



Keystone College

Fall 2017

Guidance Counselor Newsletter

BELIEVE. BELONG. BECOME.

New Building in Progress to feature Starbucks & Steak n' Shake

Keystone College has announced a major development plan which will dramatically improve the quality of life for the college community and for residents of Factoryville, La Plume, and other surrounding municipalities.

a **bank**, still to be determined.

The businesses will be open to the local community, and Keystone students, faculty, staff. The complex is expected to open by the **summer of 2018**.

The college will develop a new commercial building complex on two parcels of land along College Avenue which currently serves as a parking lot. The complex, located directly across from the college's signature row of Victorian homes, will enhance the gateway to the campus, which is also being redeveloped thanks to a previously announced PennDOT streetscape grant.

The new development will house commercial tenants, including the region's first **Steak n' Shake** national franchise restaurant; a **Starbucks** coffee shop; the relocation of Keystone's **Follett Campus Shop**, and a **health and fitness center** and

"This new building project will be a wonderful addition to our campus and will enhance the college experience for our students by providing some great new dining and fitness options"

*-Keystone College President
David L. Coppola, Ph.D.*

"However, we want to emphasize that this project is also meant to serve and benefit our friends and neighbors in Factoryville, La Plume, and other local communities, without whom it would not be possible."

#ComeSeeKC

Encourage your students to visit our 276-acre campus!

www.keystone.edu/visit

• Open Houses

Feb 24
March 24
April 21

• Visit Days

Dec 9
Jan 15
Jan 27
Feb 19
March 17

• Daily Tours

Monday—Friday
11am & 1pm



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Online MBA program added to graduate offerings

Keystone College continues to expand its selection of master's degree programs with the introduction of an online [Master of Business Administration](#) (MBA) degree.

The 36-credit-hour-program, which is offered completely online, enables students to acquire the skills they need to advance their business careers. The Keystone MBA will be of particular benefit to students who have obtained undergraduate degrees in areas such as business administration, economics, finance and accounting. However, students who have obtained degrees in other majors are also welcome to apply. The Keystone MBA emphasizes analytical frameworks such as risk assessments, cost-benefit analyses, and strategic planning that can be applied to a variety business situations.

Statistics show the need for MBA graduates will continue to grow in a variety of fields, including health care, technology, and government. The United States Department of Labor cites the following employment projections for the state of Pennsylvania through the year 2024:

- Jobs in operations management are expected to grow by 7.7 percent.
- Jobs in administrative service management are expected to grow by 6.8 percent.
- Jobs in financial management are expected to grow by 5.1 percent.
- Jobs in personal financial management are expected to grow 27.2 percent.
- Companies such as Apple, IBM, Procter & Gamble, and Amazon continue to hire MBA graduates from business schools throughout the nation.



The MBA program is the fourth graduate program to be introduced at Keystone. The College also offers master's level programs in Accountancy, Early Childhood Education Leadership, and Sport Leadership and Management.

Graduate tuition discounts are available to alumni, employees of TMG Health, Inc., and anyone whose employer provides tuition reimbursement or deferment arrangements. With the 10% tuition discount, these students can receive their master's degree from Keystone in only about one year's time and at less of a cost.

Applications are currently being accepted for classes beginning in January, 2018. For more information, contact Sarah Louzon, Keystone College Office of Admissions, (570) 945-8126; sarah.louzon@keystone.edu; or visit www.keystone.edu/mba.



Generation Z: Our newest and most driven students

Excerpt from “Millennials Speak Their Minds,” *Happenings Magazine*, Oct 2017

Jennifer Sekol, Director of Admissions explained that majors in the sciences were most popular with this year’s incoming class. “This generation likes hands-on and experiential learning. Business majors continue to be popular as well, because today’s college students are highly entrepreneurial and many want to start or own their own business one day.”

This generation wants work that is meaningful, she said. They have great concern and compassion for social issues because they see everything as it happens– the problems and tragedies of the world are highly visible to them.

Because they grew up through recession, terrorism and other strife, which all played out in front of them on social media, they are more cautious and careful than past generations and less likely to take risks. Millennials (early 20s and over) were more dreamers and Generation Z (born after 2001) is more realistic in their goals.

Keystone students are very concerned with the cost and value of higher education, she said. “They also want to feel connected to others and have strong relationships with peers and with instructors and mentors. They are open minded and have diverse social circles, so it is important the college environment be open minded and diverse.

Sekol explains, “Because we are aware they value financial security and have concerns over student loan debt, we established the Keystone Commitment Loan Repayment Assistance Program, which is our pledge to help pay back their student loans if they earn less than \$40,000 after graduating from Keystone with a bachelor’s degree.”



Keystone College

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BELIEVE. BELONG. BECOME.

New Keystone Visit Award

\$500

for students who visit campus
during senior year



Starbucks & Steak n' Shake
in new campus building
- coming Summer 2018 -