Class of 2006, Take a Bow

HSBC Furthers Financial Learning
Doctors and nurses aren’t the only ones who save lives. In hospitals, clinics and nursing care facilities around the world, health care providers are supported by a network of managers and administrators who coordinate and supervise the efficient and timely delivery of health services.

Health care administrators accounted for 248,000 jobs in 2004, and the need is growing. Employment in this sector is projected to increase faster than the national average for the next decade. The rapidly changing health care structure in the U.S. means more managers are needed to plan, direct and oversee health services. Future health care managers must be prepared to deal with evolving integrated health care delivery systems, technological innovations, an increasingly complex regulatory environment, restructuring of the workplace and a growing focus on preventive care.

In most settings, health services are provided around-the-clock, which means many health care managers put in long hours on the job. These professionals work hard and reap the benefits; three-quarters of health services managers make more than $74,650, according to Money magazine, which named the field to its list of “50 Best Jobs in America” in 2006.

The U.S. Department of Labor recommends a minimum of a bachelor’s degree to enter the field, and a master’s degree for professionals who aspire to the highest positions. Strayer University’s Master of Health Services Administration (MHSA) program prepares graduates to manage and direct the business aspects of health care organizations. Students are groomed for mid- and executive-level managerial careers as health facilities supervisors, managed care plan coordinators, hospital administrators and other advanced positions.

Although many health services managers come from a medical background, health care experience is not a prerequisite for Strayer University’s MHSA program or for most health services management positions. Indeed, many of today’s most successful managers have previous experience in business, finance or human resources. What entrants to the field have in common is the desire to apply business principles and practices in a health delivery setting. These administrators know they don’t have to wear scrubs and stethoscopes to make a difference in the lives of patients every day. o
FEATURES | 4 Health Care Heroes in the Making. Health services administrators have a far-reaching impact. 5 Universal Health Care. A Strayer student advocates for global health equality. 9 A New Literacy. HSBC furthers financial learning.

ON THE COVER | Registered nurse and health care executive Dawn Sykes (MHSA ’05) owns not one or two, but three health services businesses. Whether she is meeting with teen residents at her group home, visiting patients served by her nurse staffing company or consulting with doctors on medical malpractice cases, the Strayer University graduate is in demand. Scholar caught up with Sykes at the Open Arms Residential Facility to learn about the infinite opportunities for health services managers. Photographed by John T. Consoli.

UNIVERSITY NEWS
10 Class of 2006, Take a Bow
12 New Business Programs
13 Lecture Series Goes Virtual
14 Need Help? Tutoring Campaign
Popular TV programs like “House” and “Grey’s Anatomy” portray the riveting heroics of doctors and nurses, but they never show the behind-the-scenes action that happens in real hospitals. Despite what these dramas would have you believe, health care organizations don’t run themselves. In fact, without health services managers and executives to oversee business operations, patients would not have doctors to treat them, medicine to cure them or even blankets to cover them.

Being a health services executive takes a special kind of business savvy. Administrators face extraordinary challenges from health care cost-cutting measures and the medical field’s constant growth needs, as well as continuous changes in insurance policies and regulatory laws. Health care managers must have excellent decision-making and problem-solving abilities, as well as possessing real-world knowledge and, of course, the credentials that begin with a respected college degree.

For qualified individuals, the health services field offers limitless job opportunities in the U.S. and abroad. As a Medical Service Corps officer for the U.S. Army, I have had the opportunity to take on a variety of roles that led to interesting learning experiences. Two years ago, as chief of human resources for the 61st Medical Battalion, I was responsible for fully staffing my division before they deployed to Kuwait and Iraq. As I screened medical professionals for their experience and credentials, hiring only the best of the best, it was rewarding to know I was sending highly-qualified personnel to care for our wounded soldiers abroad.

Similar opportunities for fulfilling health services work exist in the civilian sector. Just recently, I received a telephone call from a young friend who works as a medical doctrine writer, my friend collaborates with health care executives in his host country to develop preventive treatment and
clinical care outreach programs for children. He shared how powerful it felt to be able to improve health care operations for citizens in that region.

Health care administrators like my friend provide critical knowledge and insights to help medical professionals deliver essential services, often bringing health care to underserved areas and populations. Individuals like him, who make such a significant and far-reaching impact through their work, are true heroes in my eyes.

