PRESS RELEASE

Northwood University - West Palm Beach Campus will become Keiser University
Agreement Ensures Ongoing Vitality; Keiser Grows To 18 Florida Campuses

3/18/2015

West Palm Beach – Keiser University and Northwood University are pleased to announce an agreement in which Keiser University will pursue its long term goal of establishing a residential campus and provide Northwood University the opportunity to enhance its educational offerings at its residential campus in Midland, Michigan. This agreement ensures two diverse institutions will continue their long term commitments toward their strategic goals on behalf of students and equally ensure the students at the West Palm Beach campus complete their education in an effective and seamless manner. This agreement is subject to final regulatory and governmental approvals.

Dr. Arthur Keiser, Chancellor and CEO, Keiser University stated, “We are committed to continuing to provide students with opportunities to develop the knowledge, understanding, and talent needed to compete globally and achieve their dreams. This agreement will allow our regionally-accredited, not-for-profit university to meet our goal to provide students with a residential, traditional, educational experience in West Palm Beach Florida."

“At our new location, Keiser University, will offer educational programs at the undergraduate and graduate levels. We now have 18 campuses in the state of Florida alone. Keiser University has always pursued a ‘students first’ philosophy as it helps prepare students for rewarding and meaningful careers, and we look forward to doing the same on our newest West Palm Beach campus,” Keiser continued.

Northwood President and CEO Keith A. Pretty said, “For 31 years, Northwood University – West Palm Beach has offered an excellent business education experience. We are excited with Keiser University’s decision to support our students through this agreement with the West Palm Beach campus. Keiser has approximately 40 years of providing quality education in Florida. We are extremely confident the current Northwood University – Florida students, faculty and staff are in good hands. Northwood will continue its legacy by reinvesting our efforts in our home state of Michigan. Northwood will continue its legacy by reinvesting its efforts at its residential campus in its home state of Michigan, as well as with its graduate
programs, International Program Centers, and its Adult Degree Program Centers throughout the country,” he said.

All current Northwood University – West Palm Beach undergraduate students will have the opportunity to become Keiser University students effective July 1, 2015. Both Keiser and Northwood Universities will be assisting students to understand their options to achieve their educational goals.

An exciting development being proposed by Keiser University is their new Center for Entrepreneurship and Innovation. It is intended to prepare graduates to start their own businesses and reach greater heights in their chosen professions, and many Keiser University and Northwood University alumni already have. Keiser will maintain the existing extracurricular programs currently offered by Northwood University, including the athletic programs.

About Keiser University: Keiser University is a private, not-for-profit University serving nearly 20,000 students pursuing doctoral through associate degrees on 17 campuses, online and internationally, employing 3,500 staff and faculty.

Sixty-two percent of KU students graduate in STEM (Science, Technology, Engineering and Math) and healthcare fields, providing the talented workforce necessary for Florida to compete globally.

Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

For additional information regarding Keiser University, go to www.keiseruniversity.edu

About Northwood University: Northwood University is committed to the most personal attention to prepare students for success in their careers and in their communities; it promotes critical thinking skills, personal effectiveness, and the importance of ethics, individual freedom and responsibility.

Private, nonprofit, and accredited through the Higher Learning Commission of the North Central Association of Colleges and Schools, Northwood University specializes in managerial and entrepreneurial education at a full-service, residential campus located in mid-Michigan. Adult Degree Programs are available in seven states with many course delivery options including online. The DeVos Graduate School offers day, evening, and weekend programming in Michigan and Texas. The Michigan-based Alden B. Dow Center for Creativity and Enterprise provides system-wide expertise in family enterprise, entrepreneurship, creativity and innovation, and new business development. International education is offered through study abroad and in Program Centers in Switzerland, China (Changchun and Wuxi), Malaysia and Sri Lanka.

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