coast?

If approved, the funding from the City of Palm Coast would be used for three specific areas: personnel, operations and technology.

- Personnel: supporting salary and benefit expenses associated with the initial program launch. Examples of positions include, but are not limited to, faculty, site support staff for employees, students, and visitors, marketing and recruitment, and administrative support.
- Operations: supporting non-personnel and infrastructure expenses associated with launch and building out the initial Town Center site. Examples of expenses include, but are not limited to, office and classroom supplies, facilities support, marketing and recruitment support, instructional materials, safety support, and general overhead expenses.
- Technology: supporting the new site's initial academic and general technology expenses. Examples include classroom streaming equipment, internet, storage, data and information security, IT support, and general technology resources.

How is Jacksonville University contributing to the launch of the Palm Coast campus?

The University has invested considerable time and resources in developing the programs in advance, and the rigorous accreditation process for the Palm Coast programs is well underway. This means we can begin recruiting and enrollment efforts immediately and launch on-site instruction in the Fall of 2021. In addition to the sought-after programs we would bring to Palm Coast, we will also contribute our expertise and resources for student recruiting and enrollment, curriculum development, highly individualized student support services, and our extensive partnerships with leading employers.

How many students do you expect to enroll in these programs?

Drawing on our expertise in building these programs in Jacksonville and in our analysis of market demand for these fields in the region, we estimate enrollment in these programs will grow to between 100 and 150 full-time students within the first two years. This aligns with similar growth we've experienced in these programs on our main campus. Our Keigwin School of Nursing experienced nearly 60% enrollment growth in the past 5 years, and our School of Applied Health Sciences experienced nearly 230% growth in that same time period.

What is the timeline for this project?

With the support from City Council and City Manager Matt Morton, we are prepared to begin building out the Town Center site immediately. Over the course of the spring, we will develop specific student applications and employment applications, and will publicize those on the JU website and within the Palm Coast community. We expect to welcome our first cohort of students in fall 2021 with rolling start dates for all our programs. By the end of the second year, we expect to offer on-site instruction within all of the initial programs.

When will applications open? How do prospective students apply for the new programs?

Information about applications, including required submissions and deadlines, will be shared in early spring as we prepare to welcome the first cohort in fall 2021. We will encourage prospective students to apply through our established, proven recruiting methods and will work with the City to post announcements on their communication channels.

How much will tuition be for these programs?

Tuition for these programs will match the costs of the programs on our main campus. These costs are publicly available on our website, www.ju.edu. We're committed to partnering with regional employers and community leaders to establish scholarship opportunities for Palm Coast students. We also have an efficient employer-paid tuition program and can provide support in establishing the same program in Palm Coast for some of our academic offerings. In terms of the value that Palm Coast students will realize, JU is ranked in the top six schools in Florida for return-on-investment. Our graduates make more money than all but three other schools in the state.

How might this plan be affected by COVID?

This partnership is even more important in light of the COVID-19 pandemic. It has accelerated our expectations of both our healthcare and education systems. Highly-trained healthcare providers are even more in demand, and new ways of learning and training effectively are necessary. Regarding on-site operations, we are hopeful that the recent announcements about vaccine effectiveness will mean a very different world by the summer 2021. Regardless, we have proven that we can effectively teach and learn during COVID, including through online and hybrid courses and safe in-person education. In the fall of 2020, 90% of courses offered some form of in-person instruction, safely and effectively.

How many jobs will be created at the JU Palm Coast campus and when would hiring begin?

Once all initial programs are launched, we estimate between 20-30 jobs will be created to support on-site operations at our Palm Coast campus with an average annual salary of about \$67,000. Information about job openings, including positions and deadlines, will be posted on our website (www.ju.edu/humanresources) in the spring as we prepare to welcome the first cohort in the fall of 2021. We will also work with the City to post announcements on their communication channels.

How will JU work with the local school K-12 school system?

We expect to work with Palm Coast schools similarly to how we've worked in Jacksonville: closely, and for decades. Our Master's in Speech-Language Pathology and Clinical Mental Health programs are specifically designed to work with the school systems to build a workforce that can assist the modern school experience and improve outcomes for all. We have also discussed with the Flagler County school system the possibility of bringing some graduate degree and certificate programs to their teachers and administrators.