Mr. Varner is currently chief of human resources for Bayne-Jones Army Community Hospital in Fort Polk, La. He is also CEO of the Liti Group, which owns a chain of businesses in Memphis, Tenn. Mr. Varner teaches health services administration courses at Strayer University’s Shelby Oaks Campus in Memphis.
A 13-year-old single mother of three. A 14-year-old prostitute. A 15-year-old heroin addict who learned to shoot-up from her mother. Where most people would see just another sad story, Dawn Sykes (MHSA ’05) sees inspiration. Motivated by cases like these, the registered nurse recently opened the doors of Open Arms, a residential facility in Richmond, Va., that offers teen girls from troubled homes a second chance.
Growing up in Brooklyn and working as a nurse in inner city hospitals, I’ve met a lot of young people who are lost souls,” says Sykes, who volunteers at a women’s shelter and gives motivational lectures to adolescent audiences. “I try to help them find their way.”

Some lucky teens find their way right into Sykes’ home away from home. Open Arms is a safe haven for girls who have been removed from abusive or neglectful families and placed under the protection of social services. From the outside, the group home looks like any other single-family house on the quiet, tree-lined street. Inside, it is comfortably furnished and designed to accommodate seven girls, aged 15–20. Residents are expected to attend local schools, get good grades, do their chores and acquire the skills to create better futures for themselves.

“Our girls learn to shop for groceries, cook meals, do laundry, balance a checkbook and all the other skills they will need to become self-sufficient adults,” Sykes explains. However, Open Arms isn’t all work and no play. The residents also maintain their own social schedules, as well as taking group outings together every weekend. Twice a month, Sykes joins the residents and her six-person staff for family day, which usually includes brunch and a movie.

Role Model
The Strayer University graduate, who takes a hands-on management approach to all her endeavors, sets aside a special time each day to dialogue with the teens. “Even though I have full-time counselors on staff, I want the residents to know they can come by my office to ask for advice or just blow off a little steam,” Sykes says. As the mother of a nine-year-old boy, Sykes cannot help giving the girls a little mothering too. “They look up to me,” she admits. “But maybe that’s because I’m six feet tall.”

Indeed, the statuesque executive maintains a side career as a fashion model. She was recently featured on billboards in New York City and New Jersey, and has appeared in ads for Wal Mart and Target, as well as photo spreads in Mademoiselle and Essence.

Sykes is another kind of model as well—an example of what hard work and determination can accomplish. “I am an extremely focused and organized person,” she notes. “That’s the only way I’m able to get everything done in a day.”
By “everything” she means not just running the group home, but also managing her second business, Helping Hands, a health care staffing agency that places nurses in private homes to provide long-term care for adolescents with developmental disorders. Sykes launched both companies this year after finishing her master’s degree, and both businesses are thriving. After just 10 months in operation, Helping Hands maintains 23 employees and five major contracts.

“What differentiates my company from other nurse staffing companies is the direct access patients and clients have to me,” says Sykes, who speaks frequently with the parents of patients and visits each home regularly. “I always like to give that personal touch, which is why I left the nursing field.”

It may sound surprising that nursing failed to provide the one-on-one contact Sykes enjoys, but the overwhelmingly lopsided nurse-to-patient ratio in hospitals left little time for individualized attention. “During my years as a hospital RN, the scheduling of nurses was one of the areas where I felt administrators consistently did a poor job,” Sykes remembers. “We often had more than 13 patients per nurse, yet the administrators were so focused on the bottom line they would say we were over-staffed and send someone home. That’s when I realized the only way to make a lasting difference in patients’ lives is to be the one in charge.”

Sykes knew a master’s degree was the key to transitioning to the management side of health care. Already a veteran entrepreneur—she maintains a consulting business for doctors dealing with malpractice issues and is the former owner of a profitable medical transportation company—Sykes knew she would open another company someday.

“I wanted to learn the skills to make effective management decisions and supervise the day-to-day business of running an office,” she says. “And as a working mother, I needed the flexibility Strayer University offered so that school wouldn’t interfere with my other obligations.” Sykes also liked the small classes and personalized attention she found at Strayer. In fact, she was so pleased with her experience she has recommended the University to several nursing friends. “One of my friends attends Strayer University now,” Sykes notes. “She likes it, but she says it is hard work!”

