

Subject: STORY: The "My Path" shift: Why thousands of adults are trading classrooms for tablet degrees to escape student debt

To: CBS News Education & National Assignment Desks

Why Cover This: As national student loan debt reaches unprecedented heights, thousands of working adults are bypassing traditional, high-cost university programs for a disruptive model called competency based education. Brandman University is launching a massive acceleration of this trend with its new "My Path" program, allowing students to earn fully accredited bachelor's degrees entirely at their own pace via a tablet.

This is a highly visual, national trend story about the total unbundling of higher education. By measuring actual learning and mastery instead of rigid seat time in a lecture hall, "My Path" eliminates semesters, fixed schedules, and soaring tuition costs, giving non-traditional students a realistic, debt-free pipeline to career advancement.

Compelling Visuals and Interview Opportunities:

- **On Camera Executive Insight:** Joseph Cockrell, Chief Communications Officer, can detail how this customized technology model directly challenges the traditional multi-billion dollar university infrastructure to lower consumer costs.
- **Student Case Studies:** Access to working parents, full-time professionals, and adult learners who are actively completing coursework on their tablets during lunch breaks, commutes, and late-night hours.
- **Dynamic Technology B-Roll:** Clear broadcast visuals of the proprietary mobile learning interface, digital assessment tracking, and students bypassing conventional classroom boundaries.

The Background Context: National education metrics reveal that the fastest growing segment of higher education consists of the 35 million Americans who have some college credit but no degree. The "My Path" tablet program addresses this massive economic sector directly by removing the structural barriers of traditional scheduling and high fixed institutional overhead.