

# Contents

## Conference Report

### ABHES—3rd Annual National Conference on Allied Health Education

In a world of big meetings this was a delightful small meeting where relationships were renewed, information shared, and the allied health school sector grew stronger. We are pleased to share some of the better moments of the meeting. p.1

## Feature Stories

### Sniveling and Snitching for Dollars:

#### *Some Thoughts on 60 Minutes' "Expose" on Career Schools*

with Keith Zakarin



The *60 Minutes'* "Expose" aired on CBS ignores the legions of grateful graduates and countless changed lives our sector produces every year. Instead, it tried to elevate the isolated to the commonplace, and display as vices some things that are virtues. Our critics' underlying bias in that sense is really one of marked elitism. They do not understand, as we do, the transformation in students' lives that career education brings. p.5

### More Than Just Words

#### *Mission gives career college guide through ever-changing times*

with Tawnie Cortez and Bob King

Rasmussen College management has learned that making modifications to the school's vision every year or every couple of years is a really healthy way to keep business on track and aligned with what the students need and what the employers require. They further explain that a school's brand is really something that comes downstream from its mission, and the mission provides guardrails for the organization. p.13



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## **Eye on the Prize**

### ***Rasmussen makes transition to corporate ownership***

*with J. Michael Locke and Kristi Waite*

When Deltak purchased Rasmussen College, both organizations sought ways to successfully manage the necessary changes that the transition produced. The most effective tool turned out to be the school's mission statement. By keeping an eye on the school's mission, and making sure it reflected real world demands, the school successfully steered through those changing times. p.21

## **Spectacular Mismanagement**

### ***The Demise of Drake Business Schools***

*by David Cary Hart*

In this remarkable commentary Mr. Hart details the events and circumstances that preceded his being shot in a New York City subway station. The spectacular mismanagement and alleged fraud resulted in the closing of Drake Business Schools. p.23



### **An Open Letter to the New Guys/Gals on the Block *Welcome to the Career College Sector of Higher Education!***

*by Stephen B. Friedheim*

With the influx of new management and investors into our sector, we invited Stephen Friedheim to summarize some of the hard lessons and best practices that are vital to the continued growth and prosperity of career colleges. p.30



### **Where Have All The Leaders Gone?**

*by Richard W. Ashley*

In his commentary Richard Ashley outlines the key differences between leadership, which is dedicated to people, and management, which is dedicated to task achievement. Most research considers the ability to deal with people to be among the single most important of all leadership qualities. p.34



### **Federal Student Aid Nuts & Bolts 2004**

*by Glenn Bogart, J.D.*

Check your knowledge and school's current practices against this summary of recent changes and updates in federal financial aid policy. Detailed and specific, this is must reading for college financial aid and management professionals. p.37

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