**Survival Skills**

Speaking of hard work, Sykes plans to find time to open a second group home next year, this one for teen boys. After that, she hopes to acquire apartment buildings for an independent living program that will mark the culmination of all her efforts to give teens the skills to make it on their own in the real world.

“Yes, young adults need to know how to cook and do laundry to get by,” she says. “But they also need self-confidence and self-love to survive. I want to show them that no matter what they have experienced or what others might have said, they are valuable human beings who can be successful in life.”

“The only way to make a lasting difference in patients’ lives is to be the one in charge.”
When HSBC calls itself “The world’s local bank,” it is not only because the financial institution serves an impressive 110 million customers in 77 countries and territories around the globe. It is also because HSBC believes in empowering local citizens through access to financial services, information and education.

This philosophy underpins the company’s many corporate social responsibility initiatives, such as supplying 1,700 employee volunteers to teach economic education classes to adolescents in the United States, sponsoring a summer camp for children in Pakistan or providing mentors to underprivileged children in Australia.

In 2005, HSBC launched one of its most ambitious and far-reaching education initiatives yet—the Financial Literacy Program. Under the leadership of the HSBC Education Trust, the Financial Literacy Program funds community projects that offer financial skills education to young people and encourage women to develop financial independence through entrepreneurship.

Specific local projects are developed and implemented by participants in the Students In Free Enterprise (SIFE) program. SIFE is a non-profit organization that mobilizes university students at 1,800 campuses around the world to create economic opportunities for others. With a commitment to disperse $3 million over a three-year period, HSBC supports individual grants for hundreds of SIFE entities in more than two dozen countries. In addition, HSBC employees are encouraged to become active in the program by acting as business advisors to the SIFE teams.

Global Reach, Local Focus
To date, the Financial Literacy Program has reached hundreds of thousands of young people and women entrepreneurs in communities around the world. In London, England, a team of students from the City University developed a sustainable program for young people that motivates them to become financially self-sufficient through a six-week entrepreneurial workshop. The course guides participants through the process of creating business plans and managing the day-to-day operations of a business venture.

In Shanghai, China, learners from Fudan University designed a project offering entrepreneurship training and job interviewing skills to women who are unemployed or about to graduate from college and enter the work force. The student-led team serves as a bridge between companies in need of employees and women in need of jobs.

In Riverside, Calif., a group from La Sierra University created a series of financial literacy booklets to help teenagers and others understand the concepts of “needs” versus “wants,” budgeting and saving, investing, and the pros and cons of using credit.

Next year, the Financial Literacy Program will be extended to 29 countries. By investing in educational opportunities, HSBC seeks to build the skills and abilities of the people on whom, as customers and employees, the future of business depends.

Strayer University partners with HSBC to educate the HSBC work force.
THEY ARE MOTHERS, FATHERS, SISTERS, BROTHERS, DAUGHTERS AND SONS. They are community leaders, business prodigies, mentors and protégés. They have written books, received patents, won awards and broken records. Most are climbing the corporate or non-profit ladder to the top. Others have taken a leap of faith and launched their own businesses. Many have served their country in conflicts abroad, while others serve as civil servants at home. Some lead Fortune 1,000 companies, and others lead classrooms. All of them were winners at this year’s commencement ceremonies, where the Class of 2006 was honored and applauded.

With 6,000 members, this year’s graduating class is the largest in Strayer University’s 114-year history. To accommodate the needs
of graduates and their guests, five commencement ceremonies were held in three locations: Fairfax, Va., on June 24, Baltimore, Md., on Aug. 12, and Richmond, Va., on Oct. 7. With thousands of friends and family members in the audience to cheer them on, the graduates of the Class of 2006 celebrated the achievement of their educational goals.

"It was not easy for us to reach this milestone today," declared valedictorian Brenda Walker during her address at the Patriot Center in Fairfax, Va. "Most of us are working adults who hold full-time jobs, have families and go to school part-time. We selected Strayer University as our school of choice because of their motto, ‘We fit your life.’ Strayer surpassed all of our expectations because we learned determination, character, ambition and pride, as well as valuable skills that we can readily apply in our chosen careers."

