

THOUGHT  
LEADERSHIP



## The Institutes Help College and University Students Succeed

By Anita Z. Bourke, CPCU, AINS  
Executive Vice President



The Institutes

Proven Knowledge. Powerful Results.®

# The Institutes Help College and University Students Succeed



**Anita Z. Bourke, CPCU, AINS, is executive vice president for The Institutes in Malvern, Pennsylvania. The Institutes are the leader in delivering proven knowledge solutions that drive powerful business results for the risk management and property-casualty insurance industry. Ms. Bourke leads and contributes to the product development process while maintaining a visible presence within the insurance industry. She can be reached at [bourke@TheInstitutes.org](mailto:bourke@TheInstitutes.org).**

The Institutes assist colleges and universities by helping to prepare their students for a successful career in risk management and insurance. Through The Institutes' custom publishing capabilities, college and university professors can take advantage of our more than 100 years of risk management and property-casualty knowledge by customizing respected Institutes content to meet their specific course needs. Professors can select from The Institutes' catalog of course materials that cover a wide range of functional areas.

Custom publishing offers professors the following benefits:

- Increases their ability to meet the specific knowledge needs of their students using customized material
- Provides a custom text for their courses with The Institutes' unrivaled technical, practical content in an efficient and cost-effective manner
- Provides their students with technical knowledge recognized and esteemed by the risk management and property-casualty insurance industry, which gives students a positive start to a career

For example, Professor Lee Colquitt of Auburn University chose six assignments from the CPCU program for a commercial coverage class, while Professor Kathleen McNichol of La Salle University devised her own twelve-chapter risk management textbook using content drawn from assignments from the Associate in Risk Management (ARM) program. St. Joseph's University uses custom texts from The Institutes on risk management, commercial coverages, and agency operations and sales management.

"I contacted The Institutes rather late in the fall semester to see whether they could create an affordable textbook for me to use during the upcoming spring semester," said Kevin Eastman, PhD, professor at Georgia Southern University. "The Institutes provided me with immediate feedback and created a textbook that covered the material I specifically selected. Not only is the textbook ready for my spring classes, but it's also nicely designed and, most importantly, it is affordable for my students."

Connor Harrison, CPCU, director of custom products at The Institutes, assists college and university professors in finding solutions that best meet their needs. "Our entire catalog is available for professors to select the specific content they need for a custom text," he said. "Printing a custom textbook can be produced as easily as printing a traditional textbook. Our print-on-demand capabilities allow us to produce custom publishing in-house at minimal cost. As a result, the student gets a customized book that looks like it was created just for him or her."

A customized textbook can be created in about four hours. The Institutes' most popular customized textbooks are CPCU 551 and 552 (a combination of the two textbooks into one custom textbook), and a customized risk management textbook (combines content from ARM 54, 55, and 56).

College and university professors make the majority of requests for custom publishing. Harrison works with professors to determine their needs, and then school bookstores place orders through The Institutes' Customer Service Department. Custom textbooks are not returnable but can be reused by the college or university. In some cases, students can purchase custom textbooks directly from The Institutes, eliminating additional fees from their school's bookstore.

The Institutes also provide custom course guides to accompany custom textbooks, as well as custom products for online delivery.

“We are providing more than just custom textbooks,” said Harrison. “What we really are providing is custom learning solutions.”

In addition to custom textbooks, The Institutes offer The President’s CPCU Scholarship. In 2009, The Institutes created the scholarship in 2009 to help eligible college and university students gain a competitive advantage in a tight labor market and continues to award a maximum of 100 scholarships per year. The scholarship covers the costs of CPCU textbooks, course guides, SMART Study Aids (which include flash cards and Review Notes), and exams.

The President’s CPCU Scholarship will enhance students’ credentials to help them obtain their ideal position right out of college. Scholarship applicants must be full-time students majoring in insurance, risk management, or finance and have a cumulative grade point average of 3.3 or higher, and be nominated by their college president or dean. Applicants must meet current Institutes matriculation requirements and complete the program within three years. No more than two recipients per college or university are eligible to receive the scholarship each year.

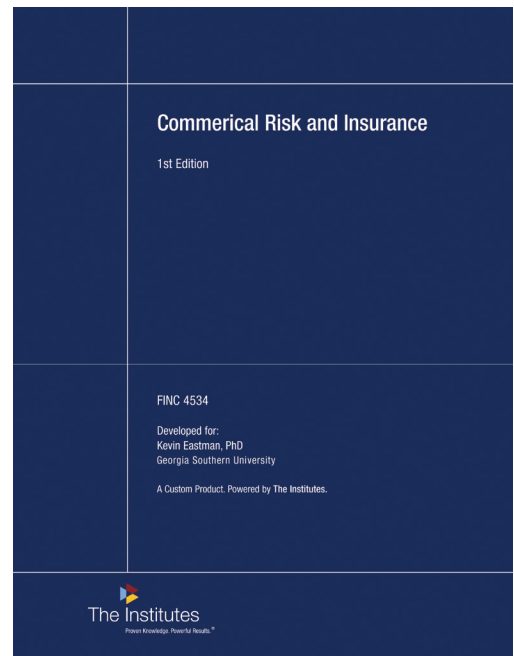
The CPCU designation is the industry’s premier credential; however, The Institutes also offer a variety of other certificate and designation programs to provide the best education for students. Our knowledge solutions allow students to work toward a respected industry credential while pursuing a college degree.

The combination of an undergraduate or a graduate degree with a certificate and designation from The Institutes helps set students apart in a highly competitive job market. Courses from The Institutes’ programs can be readily incorporated into existing college curricula. We also provide complementary instructor support materials to help professors prepare their students to take our exams, which can be delivered on college campuses.

College and university professors can be assured that our content meets rigorous standards for higher education. Most of our courses carry college credit recommendations from the American Council on Education (ACE). Some of our more popular ACE-reviewed programs include:

- Accredited Adviser in Insurance (AAI®)
- Associate in Claims (AIC)
- Associate in Commercial Underwriting (AU)
- Associate in General Insurance (AINS®)
- Associate in Reinsurance (ARe)
- Associate in Risk Management (ARM)
- Chartered Property Casualty Underwriter (CPCU®)

The Institutes are proud to provide these services to colleges and universities, and to be a part of their students’ success.



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