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Conference Report

AACS—American Association of Cosmetology Schools Spring Management Conference

The AACS Spring Management Conference was indicative of the changes that are impacting this sector. There was talk of deals everywhere with new players in attendance, and the focus of the sessions was increasingly on school operations, government affairs and student success. p.1

Feature Stories



USDLA: Offering New Standards for Accreditation and Certification

with John Flores, Ph.D.

This new player in distance learning standards for certification is seeking to become an established accrediting organization with a worldwide reach. USDLA serves the needs of the distance learning community by providing advocacy, information, networking and opportunity. p.5



DETC: Pioneering and Leading the Distance Learning Sector

with Michael Lambert

Long established as the standard for distance learning excellence, DETC is now returning to Title IV participation, as it maintains its leadership of the distance learning community. The advent of new technology has produced delivery mediums, but hasn't changed the basics of effective home study, which has been offered since the 1870s. p.10



The Career College Information Source

Published by:

WORKFORCE COMMUNICATIONS

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- ▶ The *Career Education Review* is archived by the University of California, Los Angeles (UCLA).

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“Attend This Workshop and Save \$50,000... GUARANTEED!”

by Stephen Friedheim

Stephen offers a good story with a lesson that career college managers should consider carefully. The moral: one of the major management deficiencies in many of us is to effectively motivate, supervise, and coach personnel for whom we are responsible. And, the greatest management sin is keeping someone in a job who doesn't improve after the necessary coaching. **p.21**



The People Process

What I Have Learned Training Admissions Personnel

by Richard and Nancy Ashley

Richard and Nancy share what they have learned in 30 years of training admissions personnel. The best admissions people are “sincere.” They truly want what is best for the student, as well as enjoy what they do and the environment in which they work. **p.25**



Allied Health Careers

Research, Trends, and Drivers for Long-Term Growth

with Sean Gallagher

There's an immense demand for education and it's only beginning. In 2008 and 2009 we're going to have some of the largest graduating high school classes ever in this country. Employment projections from the Bureau of Labor Statistics show that the labor market is driving health education enrollment growth. Fifty-five percent of the top 20 jobs and half of the top 30 are in health-related professions. **p.30**
