

Approved GCU Copy

General Online Program Copy

<http://www.gcu.edu/Academics/Online-Degree-Programs.php>

General GCU Copy

<http://www.gcu.edu/About-Us/About-Grand-Canyon-University.php>

Approved GCU Descriptions:

25 Words:

Founded in 1949, Grand Canyon University is a private, Christian university that offers more than 160 academic programs and more than 100 bachelor's, master's and doctoral online degrees.

50 Words:

Founded in 1949, Grand Canyon University is a private, Christian university with more than 160 academic programs and more than 100 bachelor's, master's and doctoral online degrees within a dynamic learning environment for both traditional students and working professionals. Our classes involve engaging interaction with classmates and individual attention from faculty who care about student success.

100 Words:

Founded in 1949, Grand Canyon University is a private, Christian university with more than 160 academic programs and more than 100 bachelor's, master's and doctoral online degrees within a dynamic learning environment for both traditional students and working professionals. Our classes involve engaging interaction with classmates and individual attention from faculty who care about student success. GCU offers degree programs in a variety of

fields such as education, nursing, computer science, IT and engineering.

100+ Words:

Since 1949, Grand Canyon University has been helping students find their purpose and achieve their potential by preparing them to pursue their chosen career, advance in their current career or re-career into a different field. As a Christian university, GCU also encourages students to find their purpose in Christ, with an emphasis on applying Christian values and ethics to their studies and workplace. GCU offers online and campus-based degree programs within a dynamic learning environment for both traditional students and working professionals. Our classes involve engaging interaction with classmates and individual attention from faculty who care about student success. GCU is also experiencing an exciting time of campus expansion, including brand-new residence halls, a student recreation center, campus eateries, classroom buildings for STEM learning and more. The main attraction is the 7,000-seat GCU Arena—home to our men's and women's basketball teams and host for other events, such as concerts and world-renowned Christian speakers. For more information, visit [gcu.edu](http://www.gcu.edu).

Religious Affiliation

Interdenominational (*Replace all copy that states nondenominational with interdenominational*).

College Specific Copy

Colangelo College of Business

Founded on the belief that the entrepreneurial dream is an engine that drives innovation forward in a global marketplace, the Colangelo College of Business educates and develops values driven business leaders. Our graduates exemplify the principles of servant leadership and entrepreneurship. With a depth of program offerings, GCU's strong Christian identity informs the education you receive, integrating our Christian values within the business curriculum. Our programs serve a diverse set of aspiring business professionals, leaders and executives. The business schools ACBSP accreditation reinforces our commitment to teaching excellence and student learning outcomes. **See more:** <http://www.gcu.edu/Colangelo-College-of-Business.php>

College of Doctoral Studies

In an increasingly competitive and evolving market, the demand for greater knowledge is ever growing. By earning your doctoral degree at Grand Canyon University you may be able to take your career to the next level. GCU offers a variety of doctoral degree specializations for learners with diverse interests and goals. At GCU, we have created a unique doctoral experience that connects learners with faculty in a vibrant community that offers an accelerated opportunity for scholar-practitioners to complete a purposeful doctoral journey. **See more:** <http://www.gcu.edu/College-of-Doctoral-Studies.php>

College of Education

Whether your passion is teaching in classrooms or affecting change at the school or district levels, you'll thrive as a 21st century educator through Grand Canyon University's campus-based and online education degrees. You can choose from dozens of bachelor's and master's degree options designed to help you succeed in our diverse, demanding classrooms and district offices. Perhaps your goal is to earn a teaching degree online or on campus in early childhood education, elementary education, special education or English as a second language (TESOL); or advance into leadership roles, where a variety of master's degrees in arts, science and education can help you influence and change lives. You'll explore learning, developmental and critical thinking practices as you immediately apply student-driven learning concepts and integrate advanced technology into your classroom. Or you can study curricula, budgets, teaching strategies, policy and leadership with an online Master of Education degree that includes several available emphases to fit your interests. **See more:** <http://www.gcu.edu/College-of-Education.php>

College of Fine Arts and Production

Master the arts and nurture your creative flair with the College of Fine Arts and Production's programs in theatre, dance, music, digital film and digital design. You can experience the thrill of the stage during our critically acclaimed music, theatre or dance performances or bask in the splendor of your production and writing efforts. Our collaborative,

cross-disciplinary approach, small class sizes and seasoned faculty make GCU the ideal place for you to learn, rehearse and perform.

