

# University Meets Extreme Learning Challenge

(NAPSA)—It can take some unconventional thinking to meet “extreme” challenges—and that’s what one education institution has done.

The university is helping people who live “extreme” lives to earn an education through the convenience of online university courses.

Jones International University, Ltd. (JIU), the first fully online, accredited university, and Monster, a leading online global careers site, created the “Extreme Learning Challenge,” a contest for people with extreme lives to vie for a full college scholarship to Jones International University.

Contest entries ran the gamut from firefighters and Tibetan River guides to stay-at-home parents and entrepreneurs. Two grand prize scholarships were awarded to Charles Armatys, a high-altitude mountain guide, and Sandra Jackson, co-founder of a non-profit health awareness organization and three-time cancer survivor.

The “extreme” winners were each awarded a scholarship to JIU valued at \$18,000. Armatys will earn his MBA between his scheduled mountain expeditions in 2003 and Jackson will complete her bachelor’s degree from home while continuing to run her non-profit organization.

After receiving a number of entries from individuals detailing the extreme nature of their everyday lives, JIU commissioned a nationwide survey, conducted by RoperASW, to determine public perception of an “extreme life.” Survey findings indicated 31 percent of all respondents consider an extreme life to mean, “I can’t get all I want done in a day,” while 30 percent equate an extreme life with adventure.

Sixty percent of respondents consider their lives “somewhat” or “very” extreme; 56 percent indi-



**People who live an extreme lifestyle are finding it easier to get an education by studying online.**

cated the Internet makes their lives easier; and 57 percent said they would be “very” or “somewhat” likely to fit online education into their extreme lives.

“The contest was designed for people whose extreme lifestyles, in whatever form, make it difficult to attend traditional institutions,” said Dr. Pamela Pease, president of JIU. “With the accessibility of the Internet today, our students are able to complete their classes when it is convenient for them.”

“Many of our students work in the evening after their children have gone to bed and others work during their lunch breaks,” continued Pease. “Online learning is the best avenue for people who are adventurous or who don’t have enough hours in a day to make time for classes at a traditional academic institution.”

Overwhelmed by the response and the extreme stories, JIU Chancellor Glenn R. Jones decided to award each person who entered the “Extreme Learning Challenge” with one free JIU course, valued at up to \$925.

For more information about fitting online education into your extreme life, contact Jones International University at 800-811-5663 or visit [www.jonesinternational.edu](http://www.jonesinternational.edu).