



## FOR IMMEDIATE RELEASE

**Contact:**

Melissa Balsan  
(224) 293-5990  
mbalsan@ctuonline.edu

### **Colorado Technical University's MBA Program Wins WCET Outstanding Work (WOW) Award for intellipath™ Adaptive Learning Technology**

*Program Recognized for Innovation that Improves Student Success through Customized Learning Plans*

**Colorado Springs, Colo. (Oct 6, 2014)** – [Colorado Technical University](#) (CTU) today announced it has received a 2014 WCET Outstanding Work (WOW) award for its **intellipath™** adaptive learning technology from the [WICHE Cooperative for Educational Technologies](#) (WCET), a leading national organization devoted to advancing excellence in technology-enhanced higher education. CTU's **intellipath** creates a tailored learning experience for each student through the use of adaptive technology.

Each year, WCET presents its WOW award to colleges, universities and organizations that are implementing exceptionally creative, technology-based solutions to contemporary challenges in higher education. Members of the WOW awards committee selected CTU as one of five recipients based on the university's creative use of technology and positive impact on student success.

"Colorado Technical University's application of a custom adaptive learning platform, paired with knowledgeable facilitators to promote student success through advanced preparation for MBA students, stood out to the WOW award committee for its innovative and efficient use of resources and technology," said Mollie McGill, interim co-executive director of WCET. "CTU is an institution to watch as a true leader in adaptive learning."

Beyond learning from CTU's faculty, who bring a wide range of experiences to the classroom, students have an opportunity to capitalize from CTU's innovative program delivery. In the past year, hundreds of students in CTU's online Master of Business Administration (MBA) program have benefitted from the introduction of **intellipath** into their coursework.

"Receiving the 2014 WOW award from WICHE Cooperative for Educational Technologies reinforces that CTU has remained at the forefront of an evolving educational landscape," said Connie Johnson, Chief Academic Officer and Provost at CTU. "When it comes to education, we know students are looking for innovative and efficient programs, so our coursework features cutting-edge technologies like **intellipath** that give students what they need to be successful in the classroom and in their careers."

CTU's **intellipath** technology is both assessment- and facilitator-driven and is designed to recognize what students already know and anticipate what they're ready to learn. It then tailors course materials accordingly so students can move quickly through content they've already mastered and have more opportunities to learn something new. As a result, there is sustained learning rather than short-term memorization, which builds a foundation for student success both in the classroom and beyond.

“With the **intellipath** technology, our MBA program is one of the most technologically advanced online programs in the industry,” said Gail Whitaker, University Dean of CTU’s College of Business and Management. “Everything we do revolves around strengthening our leadership role in the higher education space, and we’re constantly looking for new and innovative ways to grow and serve our students.”

#### **About Colorado Technical University’s MBA program**

Ranked one of the top-ten online Master of Business Administration (MBA) programs in the world by CEO Magazine, a publication of the International Graduate Forum, in 2012, Colorado Technical University strives to provide a real-world education and deliver a quality program. CTU designed its MBA program with the assistance of business leaders and subject-matter experts who understand business today. The result is an MBA degree that may be able to offer you lasting value. CTU offers twelve concentrations for the MBA, allowing students to focus their degrees. For more information visit: [www.coloradotech.edu/MBA](http://www.coloradotech.edu/MBA) .

#### **About Colorado Technical University**

Founded in 1965, Colorado Technical University (CTU) provides higher education to connect students to what matters most in reaching their professional goals. CTU offers more than 100 undergraduate and graduate programs taught by real-world faculty members who enrich the curriculum with their industry experience and prepare students for today’s challenges and the hard-hitting problems of tomorrow. CTU’s personalized, online learning system allows students to control what, where, when and how they learn. Students can also learn and connect on campuses in multiple cities. With the help of faculty, industry professionals and more than 70,000 alumni, CTU students can also grow a powerful professional network to use their entire career. For more information, please visit [www.coloradotech.edu](http://www.coloradotech.edu).