



PAU Annual Report

2011-2012:



A Year of Lengthening Strides as a Full-fledged University

We made great progress on many fronts in 2011-2012, our third year operating as Palo Alto University (PAU).

It was a year during which we launched new degree programs in new locations, both locally and abroad; experienced growth in both the number and quality of incoming students; set records in measured student satisfaction; invested in our facilities and library; created five new faculty positions; formed an Alumni Association; and garnered numerous awards and accolades for our distinction as a university. It was also a year during which we took stock in our overarching purpose to “Improve Lives.”

Of special note was PAU’s announcement at the beginning of the year of its Tuition Stabilization Program, whereby first year students have their tuition fixed for the entire time they are at PAU pursuing the degree which they begin here. The announcement of the program was picked up by hundreds of media outlets, including The Wall Street Journal’s MarketWatch, CBS Marketwatch, Yahoo! Finance, and International Business Times. Indeed, PAU was a pioneer among all institutions of higher education in the nation, many of whom have since announced tuition stabilization programs of one kind or another.



PAU establishes Masters in Mental Health Counseling program in Beijing, China.

New degree programs in new locations –

Putting ourselves in the mix of universities with international branch campuses, PAU launched a Masters in Mental Health Counseling (MHC) program in Beijing, China with 17 first year students! The program uses a hybrid approach of online and in-classroom instruction and dialogue. Much closer to home, we launched a Masters in Marriage and Family Therapy (MFT) program in Santa Cruz County in the beginning of the year, and added a second cohort of MFT students at the Gronowski Center this summer. We also initiated the hybrid approach of online and in-classroom instruction and dialogue at the undergraduate level, in concert with the rapidly expanded use of online media for college course work at schools such as Stanford, Harvard and MIT.



Growth in enrollment on many levels –

At the Bachelors level, we grew from 111 students in 2010-11 to 168 students in 2011-12. PAU is just beginning to fill an unmet need in the California higher education marketplace – to provide community college students, who disproportionately come from underprivileged backgrounds and/or are first-generation college students, the opportunity to earn a Bachelors degree with guaranteed course registration in just two years after receiving their Associates degree. Typically, these same students would otherwise need to take up to three years to finish their coursework at a Cal. State or UC because these schools do not guarantee course registration.

The contingent of students at PAU holding foreign visas grew from 30 in 2010-11 to 40 in 2011-12, representing 25 different countries and indicative of the rising prominence of PAU worldwide. Another indication of the rising prominence of PAU was in the quality of the admitted PhD cohort, the first ever with a mean GRE score over 1200 and the highest percentage of minority students ever: 42%. Not only did PAU set these records, but we had to cut-off admissions in April for this cohort that will begin classes in Fall '12!



Record highs in student satisfaction –

We had the highest “Overall Satisfaction” scores this past year among our doctoral students ever since we began measuring student satisfaction 20 years ago for PhD candidates and 10 years ago for PsyD candidates. Many factors were at play, not the least of which was the announcement of PAU’s Tuition Stabilization Program. Other factors contributing to the record highs in student satisfaction were improvements in student life through the formation of student organizations each for Latino, Asian Pacific American and Veteran students, as well as the formation of a Student Life Improvement Committee that was armed with \$50,000 in PAU funding to effect changes during the coming year.



Investments in facilities and library –

We created six high-tech classrooms with Smart Boards, built functional workspaces for doctoral research groups, and with funding from the Omar Seddiqui Library Fund, gained new access to an array of outstanding research databases that provide indexing, abstract and full text access to over 10,000 academic, business and medical journals. We also gained access to an APA database of therapy demonstration videos featuring how therapists spontaneously employ different approaches and techniques in practice.

Five new faculty positions –

With the hiring of faculty into five new positions, we were able to deepen PAU emphases in children and adolescent, LGBTQ related, social, and forensic psychologies. By remaining true as a university devoted to education and research that is anchored in psychology, while expanding the number of degree programs and student enrollment within that focus, we are able to bring depth to the many areas of emphasis within psychology and behavioral science that neither smaller professional schools nor “any study” universities are able to provide.

A showering of awards –

PAU received a number of prestigious awards during the year, starting with the American Psychology Association (APA) award for Innovative Practices in Graduate Education in Psychology. The award was based on the revision of our curriculum to include an emphasis on Diversity and Community Mental Health.

Other APA awards were given to individual PAU faculty, ranging from Joyce Chu, an assistant professor who was honored with an Early Career Award in Diversity, to Phil Zimbardo, who was chosen to receive the APA’s Gold Medal Award for Life Achievement in the Science of Psychology. In addition to these faculty, Stanley Sue was named a 2011 recipient of the Elizabeth Hurlock Beckman Trust Award, recognizing 15 distinguished professors from around the United States who have inspired their students to make a difference in their communities.