Online Grads Have Options

Dozens of Strayer University Online graduates joined in the commencement festivities, taking the opportunity to meet classmates and professors face-to-face for the first time. In addition, all 400 online graduates were included in the University’s innovative Virtual Commencement Ceremony, which blends cutting-edge technology with sophisticated mixed media to deliver a unique online commencement experience. With its own keynote speaker, presidential address, student and alumni awards and virtual degree conferrals, the 2006 Virtual Commencement Ceremony is the online event of the year. Experience virtual commencement at www.strayer.edu.

"I’ve never before been to a graduation where all of the kids were in the audience," joked Leon Harris, keynote speaker at the morning ceremony on June 24. The Emmy award-winning journalist anchors the evening news for ABC 7 in Washington, D.C. Harris, who grew up as one of five children in a single-parent home in Akron, Ohio, told the graduates, "It's not about where you start out, it's about where you end up... The wind is always blowing and you have to decide whether you want to be a leaf or a sail. Leaves get blown every which way. Sails use what the wind brings to take them where they want to go."

Graduates at the Baltimore ceremony on Aug. 12 were inspired by the words of Martin O’Malley, Baltimore City mayor and Maryland gubernatorial candidate. In his keynote speech, the veteran politician hailed the graduates' years of hard work. "We're here at the end of this part of your journey, but we call this ceremony a commencement because it is so much more than a conclusion—it is the beginning of the next chapter in your lives," he said. "Your future is now, and it's so much brighter because you went out in search of it, rather than letting it come to you."
New Business Programs
Target Growth Industries

As part of its ongoing mission to provide high-quality education with a real-world focus, Strayer University has identified key industries in which demand for qualified workers outpaces supply. The University has launched new undergraduate and graduate business concentrations to better prepare students for management and executive positions in these sectors, including hospitality and tourism management, finance, and retail management.

“Our new business concentrations are the result of intensive study into the most profitable and reliable segments of the U.S. economy,” notes Dr. Joel Nwagbaraocha, Strayer University interim president. “Students in the programs gain the specific skill sets and competencies needed to successfully manage opportunities and effectively apply solutions in targeted business environments.”

Strayer University alumnus I.K. Okobi (BSBA ’98), who has worked in the hospitality field for 12 years, commended the University’s decision to offer these new business concentrations. “The hospitality industry is thriving, and there is a shortage of qualified personnel,” says Okobi, who is Director of Operations for the Hyatt Regency in Bethesda, Md., and sits on Strayer University’s Alumni NetWorks Advisory Council. “Until recently, the trend has been for people to work their way up through the ranks to assume management positions. That means there are tremendous opportunities for individuals with formal education to take on executive roles in the industry.” Okobi adds, “I encourage anyone interested in a dynamic hospitality career to look into Strayer’s new program.”

Find out whether one of the new business concentrations may be right for you at http://studentserver.strayer.edu.

BACHELOR OF BUSINESS ADMINISTRATION CONCENTRATIONS

- Hospitality and Tourism Management—allows students to apply problem-solving and decision-making in hospitality operations, including sales and marketing, human resources, strategy, and finance.
- Retail Management—prepares students to apply management concepts and decision-making techniques, analyze retailing situations, and interpret critical operational factors in the industry.

MASTER OF BUSINESS ADMINISTRATION CONCENTRATIONS

- Hospitality and Tourism Management—enables students to apply management theory and practice, investigate emerging practices, and focus on strategic issues in the hospitality and tourism industry.
- Finance—provides students with a broad understanding of financial management, financial institutions and investment strategies.

High Tech

Strayer University’s Information Systems (IS) programs got an upgrade this fall. The restructured programs provide graduates with highly marketable skills leading to broader career opportunities. Based on extensive industry research, student feedback and communications with industry professionals, content in the new programs is current and reflective of industry demands. New IS areas of study include undergraduate concentrations in homeland security and Web development, and graduate concentrations in software engineering and enterprise resource management. New and re-admit IS students will be automatically entered into the new programs. Continuing students have the option to stay in their current programs or switch to the new ones. Learn more at http://studentserver.strayer.edu.
Strayer University is expanding its popular campus-based speaker series to the Internet. The online lecture series kicks off with an address by Denise Palmer, publisher and president of The Tampa Tribune. Palmer recently sat down with Scholar to share her thoughts on working mothers, corporate meetings and the future of newspapers in a digital world.