See more:

<http://www.gcu.edu/College-of-Fine-Arts-and-Production.php>

College of Humanities and Social Sciences

With a spotlight on intellectual creativity and innovation for the 21st century, the College of Humanities and Social Sciences at GCU provides a job focused education. It blends the study of traditional humanities in a modern context. Through academic inquiry and beyond the box thinking, the college advances our society and its accomplishments. Students here are challenged to address the problems of tomorrow, as they gain tangible skills and become deep critical thinkers who have a broad background in humanities. The college has the central vision to create lifelong learners and evolving thinkers in an increasingly complex global environment. It promotes interdisciplinary study and research, and supports the university's general education requirements. Home to a thriving counseling and psychology department, the college offers a variety of programs in these disciplines, alongside a broad array of online, evening and traditional programs that range from criminal justice to history and English literature. Aligning with GCU's Christian worldview, the college provides an education that is informed by spirituality and our focus on Christian values.

See more:

<http://www.gcu.edu/College-of-Humanities-and-Social-Sciences.php>

College of Nursing and Health Care Professions

The College of Nursing and Health Care Professions has been providing an outstanding health care education for over 30 years. The College prides itself on the ability to create degree programs based on the demand for highly qualified health care professionals. Set in an environment that provides extensive hands on training, the College of Nursing and Health Care Professions provides quality nursing and health care simulations and an outstanding human dissection and anatomy program. **See more:** <http://www.gcu.edu/College-of-Nursing-and-Health-Care-Professions.php>

College of Science, Engineering & Technology

With the STEM professions in high demand, the College of Science, Engineering and Technology is geared toward the competitive workforce of the 21st century. It delivers an education that embraces our Christian worldview and instills creativity, compassion and character. The strongest candidates for the workforce or graduate school possess these significant differentiators alongside excellence in content knowledge and skill. In a continuously evolving field that drives our economy forward and redefines the modern day, a dynamic world awaits. The STEM curriculum is built upon the collaborative efforts of academics and industry partners. Through extensive hands-on activities and project-based learning, we provide an outlet for innovation, cross-disciplinary exposure and the development of essential workplace skills. Internships are available in all of the STEM disciplines. **See more:**

<http://www.gcu.edu/College-of-Science-Engineering-and-Technology-.php>

Military & International

International Students

Grand Canyon University has a vibrant and growing international student population which currently includes over 3,500 students that come from over 50 countries with foreign credentials. Our international student population includes those studying online who have foreign credentials and are living in the United States, those studying online and living in another country, and those attending our ground campus on a student visa.

See more:

<http://www.gcu.edu/Admissions/International-Students.php>
and
<http://www.gcu.edu/Admissions/Students-with-Foreign-Credentials.php>

Military Students

In an era of smart weapons, the U.S. Armed forces are more sophisticated than ever before. As a result, demand for well-educated personnel is greater than ever. To answer this demand, GCU offers a robust and relevant education designed specifically for military professionals. Through our academically challenging, values-based curriculum we prepare learners to become global citizens, critical thinkers, effective communicators and responsible leaders. Whether you're looking to accelerate your career in the military or transition into the public sector, earning your degree from a leading military university - Grand Canyon University - can give you the competitive edge you're looking for. **See more:**

<http://www.gcu.edu/Admissions/Military-Students.php>

Disclosure & Accreditation Requirements

Required Disclosure link:

<http://www.gcu.edu/degree-programs/ppc>

Required Accreditation link:

<http://degree.gcu.edu/nursing/international/lp-one.php>

Required Nursing Accreditation and links:

