

Private schools finding success in Henderson market *Higher education providers pouring in to serve growing community*

When there is an explosion of higher education institutions moving into a community, you can bet local business leaders are smiling all the way to the bank.

Within the past five years, eight higher education institutions have opened campuses in Henderson, Nev., (there are now 13 throughout the city) and the schools are reaping the benefits of the untapped market.

In addition to the area's unprecedented growth and the subsequent demand for nurses and teachers, the schools are benefiting because of the Las Vegas valley's maturing economy – which is calling for more highly-trained technical employees and professionals every year.

"A lot of people have a misconception about what Southern Nevada has to offer, just as many people used to have a misconception about Orange County," said Bob Cooper, manager of Henderson's Economic Development Division. "Thirty years ago, many people thought Orange County was strictly tourism driven and didn't offer much else. Thirty years later, there are a lot of people who wished they would have invested in Orange County. That's the situation we're in right now in Henderson."

Within the past five years, five new hospitals have opened to serve the booming Southern Nevada population. At the start of the 2003-04 school year, three new high schools opened in the valley – and more are on the way.

It's a sign that the Southern Nevada economy is no longer solely reliant upon the hospitality industry. And the private schools establishing themselves in Henderson are the first to be taking advantage.

"Along with low property tax rates and a friendly business environment, access to higher education will assure a high quality of life in Henderson and offer enormous opportunities to its citizens," said Dr. Jerry Lee, chancellor of the National University System, which recently expanded to Henderson. "Almost one in three of Henderson's citizens has some college education but has yet to earn a college degree. National University can put those degrees within reach for a large percentage of Henderson's adult population."

Over the past five years, the City of Henderson's Economic Development Division has aggressively targeted post secondary education providers. With a population that would make it the 14th largest city in the state of California – at 225,000 people, it is larger than such cities at Irvine and Modesto – the move is benefiting the entire Henderson economy.

"It's simple business," Cooper said. "A lack of competition and a great demand usually equals profits. It's a wide open

*"A lack of competition
and a great demand
usually equals profits.
It's a wide open
opportunity for people
who have some vision."*

- Bob Cooper

*Manager of Henderson's Economic
Development Division*

opportunity for people who have some vision."

Both private and public education providers are working to serve the need in Henderson.

In 2001, Nevada State College – the newest member of the Nevada System of Higher Education – was founded as a comprehensive liberal arts college offering baccalaureate degrees in 24 programs with an emphasis in education and nursing. The college, which is located on a 560-acre site in Henderson, was developed to help allow the University of Nevada, Las Vegas focus on evolving into a premier research institution.

"Nevada State College plays a crucial role in the state's higher educational system," said Henderson Mayor Jim Gibson, a key figure in helping the school become a reality. "It serves as a medium between the research-focused universities as well as the state's respected community college system.

Because of its emphasis on developing teachers and nurses, Nevada State has had an immediate impact on our community and will continue to have a positive impact for many years to come."

Gibson said the emergence of Henderson as a hub for higher educational providers – both private and public – is good for both residents and the economy.

"If you want to continue your education or if you want an employee to continue his or her education, chances are a quality institution in Henderson offers that class or degree," Gibson said. "We value education in Henderson and we are proud to be the new home to so many quality higher education providers."

And the higher education providers are happy to be here.

"We felt that Henderson was much more the type of a community that was more conducive to an educational institution," said Dr. Harry Rosenberg, president of the University of Southern Nevada.

Not only did Rosenberg feel that – he experienced it. In 2002, he founded the Nevada College of Pharmacy, the first pharmacy school in the state of Nevada. After enjoying immediate success, Rosenberg saw the potential Henderson offered. The school has since changed its name to the University of Southern Nevada and now offers programs in such areas as nursing, physician assistants and an MBA.

Other schools serving Henderson businesses and their employees include: Community College of Southern Nevada, Career Education Institute, DeVry University, ITT Technical Institute, International Academy of Design and Technology, Las Vegas College, Regis University, The Art Institute of Las Vegas, Touro University College of Osteopathic Medicine and the University of Phoenix.

The leaders of these institutes understand how important of a role they play in the success of the Henderson economy and its businesses.

"Education plays a key role in

**For more information on the City of
Henderson's Economic Development
Division, call (702) 267-1650.**

HENDERSON ECONOMIC NEWS REPORT

Fall 2004

CON'T – EDUCATION

broadening opportunities, increasing wealth, expanding community involvement and attracting business,” Dr. Lee said. “Educational institutions contribute to a community’s skilled workforce and the development of a core of qualified

development of a core of qualified professionals that are essential for successful and sustained growth.”

It’s this partnership – between the business community and the education community – that ensures Henderson economic success now and in decades to come.

And that’s something Henderson business leaders are banking on.

For more information on higher education institutions in Henderson or on economic development in Henderson, contact the City of Henderson’s Economic Development Division at 267-1650 or visit www.cityofhenderson.com.

For more information on the City of Henderson’s Economic Development Division, call (702) 267-1650.