

Learn more at www.CVCU.us.



CHULA VISTA CHRISTIAN UNIVERSITY

**INNOVATIVE EDUCATION
FOR THE NEXT GENERATION**

Nonprofit ID for tax-deductible donations: 46-0899307

COME BUILD WITH US

- Local Campus Goal: \$5M
- Use of Funds for Tax-exempt Donations:
Three Avenues for Launching Leaders

1. CVCU Micro-campus Model

CVCU's micro-campus model is home to debt-free private education for the next generation. Come build with us as we develop the exterior marketplace components for the classrooms, coffee shop, and community. Learn more about the micro-campus buildout and financials on page 10-11.



2. Performing Arts Center

CVCU's performing arts center, The Marisa, will bring Kingdom-focused art to SouthBay, providing an encouraging environment for the development of talent as well as a protective, God-honoring space backstage and on stage for celebrating creativity in the performing arts. Learn more about The Marisa on page 12.

3. Escrow Account for CVCU Grads

As CVCU students graduate with 120 units of academic preparation, 100 hours of internship experience, and a network of professional contacts, CVCU endeavors to help fund their new ventures with an escrow account that serves as a campus lender for CVCU graduates. Your tax-exempt donation helps launch next generation leaders (**Tax ID: 46-0899307**).



MISSION

Personalized education that is changing a generation.

CVCU provides rigorous academic content in an accelerated, mentor-driven model.

Education is formation.

“These are the two most important questions any civilization must ask: Who’s teaching the children, and what are they being taught?”

- Plato, *The Republic*, c. 375 BC



CITY ENGAGEMENT

- Chula Vista is the 15th largest city in California, with almost 300,000 residents, only 30% of whom have a bachelor’s degree or higher. CVCU is the first four-year university to break ground in Chula Vista.



FAMILY INFLUENCE

- Through its academy and university model, CVCU is shifting the culture in families, teaching two generations at once. Luke 1:17 is being activated in our lifetime: The hearts of parents and children are being restored, reattached, healed. CVCU partners with parents to train up a generation of champions.



GENERATIONAL LEGACY

- CVCU is establishing a generational legacy that transmits the faith to a faithless culture, turning the tide on the most anxious, depressed, atheist generation in the history of our nation.

BE THE
CHANGE

CONFRONTING A BROKEN EDUCATION SYSTEM

America's modern education system is broken beyond repair. The dropout rate is soaring, critical thinking and problem-solving skills have plummeted, and student loan debt has reached \$1.8 trillion.

America's students need an innovative, effective methodology that will turn the tide of education for the next generation.



Ineffective Methodology

Today's traditional education systems are built on outmoded educational ideologies from the Industrial era. Instead, today's students need coaching to partner with their unique learner-driven method. CVCU professors teach in circles instead of rows, through dialogue instead of lecture. Our students serve in apprenticeships and internships that develop real-world problem solving skills.

Sweeping Secularization and Drop Out Rates

Today's traditional education systems teach more about socio-political agendas than academia: Students are being indoctrinated instead of educated. The environment at most state colleges is anti-faith and anti-family, and students find their traditional values undermined instead of supported. CVCU teaches academic rigor through the foundations of faith and family that gave our nation's early leaders the courageous vision they needed to shape culture. The large, cookie cutter models of traditional education create impersonalized systems that fail to train students to think, to reason, to hope. The average dropout rate in California's community college system is almost 70%. CVCU's personalized, mentor-based approach brings back the soul of education.

Crippling Debt

Today's college students—if they graduate college at all—are leaving college with exorbitant student loan debt. Private colleges in the state of California average \$40,000 a year for tuition, along with another \$11,000 a year for room and board. Through an innovative flattened hierarchical system, CVCU is able to charge 1/4 of the cost of traditional private schools, and CVCU students graduate totally debt-free.

THE CVCU SOLUTION: Three Points of Impact

America's youngest generation has the highest rate of anxiety, depression, and atheism in the history of our nation. A broken system and a lack of mentorship have left our nation's students struggling with attachment issues, biblical illiteracy, and identity confusion.

CVCU is built on community impact. Every major at CVCU requires a 100-hour internship that is intended to shape students in the culture and language of their field. Students are not bound by the "college bubble" that makes students in other institutions so difficult to assimilate into a corporate culture. They attend classes only two days a week and are required to be in the "real world" the rest of the week, being shaped, molded, equipped, developing resilience. We are not just training today's students. We are shaping tomorrow's workforce.

