

Q: Why university?

A: Franklin Pierce is becoming a university because in practice we are already functioning as a small university. A university traditionally offers a scope and breadth of programming not necessarily provided by a college. At Franklin Pierce, the term “university” describes the entire educational institution consisting of the College at Rindge and the College of Graduate and Professional Studies.

1. **We have broadened our education.** We now serve 1,700 traditional students at our undergraduate College at Rindge. We enroll more than 2,500 adult students at five locations and online through our College of Graduate and Professional Studies. In 2008, we plan to open a campus for Graduate and Professional Studies in Goodyear, Arizona.
2. **We have deepened our education.** The College at Rindge undertook a rigorous review to strengthen its curriculum and now offers 23 undergraduate majors. We have master’s degrees in business, education, and technology. This fall, we will add a master’s degree in Sports Facilities Management. We also offer a nationally-accredited Doctor of Physical Therapy and a Doctor of Arts in Leadership.
3. **We have grown in international reach.** We have added *Pierce in Vienna* to our signature *Walk in Europe* program. We also provide a forest ecology program in Costa Rica, an archaeological field study in Ireland, and other international experiences in partnership with Arcadia University. We are currently exploring opportunities in London and Athens. Franklin Pierce also offers the only American MBA in partnership with a Ukrainian university.
4. **Our academic institutes have become thriving centers of study** where students and faculty blend theory with relevant practice. The Monadnock Institute of Nature, Place and Culture completed a successful anthology project last year and is working on a second compilation. The New England Center for Civic Life conducted the Rindge 2020 study and organized a series of Business and Ethics forums with CNN’s Myron Kandel. The Fitzwater Center continues to attract journalists and political leaders of national renown to campus. The Franklin Pierce / WBZ poll has quickly become a highly-regarded and quoted source of political insight.
5. **We have earned new credibility and a reputation for excellence.** Our undergraduate population at Rindge is stronger than it has ever been. Rindge faculty have earned four New Hampshire professor of the year awards. Our athletic teams have gained national attention. Baseball, in particular, has seen 14 Ravens selected in the Major League Draft since 2001, a total topped only by Boston College among New England institutions. Our graduate-level programs are attracting attention and students from around the country. City officials in Goodyear, Arizona selected Franklin Pierce as one of only three institutions that fit their strategic vision to offer high-quality programs to adult students there.

Q: Why now?

A: The time has come to anchor our public identity in the reality of our achievements. Higher education has become extremely competitive and research has shown that the name “university” better communicates our quality, breadth of programs and growing international reach. Franklin Pierce can now proudly demonstrate to prospective students, donors and others that it offers all the advantages of a small college with all the opportunities of a university.