**WHAT IS THE MOST CHALLENGING PART OF YOUR JOB?** Keeping up with the way “newspapering” is changing. The Internet and other advances in technology have radically altered how people get and use information. As a result, our traditional business model is up for grabs.

**HOW DO YOU RETAIN ADVERTISERS IN THE FACE OF SO MANY CHANGES?** We have had to diversify our product portfolio to help advertisers reach the audience in creative new ways. In addition to the primary newspaper, we cover the market through community newspapers, television and radio stations, niche magazines, direct mail and our Web site.

**IS THERE A FUTURE FOR NEWSPAPERS?** Yes, but the future is no longer just about our printed product. We must continue to find new ways to be wherever our readers are—whether that means online, on PDAs and cell phones, or any other place people want to get their news.

**WHAT SKILL HAS HELPED YOU REACH THE HIGHEST LEVEL IN YOUR FIELD?** Being a good listener. Listening helps you be open to diverse ideas and alternative solutions to problems.

**WHAT ADVICE WOULD YOU GIVE OTHERS FOR MAKING IT TO THE TOP?** Think about what really matters to you and stick with it along the way. Do not let someone else talk you into sacrificing your values.

**WHAT IS YOUR BEST TIME MANAGEMENT STRATEGY?** My assistant! Seriously, it is a challenge in today’s business world to stay focused on your goals and not get distracted. One strategy for saving time is to keep meetings on target. Figure out who needs to be in the room the first time so you don’t have to hold redundant meetings, and keep steering the discussion back to the main objective when people go off on a tangent.

**DO WOMEN STILL FACE CHALLENGES ATTAINING EXECUTIVE POSITIONS IN THE BUSINESS WORLD?** Women with children have more to deal with because of the competing demands on their time. It is a tough balancing act, but of course there are plenty of women who do it and succeed.

View Denise Palmer’s online lecture about product innovation, business profitability and media bias in the Information Age at http://www.strayer.edu/speaker_series.cfm.
NEED HELP?

All students can benefit from Strayer University’s free tutoring services. In fact, the best students already do. Instructors who are experts in their fields are available online and on campus to tutor learners who want to get to the head of the class—and stay there.

“We have worked hard to provide an array of tutoring options that fit our adult students’ schedules,” says Randi Reich, Strayer University provost. “This is a significant benefit we want everyone to use.”

Are you an online student who needs a little face time? A brick-and-mortar student who wants extra help without the extra visit to campus? Strayer University’s academic support services are flexible, so that students can get help when and where they need it. Online tutoring is offered for many introductory courses, and campus tutoring is available across all major program areas. Visit http://student server.strayer.edu/tutoring to learn more.

SOUTHERN HOSPITALITY
Strayer Adds Two New Campuses

Strayer University has opened campuses in two of the nation’s most historic southern cities: Charleston, S.C., and Birmingham, Ala. The Charleston Campus marks the University’s third site in South Carolina, while the Birmingham Campus is Strayer’s first outpost in Alabama. Both campuses are open for the fall quarter. The Birmingham Campus is led by Director Gerrie Smith and Dean Dr. Joyce J. Pandelis, and can be reached at 205.453.6300. The Charleston Campus, which is run by Dean Dr. Brian McCue and Director Helen Houser, can be reached at 843.746.5100. The addition of these sites brings Strayer University’s total number of campuses to 43.
MARYLAND
Anne Arundel Campus
Regina Spruill (BBA ’05) is a mortgage planner for First American Trust Mortgage Corp. in Columbia, Md.

Owings Mills Campus
Jamie Patterson (BSBA ’03) was promoted to project management team leader for Benchworks in Worton, Md.

Prince George’s Campus
Dayne Beckford (MSIS ’04) was named chief information officer for the sheriff’s office in Flagler County, Fla.

Tina Silas (AABA ’99, BSBA ’03) is the publisher of Epiphany Books in Maryland. She is also the author of Broken Miracles, a book of poetry published by Epiphany this year.

NORTH CAROLINA
Cary Campus
Daniel Roberts (MSIS ’05) is an information management officer for the U.S. Army in Fort Jackson, S.C.

Tonya N. Sneed (MBA ’05) is an outreach counselor for the Educational Opportunity Center at Piedmont Community College in Roxboro, N.C.