Our three-pillared approach is shifting the culture of education for the next generation.



MENTOR-DRIVEN

Luke 6:40 reminds us that the student will become like the teacher. Instead of hiring academic renegades, CVCU employs men and women who are academically qualified AND spiritually mature, people with a heart to mentor the next generation and help them develop intellectually, relationally, and spiritually.



FAITH-BASED

While most state universities (and many private ones as well) have lost their spiritual anchor, CVCU holds firmly to the foundations of a biblical worldview in all its academic disciplines. Students learn to reason and think critically about the real-world challenges facing the world and their industries, leaning on the unfailing, eternal truth of God's word.



DEBT-FREE

CVCU students attend class two days a week in our accelerated model, working in their industry and serving in the local church the other three days. Working diligently in this manner, they graduate debt-free and fully employable.





OUR MARKET & DEGREE FOCUS

The Dual-enrollment Advantage

CVCU's target students understand the power of our signature Socratic model and desire to learn through an educational process that requires self-discipline and intrinsic motivation. Because of their socio-academic success, their civic engagement, and their self-motivation, homeschooled students are our main target demographic at CVCU.

CVCU is training a generation to impact the modern marketplace, offering bachelors degrees in mechanical engineering, computer science, pre-medicine, entrepreneurship, psychology, political science, communication, and education. CVCU students begin in high school through our unique dual-enrollment format, graduating high school with at least half of their college degree completed.

CVCU also offers certifications and degree programs for adult students, equipping the saints for the work of the ministry in arenas like medical missions, pastoral care, and apologetics.

34 ACADEMIES AND COUNTING

CVCU EXPANSION TO DATE

ACADEMY SAMPLER:

