

My parents left no room for discussion. Each of their seven children would go to college. As the eldest, I was the first of my siblings – and the generations that preceded us – to enter college. That may not seem like such a big deal for many, but it was for me.

The problem was that none of us had a clue about how to pick a college. I ended up attending one an hour's drive away because one of my friends planned to go there. He picked it because his brother had gone there. It wasn't until I went on for a master degree that I found a university that offered the educational challenge I was looking for.

People choose an institution of higher education for all kinds of reasons: reputation, programs, location, cost, family ties, convenience. For each of these reasons, there are plenty of good schools out there, maybe too many.

Very often, you can't really tell if a school is right for you until you investigate further, request a brochure, visit the campus, scratch beneath the surface.

In that regard, Embry-Riddle is luckier than many other universities.

When most people scratch Embry-Riddle's surface, they're delighted by the things they learn. One is the incredible bond we have with the aerospace industry. Companies come to us first. The exhibitor lists for our career expos are a who's who of aerospace and technology employers.

Another is our selection of challenging degree programs. You'd expect to find aeronautical science and aerospace engineering, but did you know we also offer the likes of applied meteorology, business administration, communication, engineering physics, global security and intelligence, human factors psychology, safety science, and software engineering?

A third is our faculty. Rather than going into the classroom immediately after getting their own education, many embarked first on successful careers in industry. Their teaching is informed not only by textbook knowledge, but by actual experience solving real problems and by their contacts in industry.

In this issue, you'll find a 16-page pullout section, *This Is Embry-Riddle*, with these and other good reasons for choosing Embry-Riddle. If you know any young women and men who are looking at colleges, I invite you to pass it along. Give them a chance to make the best choice.

Robert Ross
Editor

