



The Career College Information Source

# The Private Career College Information Source

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## FEATURES & REPORTS Section 1

### Success Stories From Schools Across North America

### Winning Ideas & Best Practices in School Operations:

- Admissions Sales Techniques
- Marketing Approaches That Work
- New Curriculum Developments
- Instructional Management Approaches
- Corporate School Management
- Student Retention

### Emerging Trends That Will Impact Private Career Colleges



Including:  
Private Career College Accrediting Agencies & Trade Associations

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## NEWS & ADS DIGEST Section 2

### Current News Stories & Features

- School Profiles
- Education & Career Trends
- Advertising & Marketing
- Corporate School News & Reports
- Litigation & Investigations
- Education Politics & Policy
- Personnel Appointments & Promotions
- New Campus Locations
- New Programs
- Finance & Investment

### Research & Demographic Findings

### National Survey of Display Ads & Advertorials

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