

RIVIER UNIVERSITY—A NEW NAME FOR A TRANSFORMATIVE INSTITUTION

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Office of Marketing & Communications, Rivier College



This is a transformative time for Rivier as it officially becomes Rivier University on July 1, 2012—the newest American Catholic university. With this change to university status, Rivier will offer additional opportunities for global engagement and new academic program development, while retaining its strong Catholic heritage, academic quality and dedication to its mission of ‘transforming hearts and minds to serve the world.’

Rivier University enrolls a total of 2,300 students in traditional undergraduate programs, adult professional studies programs and graduate and doctoral programs at its campus in Nashua, N.H. and online.

Rivier has the breadth and quality of academic offerings typically found at a university, including the first doctorate in education in the state of New Hampshire, programs offered completely online, and more than 60 graduate programs and certifications. Two new M.Ed. programs in special education will be added this fall, one with a specialization in autism and the other with a specialization in ESOL—two areas where there is a significant need in the community. Rivier will also launch two new doctoral programs in the fall of 2013—a Psy.D. in Counseling Psychology and in School Psychology.

Today's global environment has presented the need for American institutions of higher education to reach audiences around the world, and institutions such as Rivier have faced the challenge of branding themselves in a way that accurately translates to foreign audiences. In these countries where Rivier hopes to continue attracting students, a post-secondary institution would rarely be called college. The term ‘college’ means ‘high school’ in many of these countries. The presence of the founding Sisters of the Presentation of Mary in 20 countries around the world will provide additional opportunities for global engagement.

“In order for Rivier to engage in a global environment, our name must reflect that of a post-secondary institution of higher education to an international audience,” says Sister Paula Marie Buley, IHM, Rivier's president. “The move to Rivier University will broaden the institution's profile beyond its Nashua campus, offering students an opportunity to learn on a global level.”

Rivier has recently created the position of Associate Vice President of Global Engagement, which will be responsible for managing agreements with international universities and creating international service experiences, study abroad opportunities and internships. With this increased emphasis, opportunities for global engagement and academic experiences will expand. Global initiatives are a vital component of the University's strategic plan. The University will offer two new bachelor's degrees in global studies and transnational security beginning this fall.

The Rivier University name will be reflected on the website (www.rivier.edu) and in communication channels to alumni, current students, prospective students, families and friends of the University. The process of rolling out the University's new brand and identity will continue throughout the summer and fall months. Rivier University will put in place a program for purposeful reuse of

existing Rivier College materials such as stationery, notepads, pens and other promotional items through donations to area community groups.

Rivier University will continue to offer ready access to faculty and small class sizes and will remain true to its reputation of an academic community with a strong Catholic identity, focused on student leadership and academic distinction. ■

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