North Charlotte Campus
Shawn Downs (BSCN ’05) was recently hired as an IT manager for Toshiba Business Solutions in Charlotte, N.C. Downs is also the founder of Carolina Memorial Honor Guard, a network of bagpipers and buglers who play at honor and memorial ceremonies for military and law enforcement personnel.

South Charlotte Campus
Dawne Hardy (MBA ’05) was promoted to senior financial director for the YMCA in Charlotte, N.C.

STRAYER UNIVERSITY ONLINE
Wednesday Ellis (MBA candidate) is a relationship banker for BB&T Bank.

Edward Frank (MBA ’06) is a contract specialist for the Department of Veterans Affairs.

Jason Klein (BSCN ’03, MSMS ’06) is a systems engineer for BAE Systems in McLean, Va.

Gregory Gleghorn (BSIT ’05) is an implementation engineer III for MultiMax in Indianapolis, Ind. He recently earned a master’s degree in network communications and management.

Harold Martin (AADT ’05, BSDT candidate) was promoted to software developer for Northrup Grumman.

Gregg Neal (BSCN ’02) is an information technology specialist for the Department of Defense.

Nalin P. Patel (MSAC ’04, MBA ’06) is a contract data technician for Defense Finance and Accounting Service in Columbus, Ohio.

India Swango (BBA ’06) is senior principle and owner of Lifetime Clients LLC in Virginia Beach, Va. The business helps companies stay connected to their clients through personalized, hand-signed greeting cards.

VIRGINIA
Alexandria Campus
Maria Lam (AAGS ’01) was promoted to lead recruiter for IMC Inc. in Reston, Va.

Yufeng Kang (BSCS ’05) is a software developer for Nutech Computer Technology Inc.

Chesterfield Campus
Julie Childrey (AABA candidate) was promoted to director of plans, programs and budget for the Department of Defense’s Defense Commissary Agency.

Karen Zalewski (AABA ’04, MBA ’06) was promoted to senior consultant for Booz Allen Hamilton.

Henrico Campus
Isha Reed (BBA ’05) is a medical management specialist for Erie Insurance.

 Loudoun Campus
Michael Hambleton (BSCS ’97) is a systems engineer for IBM.

Newport News Campus
Kaukana Patterson (BSAC ’05, MBA candidate) is a manager for Walgreens in Newport News, Va.

Woodbridge Campus
Mark Broughton (MSBA ’99) is a systems analyst for the Department of Homeland Security.

Beverles Jenkins-Edwards (BSAC ’05) is president and owner of Hot Wings on the Run/BJ’s International Catering, which caters a variety of American and international cuisines, as well as selling hot sauce and other products online.

WASHINGTON, D.C.
Takoma Park Campus
Desiree Harris (BSBA ’04, MBA candidate) was promoted to contracting officer for the U.S. Department of Agriculture.

Washington Campus
Brigette Carrington (BSBA ’04) recently started a new job as an intelligence secretary with the Central Intelligence Agency. Carrington also runs her own business support services company.

Kenneth Stephens (BSCS ’04, MBA ’06) was promoted to configuration management manager for Computer Sciences Corp. in Washington, D.C.

Kismet May (BSBA ’00) opened Rhythm and Rhyme, a youth fitness and arts center in Manassas, Va. The facility offers classes in reading, ceramics, basketball, indoor skateboarding and other areas.

Fredericksburg Campus
Sharon Sobieszczyk (MSBA ’98) was appointed executive director for the Green Bay Symphony Orchestra in Green Bay, Wis.

ARE YOU ON THE MOVE?
Please email scholar@strayer.edu and tell us what you have accomplished lately. Thank you for contributing. Strayer University reserves the right to edit all materials used in Scholar.
We fit your life.

Strayer University is a GoArmyEd school.

We know the difference a degree can make in your military career, and how difficult it can be to earn that degree with your schedule. That's why we designed our programs to be more flexible and more convenient.

You can attend classes online and on campus, on weeknights and weekends. Our quarter system allows you to complete your education in less time than other universities. And your military experiences and education will be carefully assessed for college credit, which could mean earning your degree even more quickly.

What's more, with your military benefit, our new scholarship covers 100% of the undergraduate tuition* for active duty military students. And graduate students can qualify for a scholarship that covers a majority of tuition.

See how Strayer University will fit your life. Visit us at http://GoArmy.StrayerUniversity.edu or call 1.888.4.STRAYER.

* Limit two courses per quarter.

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