- Earlier Graduation - Our 4 credit classes allow you to complete your nursing degree in less time.
- Degree Variety - GCU offers bachelors and masters degrees, as well as post-masters certificates. We offer high-demand programs such as RN to BSN, and MSN's with multiple emphases.
- Accredited - The College of Nursing and Health Care Professions offers programs accredited by the Commission on Collegiate Nursing Education (CCNE)¹ and approved by the Arizona State Board of Nursing.
- Learn From Leaders - At Grand Canyon University, classes are taught by industry leaders and subject matter experts

If the Above Copy is used, the following information/links must also be present:

- ¹The baccalaureate degree in nursing and master's degree in nursing at Grand Canyon University are accredited by the [Commission on Collegiate Nursing Education](http://www.ccn.edu/).
- GCU's College of Nursing and Health Care Professions is also approved by the Arizona State Board of Nursing.
- ²Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Registered

Nurses, on the Internet at <http://www.bls.gov/ooh/healthcare/registered-nurses.htm>

Please be sure GCU's Disclosure & Accreditation links are present on all forms. If a PDF version is needed, contact your GCU representative.

TCPA & LeadID Requirements

1. All marketing creative must disclose the following conditions: consumer contact information is submitted to GCU, reference the telephone number(s) that will be contacted as a result of creative submission, a telephone call(s) may be initiated using an automated telephone dialing system, the purpose of the call(s) and the fact that consenting to this method of contact is not required to attend GCU or receive services from GCU.
2. This notice must be clearly visible and not in smaller font type or hidden on the page.
3. This disclosure must be included immediately above or below the submit button on Web forms or signature line on Paper forms.

Required TCPA Information *See Page 11 of MSA 2015 for Requirements*

Example TCPA Language for GCU:

"By checking the box and submitting this form, you give Grand Canyon University your consent to use automated technology to call, text, and e-mail you at the information above, including your wireless number if provided, regarding educational services. Please note that you are not required to provide this

consent to receive services from us.”

Required LeadID Information:

Grand Canyon University has always had a key focus on seeking the highest quality leads for its inquiry program. Because of our continued focus on quality, Grand Canyon University has partnered with LeadID to enhance lead quality and certify all leads as they are sent for processing. Grand Canyon University is requesting that its lead selling partners use LeadID to help continue our drive for quality leads. LeadID allows lead sellers to prove that they're selling quality leads, and lead buyers to know what they're buying. LeadID is free and easy to implement, and your proprietary information will always be protected. Contact GCU@leadid.com to get started.

GCU Brand Standards

See GCU Branding and Logos 2015 Guidelines or click the link below:

<http://www.gcu.edu/GCU-Brand-Standards.php>

Videos

GCU Commercial

<http://www.youtube.com/watch?v=txJABgZdEfM&list=TLiy9kMdJ3PJ9cCIWxSCc1PH8819XmJ8q6>

General GCU

<http://www.youtube.com/watch?v=6KwyzSgls6Q&list=PLC37BE03B007BB744&index=4>

Athletics - Basketball

<https://www.youtube.com/watch?v=ouZgm4mnOQ4>

Athletics - In Review

<https://www.youtube.com/watch?v=IQzqNF4Zzho>

GCU Enrollment Process

<http://www.youtube.com/watch?v=8xA3Mj2QZAY>

College of Education Online Learning

<http://www.youtube.com/watch?v=2A4MENQOgkI&list=PLC37BE03B007BB744&index=32>

College of Doctoral Studies

<http://www.youtube.com/watch?v=AHslyEbM86o&list=PLC37BE03B007BB744>

College of Theology

http://www.youtube.com/watch?feature=player_embedded&v=OpVFUeSRMOI

Colangelo College of Business

<https://www.youtube.com/watch?v=YZxIsZnZvOU>

College of Nursing and Health Care Professions

<http://www.youtube.com/watch?v=IjLS5QZ4HeE&list=PLC37BE03B007BB744&index=28>

Military Focus

<http://www.youtube.com/watch?v=QX2igwkqv8>