

JOHN F. KENNEDY UNIVERSITY:

Category

Holistic Healing/Education

Summary

JFK University is a private, non-profit educational institution based in Pleasant Hill, California. JFKU offers undergraduate, graduate and doctoral studies in psychology, law management, liberal arts, holistic studies and museum studies. In 2009, JFKU became affiliated with National University System, a national conglomerate of educational institutions.

Numbers

<i>Founded</i>	<i>1964</i>
<i>Students</i>	<i>1600</i>
<i>Full-time</i>	<i>20%</i>
<i>Female</i>	<i>80%</i>
<i>Male</i>	<i>20%</i>
<i>Staff/Faculty</i>	<i>60FT / 700PT</i>
<i>Revenue (2010)</i>	<i>\$26.5M</i>
<i>Expenses (2010)</i>	<i>\$25.2M</i>
<i>Campus</i>	<i>Pleasant Hill, CA</i>
<i>CEO/President</i>	<i>Dr. Steven Stargardter</i>

Mission

“Our mission is to provide access to high-quality, innovative undergraduate, graduate, and doctoral educational opportunities that integrate theory and life experience we inspire personal, professional and academic growth and advance the well-being of our diverse local and global communities this mission is built upon our core values of accessibility, quality and innovation, transformative growth, diversity and global world view”

History

John F. Kennedy University was founded in 1964 and opened with 50 students with the mission of providing learning opportunities to adult learners who “despite a full range of life responsibilities, are determined to earn the benefits of advanced education to improve their future”.

In 1977 the Graduate School of Holistic Studies was founded to “prepare students to work professionally for positive change in the world, based on their own direct experiences of personal growth and transformation.” By 1998 27% of the student body were enrolled in the Graduate School of Holistic Studies.

Since the incorporation of JFKU into the National University System, the programs offered under the School of Holistic Studies have been subsumed into the College of Graduate and Professional Studies, along with courses in Management, Sports Psychology and Arts & Consciousness.

Programming

The College of Graduate and Professional Studies at JFK University is comprised of several areas of study including:

Consciousness and Transformative Studies

“Consciousness & Transformative Studies offers a multifaceted approach to the exploration of consciousness, particularly in relation to vocation, mentorship, sustainability and new paradigm thinking. This holistic curriculum integrates five major fields of study—psychology, philosophy, spirituality, deep ecology, sustainability and new science.”

Counseling Psychology and Counseling Psychology - Holistic

"The Master of Arts in Counseling Psychology – Holistic degree program builds on the foundation of counseling theory and practice to add a holistic perspective that integrates body, mind, spirit, and culture into the curriculum. The curriculum for this degree meets the educational requirements for the California Marriage and Family Therapist (MFT) License."

Holistic Health Education

"The Holistic Health Education program reflects a cutting-edge understanding of theory and practice in health education from a holistic perspective, integrating body, mind, spirit, and community with a focus on promoting wellness. The Holistic Health Education program strives to develop a cadre of health educators who promote and embody a holistic vision of health both professionally and personally, acting from the highest values."

Integral Studies

"The programs that comprise Integral Studies at John F. Kennedy University are designed to prepare individuals as agents of change in their communities by integrating inner truth and external realities. Students are taught to examine issues of today's complex world by drawing upon and combining diverse perspectives to obtain a true understanding of their nature and to be able develop effective approaches and responses."

Tuition

Masters programs typically require a student to complete between 50-70 units during their studies, costing \$615/unit.

MA: \$33K-\$43K

Various **Certificate Programs** are available in most programs and cost from between **\$10K-\$16K**.

Contact

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Conclusion

Despite the inclusion of JFKU into the National University System and the inclusion of the holistic and integral studies programs into the broader stream of Graduate Professional Studies, the programs appear to be alive and well, still garnering respect from students and accreditation boards alike. However, it must be noted that the Chancellor of the National University System is now effectively has the last word in decisions regarding JFKU operations. His compensation is also closely tied (54% in 2010) to revenue growth of the overall program. Whether this represents a potential compromise of principals for the Holistic Studies program is unclear at this point.

It should also be noted that JFKU appears to have unusually high overhead costs (37%) when compared to similar institutions (15%). The same is true of their compensation/total expenses ratio which was 67% in 2009, compared to an average of 35% at other educational institutions.

The acceptance rate for the Holistic Studies program is also high: 85%. As is the overall acceptance rate: 65%.

Further questions need to be asked regarding how the affiliation with NUS has affected their overall mission effectiveness and what influence NUS has over programming and partnerships.