CALIFORNIA - 1 UNIVERSITY // 19 ACADEMIES

ARIZONA - 1 ACADEMY

TEXAS - 1 ACADEMY

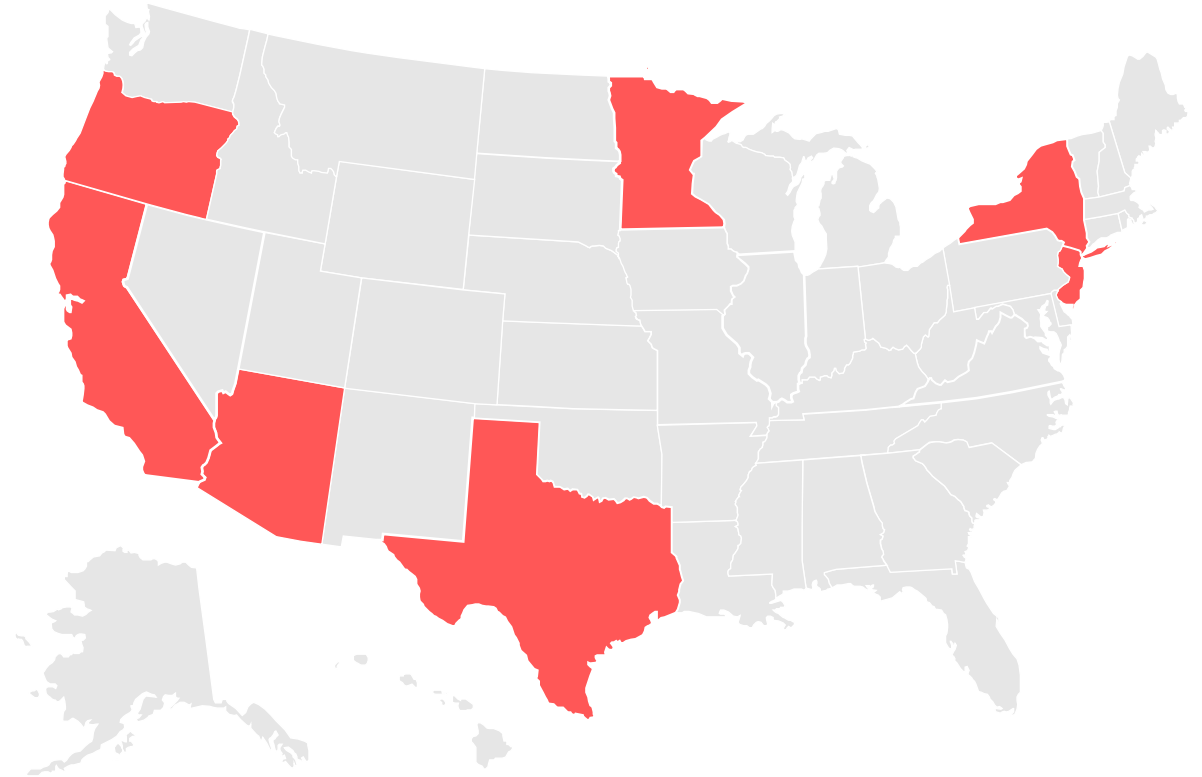
MINNESOTA - 1 ACADEMY

NEW YORK - 1 ACADEMY

OREGON: 1 ACADEMY

NEW JERSEY: 1 ACADEMY

Church-based homeschool academies established through CVCU
will be the focal point of our national micro-campus expansion.



MARKETING STRATEGIES

For the first time in two decades, the youngest generation is starting to trend conservative. They are looking for authenticity. Purpose. Meaning. The traditional, impersonalized, secular educational models of the past can't feed that hunger. A new breed of education is needed for a new era.

CVCU utilizes a variety of marketing strategies to reach the demographic of the homeschool and private school communities, targeting churches, charters, and private schools with email and social media campaigns. Additionally, Dr. Dunne's radio show and podcast advertise the model weekly with ongoing devotion to the topic of turning the tide of education for the next generation.

With the newest outreach, CVCU is reaching public school students for dual-enrollment opportunities, assessing the impact of part-time Christian education on the secular humanism formation rate currently surging through US public schools. There are 8,000 students in public high schools within 15 minutes of CVCU's campus, and students in those schools are currently being surveyed through Faith Club contacts to build a viable dual-enrollment program that provides them with Christian content in 3 critical General Education arenas: science, economics, and American history.



EMAIL CAMPAIGNS

- Over 20,000 recipients receive bi-monthly CVCU newsletters via email
- Open rate runs between 20 and 50%
- Emails announce upcoming events and classes



SOCIAL MEDIA

- 12,000 followers at @chulavistu
- 9,000 followers at @DrLisaDunne
- Regular posts on main and story (3-5 days a week)
- Reach across all generational divides and connect directly with followers via SimpleText



SPEAKING ENGAGEMENTS // RADIO & PODCASTS

- Radio show: Mindset Matters
- Podcast: The Communication Architect
- National and local conference speaking
- Offering camps, workshops, certifications, and conferences to promote the mission of CVCU

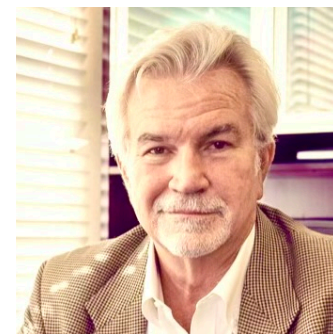
OUR TEAM

CVCU holds a stunning 1:5 average faculty/student ratio, giving students the opportunity for invaluable academic discipleship. Our team is made up of 32 physicians, entrepreneurs, lawyers, psychologists, business owners, and scientists who are practitioners in their field. Meet CVCU's dynamic, world-class faculty on the CVCU website at www.cvcu.us/team.

CVCU professors are selected not only for their academic acumen but also for their relational warmth and spiritual maturity. Professors are practitioners in their fields. They understand what it takes to build a company, to design a project, to implement scientific research, to assess and address real-world issues in the marketplace.



CVCU's president and founder is a fourth-generation educator who, after teaching at the college level for 20 years, saw the cumulative dysfunction of modern education and wanted to be part of the solution. She has founded 37 national homeschool academies, CVCU, and a community college model for dual-enrollment. Read more about her work at www.CVCU.us/president.



USE OF FUNDS AND COST BREAKDOWN

Socratic Classrooms & Library

Through a local donation, CVCU has purchased several container buildings that will facilitate training in general education as well as major specific academic disciplines. The engineering costs, landscaping, and general contracting estimates are described in this detailed budget.

Student-run Coffee Shop

Container coffee shops, like the one pictured here in the CVCU micro-campus design, will be part of the national micro-campus expansion. Entrepreneurship students will run the local CVCU coffee shop, which features Vital Life adaptogen coffees, Davidson’s organic teas, and vitamin waters.

