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Feature Stories:



A National Dialogue: Commission on the Future of Higher Education *with Margaret Spellings*

The Secretary of Education finally turns the Department's attention to postsecondary education with the creation of a National Commission. Commission members include business leaders, one for-profit corporate executive, and representatives of various higher education constituencies. p.1



Helping Shape Students' Lives *with Robert M. Sherfield, Ph.D.*

Robb Sherfield is on a mission to help make every classroom a true learning environment. A frequent presenter at career college meetings, Sherfield seeks to instill a passion for learning into teachers, so they in turn can instill that passion in their students. p.6



Direct Mail Marketing in the Internet Age *with Julie Jakob*

Datamark believes that direct mail remains one of the most important parts of a school's marketing plan in that it can be targeted and measured, and delivers a predictable result. p.11



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Getting the Point: EMB's Immunization Clinics Ease the School-to-Work Transition

by Jim Meyer

Today's employers want students and graduates to be immunized before they enter the marketplace, and they need clear, coherent documentation to that effect. **p.16**

Special Report: Truck Driving and Heavy Equipment Schools Face Challenges

by Sean P. Johnson

Pedal to the Metal

America needs 20,000 long-haul drivers this year and a projected 111,000 by 2014. Despite the high demand for graduates, producing trained drivers has some unique challenges as well as opportunities, as the school owners we interviewed clearly outline. **p.18**

Toys for the Big Boys

Associated Training Services Network is the largest network of independent heavy equipment operator schools in the country. **p.25**

Going Pro

With a potentially crippling driver shortage looming, the image of the industry and truck driving schools as a whole must change to a more professional one in order to thrive. This becomes even more important when viewing carrier statistics that show a 100 percent turnover in drivers in a given year. **p.28**

Research Reports:

Growing Gender Gap

Between 2002 and 2014 the gender gap in higher education is projected to increase: male enrollment is projected to increase by 12 percent and female enrollment by 21 percent during this period. **p.31**

Rising College Costs

During the past 10 years, tuition and fees have risen 51 percent at public four-year institutions, 36 percent at private four-year colleges, and 26 percent at two-year colleges. **p.33**

Measuring Graduation Rates

Today, students progress towards college graduation not in the classic linear manner, but in multiple stages and shifts that involve many different institutions, making tracking and accountability difficult. **p.34**

Student Success in State Colleges and Universities

The single factor that distinguishes campuses with high student success rates is the pervasive belief that demography is not destiny: all of the students they admit have the potential to graduate, and they should all be held to high levels of expectation. **p.38**
