



Centaur University

Customer Service Excellence

Personalized to You



Reinvention with Students at the Center

Valued Prospective Students,
Parents, and Grandparents,

Since our founding in 1865, Centaur University has had one central mission—to transform the lives of our students. But as time marched on in pursuit of that mission, we found ourselves steeped in crisis. By the year 2020 only half of our students graduated after six years, and more and more students were dropping out after their freshman and sophomore years. Our campus was stuck in the dark ages: paper forms, outdated systems—even our one-stop shop was confusing. Students were under unprecedented levels of financial and emotional stress, and, like most universities, we were ill-equipped to make a difference in their lives.

We've come a long way since those difficult days. What's changed? In 2022 we made a radical move and merged with the customer service company, Zappos. Many thought this was a highly unusual pairing at first, but Centaur University already had partnered with Zappos to provide bachelor's degrees to its frontline workers. If we could give Zappos workers a college education, what could they teach us about the power of seamless customer service?

Three things drive our distinctive experience:

- A proprietary data engine that anticipates students' needs and curates their experiences
- Selfless customer service delivered by staff empowered to solve problems and make a difference
- Our No-Stop Shop™: a fully integrated learning platform connecting academic, wellness, and career goals

The result is a community of students who can focus on deep learning and big dreams. For the past three years we've placed first in the Annual Gallup-Purdue Index Rankings for student engagement and alumni satisfaction. I hope you and your family will join us to forge a path to personal and career actualization together.

Laura Jones
President,
Centaur University



An EAB
Alternative
Future

The Power of the No-Stop Shop™

Here's What Happens When We Combine Deeply Personalized Data with Our Dedicated Staff



Ernest Custodio

“ I had so many friends from my high school who told me they felt completely out of place in college. At Centaur, finding a meaningful social network was effortless. I not only found friends with similar passions and interests, but I also connected with faculty and alumni who have continued to guide and mentor me far beyond graduation day.”

“ With an anxiety disorder, I never thought I would be able to successfully manage the demands of college. I not only received holistic wellness support at Centaur, but they often knew I was struggling before I did. They continually reminded me that I was up for the challenge and made sure I was matched to the right tools and services for success.”

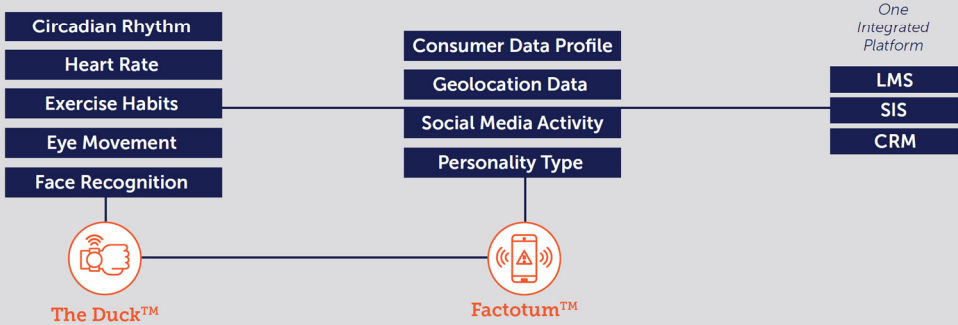


Josephine Miller

Meet the Brain

Our Data Engine Understands the Whole You

We believe that the whole point of technology is to help us become better humans. Through our wearable Tracker (the Duck) and app (Factotum), we receive vital information about your needs and desires, which we use to tailor your experience at Centaur so that you can focus on the reason you're here: academic and personal growth.



Meet the Heart

Our Student Care Representatives Provide Unparalleled Support

Our staff is the most important resource in our commitment and service to you. All staff members are empowered to transform Centaur U into your optimal environment for living and learning.

Service at Centaur U is grounded in four core values that inspire staff to go above and beyond:

- **Emotional connection**—every student has a story, and we want to know yours
- **Authenticity**—never scripted or transactional, we create opportunities to anticipate your needs and surpass your expectations
- **Anyone, anywhere**—continuous development ensures every staff member is cross-trained on all major student service functions and equipped to solve problems on the spot
- **Seamlessness**—a culture of teamwork and empathy drives our “no hand-off” rule: faculty and staff will never refer you to someone else to solve a problem without providing continuity of support, so you never fall through the cracks



Faculty who are thought leaders and thought partners

- Impact hours, not office hours, incentivize faculty to mentor you when, where, and how it matters most
- Faculty use dashboards from the Brain to follow learning progress in and across classes to make sure you're not only staying on track but also meeting your goals
- Immersive research, service, and metaphoric experiences alongside faculty experts enable deep, transformational learning



Weekly one-on-one sessions with your personal success coach guide you in realizing your full potential

- Monitors your mental health and wellness and sense of belonging on campus
- Maps your academic and nonacademic journey based on your interests, hobbies, side gigs, and career goals
- Guides you over personal hurdles, connecting you to any support services you need

Student Support That's **Personalized...and Personal** (That's the Brain and Heart Working Together)



A Better Way to Pay—Tuition Insurance De-Risks Your Educational Investment

- For every \$100 of government debt you sign for, we will contribute 25% to a loan-loss reserve, managed by a nonprofit third party
- Optimized financial aid packages with one-time FAFSA completion and proactive text messages to collect additional information



Automatic Course Schedules Synced to Your Unique Circadian Rhythm

- Intelligent course sequencing optimized to your sleep needs and the time of day you learn best
- Accounts for prerequisites, corequisites, and special electives so you never miss a beat



Auto-Populated Blockchain Portfolio Prepares You for Job Search Success

- Automatically builds and updates with all your courses and experiences as you progress
- Aligns with industry standards and prioritizes information according to job descriptions
- Enables you to access your accomplishments anytime, anywhere, and send to employers with ease



The No-Stop Shop—Organizing Your Life, Prioritizing Your Learning

Your embedded, voice-activated personal assistant allows you to receive support anytime, anywhere

- Make a tuition payment or resolve a bursar hold
- Prompt the meal delivery drone when you are busy studying or your blood sugar is low
- Receive suggestions and automatic reminders for classes, assignments, exams, work, and extracurricular activities



Course Materials Curated to Your Motivation Profile, Delivered Straight to You

- All your materials tailored to your preferred reading method—eBooks, audio books, or paper
- Purchased all at once or timed to your syllabus
- Includes a package of campus experts, key influencers, YouTube videos, and podcasts to engage with for each of your courses



Mindfulness Break Alerts—Even Before You Know You Need Them

- Wellness dashboard—heart rate, exercise, and sleep data let us know when you're stressed before you do
- Motivation dashboard—tracked eye movements and facial expressions map when you are engaged, frustrated, confused, or zoned out from concepts in the classroom
- Smart scheduling creates a study plan and suggests support services based on your data



Smart Facilities Anticipate and Optimize Living-Learning Environments

- All building climate controls (e.g., lighting, temperature) are voice-activated and automatically adjust throughout the day
 - » Climate-optimized sleep pods maximize privacy and block out technology to improve the quality of your rest
- Maintenance requests are automatically initiated when needed (e.g., new light bulb, broken AC)
- Robo Assistants (RAs) enhance residence security, deliver packages and necessities, and provide cleaning and laundry service



Real Networking, Not Coincidental Run-Ins on the Quad

Social media, LinkedIn, and consumer data inform curated networking experiences with the peers, faculty, and alumni best suited to help you grow

- Extracurricular recommendations tailored to your interests make it easy to join others with similar passions and hobbies
- Inter-class residential communities and faculty colocation enrich your social network
- Personalized introductions that intentionally diversify your network and broaden your horizons

