



## **MEDIA RELEASE**

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## **Becker College and American Student Assistance® Establish the ASA Center for Digital Learning Models** *ASA® commits \$1M over the next four years*

**WORCESTER/LEICESTER, Mass. (September 18, 2019)** – Becker College announced a partnership with American Student Assistance® (ASA) to establish the ASA Center for Digital Learning Models at Becker, which was officially opened at a ceremony today. ASA will commit \$1M over the next four years for the new research center, which will advance knowledge and understanding around the use and efficacy of interactive media tools as a platform for young students to use for self-discovery and career exploration.

“We are pleased to receive this support from American Student Assistance, which is known for its dedication to helping young people discover their interests and pursue their own education and career paths,” said Becker College President Nancy P. Crimmin, Ed.D. “Becker’s global leadership in game design and interactive media will advance the work of the Center through the development of interactive media tools for self-discovery and career exploration.”

Jean Eddy, President and CEO of ASA, said: “ASA will work closely with Becker students and faculty over the next four years to conduct applied research, and to create a new learning environment for students using leading-edge digital tools. Kids’ interests shift in the blink of an eye, so we’re pulling together the ‘best and brightest’ to find innovative ways to connect with teens using the means and methods that are intuitive and fun for them.”

The goals of the ASA Center at Becker include: creating and evaluating digital learning tools to assist and educate young people on specific life goals; promoting thought leadership in the areas of career exploration and higher education preparedness; and pioneering significant advances in the digital learning tool space.

Alan Ritacco, dean of the School of Design & Technology, will oversee the work of students, faculty, and alumni in the ASA Center. “We are appreciative of ASA’s support and excited to partner with them to create the Center, which will help students discover their interest and propensity in a variety of career paths using digital technology.” The Center is located in the Colleen C. Barrett Center on the College’s Worcester Campus. Learn more at

<https://www.becker.edu/academic/clinics-centers-institutes/american-student-assistance-center/>

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**About Becker College:** Becker College is an undergraduate and graduate, career-focused private college, providing a supportive and inclusive learning community that prepares graduates for their first to last careers. Nearly 1,700 students from the United States and around the world live and learn on the College's Worcester and Leicester campuses. With nationally recognized programs in nursing, game design and animal studies, Becker has been consistently ranked as a "Best College" for undergraduate education by The Princeton Review and is recognized as a national and state College of Distinction.

**About American Student Assistance® (ASA):** [American Student Assistance](http://www.asa.org)® (ASA) is a national nonprofit committed to helping kids know themselves, know their options, and make informed choices to achieve their education and career goals. ASA® has a 60-year legacy of working directly with students to increase their access to higher education through loans and financial education. ASA has turned its experience into impactful solutions for kids in middle, high school, and beyond to help them pursue their dreams. To learn more about ASA, visit [www.asa.org/about-us](http://www.asa.org/about-us)