

## COVID-19 Communications Guide

This document is intended to help Brandman University enrollment coaches with talking points to support prospective student conversations regarding situation changes due to COVID-19.

### Online Leader

While other institutions are struggling to bring programs online during this time, Brandman has been a leader in online education for over 20 years.

- We were founded to support working adults and we strive to ensure our programs are flexible enough to fit your schedules and priorities regardless of the circumstances.
- Online is not new for Brandman during the challenges of COVID-19.
  - Unlike other schools, our classes are already designed for this.
  - We get that your schedule isn't consistent right now and our programs are geared to flex to your needs.
- Our online support system and learning experience is extensive.
  - We have Facebook groups that you can join to stay connected with your peers, faculty and advisors.
  - Our classes offer discussion boards for built-in peer and faculty interaction and feedback.
- There are many innovative, nontraditional degree paths at Brandman – let's talk through your options and find the best fit for you.

### Changes to Enrollment

In response to other university closures, we are now accepting unofficial transcripts for enrolling students.

### Current Challenges

Although life may feel chaotic, taking control of your education means taking control of your future – and that's something you can focus on and feel good about right now.

- Having something to focus on has been helpful to many Brandman students.
  - So much is unpredictable right now, your education is something you can control.
  - This could be an opportune moment to invest in your education so you are prepared and well positioned to set yourself apart in the market when the economy turns around.
- Be your own advocate for your education, career and future.
- Competency-based education (CBE) is more important than ever in this time because of the flexibility and tuition cost savings it offers.
  - Are you interested in earning a self-paced degree?
  - Have you heard about our MyPath learning option?
- Brandman is fully operational and students have had no disruptions.

### Culture of Support

Brandman University offers a "Culture of Support." This means that even if you're learning online, you're never alone in your journey. We are here to help you every step of the way. You have a "Coach in your corner."

- You have a "Coach in your corner"
  - Your coaches and mentors get to know you and your challenges.
  - They support you from application to graduation.
  - Advising, One Stop, Tutors, Faculty, Enrollment, Military Services, Career Services, ADA support all helping thousands of students virtually.