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### **Grand Canyon University Aggressively Recruits Healthcare Students** *School reaches out to make prospects aware of available capacity*

PHOENIX (July 19, 2007) – In light of heightened news coverage of capacity issues for nursing students at the state universities, Grand Canyon University (GCU) is taking an aggressive stance to recruit prospective students and showcase its ability to meet the demand – by simply stating “NO WAITING LIST!” in a bold advertising campaign throughout the Valley.

The University has invested in a short-term, high frequency advertising campaign consisting of radio, outdoor, transit shelters, direct mail and on-campus informational sessions to promote availability of classes in nursing and health sciences programs for the fall semester.

“Students who are interested in pursuing a healthcare career shouldn’t have to wait to start caring – which is exactly the theme of this campaign. As fall enrollment deadlines approach we want prospective students to realize that there are options beyond the state universities – and that there is plenty of room in our programs,” said Fran Roberts, vice president of the College of Nursing and Health Sciences at GCU.

“To put it simply, we have the capacity, and we can meet the demand.”

GCU has a highly regarded nursing program, focusing on pre- and post-licensing, with a major focus on continuing education. The University offers fast-track nursing programs and an expanded curriculum in health sciences to serve prospective students interested in pre-med, pre-vet, pre-pharmacy and allied health professions including medical technology and radiation therapy.

Student advisors are readily accessible to work with prospects to ensure they have the adequate pre-course work completed, and that any and all financial assistance options are researched.

GCU has established partnerships with local, regional, and national healthcare institutions to place its students in the workforce while obtaining their clinical and didactic education. Partnerships include St. Joseph's Hospital and Medical Center, Banner Healthcare, Abrazo, Scottsdale Healthcare, Carondelet Health Network, the Hospital Council of Southern Arizona, AMN Healthcare and others.

More information about the recruitment efforts and upcoming information sessions in July and August is available at [www.gcu.edu/nowait](http://www.gcu.edu/nowait) or by calling 888.226.7320.

### **About Grand Canyon University**

Founded in 1949, Grand Canyon University is a one of Arizona's leading higher learning institutions and one of the nation's fastest-growing. Based in Phoenix, the regionally accredited, private, non-denominational Christian university offers online and campus-based bachelor's and master's degree programs through the Ken Blanchard College of Business, College of Education, College of Nursing and Health Sciences, and College of Humanities and Social Sciences. The school was recently ranked as having the top online education program by OEDb (Online Education Database). With a total enrollment of approximately 13,000 students, GCU emphasizes individual attention for both traditional undergraduate students as well as the working professional. For more information, please visit [www.gcu.edu](http://www.gcu.edu).

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