And accolades –

Beyond formal awards, PAU received accolades in the two advisory reports by the site visit teams that came to PAU during the Spring for APA re-accreditation purposes. The PhD site visit team wrote, “The core faculty of 24 have excellent credentials and are dedicated to the program. . .The attraction of outstanding new faculty at the senior level is notable. . .There is a sufficient number of faculty to meet the needs of the students. . .The investment in several sub-emphases is building a unique niche for the program which bodes well for the future.”

The PsyD visit team wrote, “Students were very complimentary of their faculty’s knowledge and dedication and appreciated their diverse backgrounds and expertise. . .In particular, students consistently indicated that both PAU and Stanford faculty were equally accessible and engaged in their training and served as role models for their future career aspirations.”



Two other highlights during 2011-12 –

PAU created an annual Tribute Award Dinner event to honor people who exemplify leadership that changes and improves lives. The first annual Tribute Dinner honored Dr. Allen Calvin, not only for his vision and leadership during the past 27 years as President of PAU – during which he transformed a graduate school into a full-fledged university with renowned faculty – but also for his leadership in civil rights, politics, business, and as a Dean and Professor before coming to PAU. Over 350 people attended the event, which was a festive evening at the Hyatt Regency/SFO. As further tribute to Dr. Calvin, the Allen Calvin Undergraduate Scholarship Fund was announced and initial funding of \$33,000 was raised (see photo). Additional contributions will be welcomed.

Another highlight was PAU’s hosting of the 2012 Western Psychological Association (WPA) Conference, also held at the Hyatt Regency/SFO. 2,400 people attended - the largest number in recent years. Representing all 15 states that comprise WPA, the attendees experienced several PAU faculty chairing various sessions and many PAU faculty and student poster presentations throughout the course of the conference.

Taking stock in PAU’s purpose: “Improving Lives” –

With the lengthening strides made during the past year as a “full-fledged university,” we began taking stock of the University’s purpose to “Improve Lives.” PAU does this on many levels.

- Over 1,000 PAU/PGSP alumni are practicing clinical psychologists, helping individuals and families through times of stress, depression and anxiety. Other PAU alumni are applying the principles of psychology for the benefit of people in business and those served by community and government agencies.
- The University itself provides clinical assessment and psychotherapy to clients, regardless of their ability to pay, at the Gronowski Center.
- PAU students provide over 80,000 hours per year of in-kind clinical services with the VA and more than 60 community agencies.
- Through PAU’s pioneering approach to provide the junior and senior year portion of bachelor degree programs on community college campuses, PAU

is fulfilling an unmet need in California higher education for a student population that disproportionately comes from economically disadvantaged backgrounds, often being the first in their families to graduate from college, by guaranteeing registration for required courses (which compares very favorably to California’s public universities).

- Underlying these tangible examples of PAU improving lives, PAU faculty are ranked among the top 25 schools/universities for research productivity out of 166 American Psychological Association accredited clinical psychology Ph.D. programs. During the past year alone, PAU’s 30 core faculty had 5 books and 92 articles published, made 29 formal presentations outside of PAU and performed research on 58 different projects.

In an era of increased emphasis on math and science in educational institutions throughout the country, PAU’s teaching and research anchored in psychology is modeling for higher education the balance between humanity and technology in the human equation for improving lives.

Financial Overview

Fiscal year 2011-12 reflected a substantial increase in enrollment and related Revenues and Expenses. Revenues totaling \$21.6M (after discounts) were up 11.3% from 2010-2011. Expenses totaling \$19.5M were up 16.7% from 2010-2011. Contribution to Net Assets for the 2011-2012 year was \$2.1M. The numbers presented are based on pre-audited, year-end operating income and expenses.

To learn more. . .

Would you like to know more about what PAU does in teaching and research? Check out the Palo Alto University (PAU) website at www.paloaltou.edu, where you can go to the very upper right hand corner of the home page, search on a topic of interest to you and quickly see related publications, upcoming lectures, backgrounds of PAU faculty who are teaching and researching on that particular topic, etc. You can enter a field of emphasis within psychology, e.g. “forensic psychology” or “child psychology”, or you can enter a general topic, such as “genocide,” “terrorism,” or “domestic violence.”

Thank You To Our Donors!

We wish to acknowledge the 94 individual, corporate and foundation supporters whose charitable contributions received between August 1, 2011 and July 31, 2012 helped fund scholarships, fellowships, new program initiatives and other facets of PAU's capacity for improving lives through education, research and community service. Because PAU is revenue-neutral in its current operations, the annual contributions listed below represent a true investment in PAU's ongoing ability to improve lives.

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(L) Names with an (L) refer to donors who have created a legacy gift out of their estate, through a bequest in their will, or by other means.