General Contracting

Now that the buildings have been purchased in this phase, the next step will be funding the connections of sewer and electric as well as building out the landscaping as shown in the rendering.

LEGACY: Sponsor a project and get your family’s name on a CVCU building!

DETAILED BUDGET

Affordability Meets Style and Function

In keeping with its debt-free model of higher education, the CVCU team has designed an affordable model of solar-powered classrooms built to reflect the architecture of the Socratic classroom. Each expense is connected to an existing service provider, and with the whole project coming in at just over \$170K, CVCU is seeking investors who would like to be part of this multigenerational legacy. CVCU: College. Different. Learn more at CVCU.us.

Description	Quantity	Unit Price	Cost
Chula Vista City Filing Fee	1	\$3,000	\$3,000
Civil Engineer / Water & Sewer (tie-in)	1	\$15,000	\$15,000
Architect/Project Manager	1	\$15,000	\$15,000
ADU Solariums	2	\$6,000	\$12,000
ADU Coffee Shop	1	\$5,500	\$5,500
Two Story ADU Classroom Blocks	2	\$25,000	\$50,000
Single Story ADU Classrooms	2	\$10,000	\$20,000
Concrete Foundation for Footings	1	\$10,000	\$10,000
Solar Panels / Battery Backup	1	\$30,000	\$30,000
Classroom Furnishings	4	\$2,000	\$8,000
Landscaping	1	\$5,000	\$5,000
Total			\$173,500



FINANCIAL SUSTAINABILITY: How the Flattened Hierarchical Model Works



The Flattened Model of the Future

CVCU is built on a flattened hierarchical model that our founder was introduced to in her graduate studies on organizational leadership. She piloted and then witnessed the model's effectiveness in her affordably-priced homeschool academies. After years of practice, she built a system that stripped away all of the non-essential components of higher education, removing the "middle roles" that weigh down the budget and create exorbitant student loan debt for the next generation.

Essential vs. Non-essential Roles

The necessary core for institutional accreditation is a president, a chief academic officer, and a chief financial officer. Thus, CVCU is built on this threefold administrative infrastructure. Faculty are paid a similar rate to adjunct faculty at private universities, \$2000/class for a hybrid semester course of six students that meets in person once a week.

A Model of Affordability and Accessibility

Students work 20 hours a week and attend school two days per week. They take six courses at once for \$333 a credit unit (the same price our founder paid at University of Miami over 30 years ago). This equates to about \$1000 a month, \$250 a week, which students pay through their LMS portal. This makes private college accessible even for students who don't have access to parent or grandparent support. CVCU does not offer loans or accept government funding. CVCU does not co-parent or co-educate with the secular state.

Socratic Classroom and PAC Buildouts

CVCU is building a scalable micro-campus on land donated by a local church. The first four classroom buildings and coffee shop have been purchased debt-free, and now CVCU seeks to expand the exterior area for greater local community impact. Once that project is completed, CVCU will build a performing arts center on the adjacent donated land.



THE FUTURE

BUILD WITH US.

CVCU is currently building a scalable micro-campus on land donated by a local church. The first four classroom buildings and coffee shop have been purchased debt-free, and now CVCU seeks to expand the exterior area for greater local community impact.

Once that project is completed, CVCU will build a performing arts center, The Marisa, on the adjacent donated land. This building will house a mini lecture hall, three classrooms, a black box, a dance studio, a foyer event space, and a 500-seat auditorium.

CVCU's kingdom-focused arts center will bring God-glorifying art, ballet, operas, lectures, and productions to the city of Chula Vista. The Marisa will draw an entertainment-soaked generation to Kingdom-focused art that redeems the heart and restores the soul.



CVCU'S Performing Arts Center

The next phase of the CVCU campus buildout will be the addition of a brand new, 500-seat, state-of-the-art performing arts center, The Marisa.

FUTURE IMPACT

CVCU is poised for growth.

Launched to help combat the broken model of modern education, CVCU is a marketplace- focused, mentor-driven, faith-based university in Chula Vista, California.

We are dedicated to helping the next generation graduate debt-free with the real-life problem-solving skills they need to positively influence their industry.

CVCU's new micro-campus buildout will provide additional classroom space, labs, an Esports league, and a community coffee shop, all conveniently located next door to the Chula Vista Elite Athlete Training Center.

This scalable micro-campus model will be the foundation for our affordable, quick-build K to college models at churches across the US.

