

# Perspectives on Career Education

## Commentary, Demographics & Education Research:



### The Quiet Crisis of American Postsecondary Education How Higher Education is Failing America

with Peter Smith

America is headed for a social, civic and economic disaster if we are not successful in graduating a far higher percentage of our population from high school and college. We must reinvent our colleges based on how people learn and focus on quality outcomes. To succeed as a country we need to focus on increasing education capacity and effectiveness and move beyond limiting traditions. p.1



### Trends in Proprietary Education A Look at the Political, Demographic and Economic Forces Shaping Private Career Colleges and Their Students

by John B. Lee

In this comprehensive survey of research and public policy over the last several decades John Lee outlines where we were and the forces that have impacted and shaped today's for-profit educational sector. Since 1990, the proprietary sector has seen a 30 percent decrease in the number of certificate and diploma granting institutions and a 128 percent increase in the number of institutions granting two-year or higher degrees. This evidence, combined with the increase in certificates granted, demonstrates the sector is restructuring toward degree-granting institutions that offer less-than-two-year certificates and diplomas as well. p.8



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**The Social Prerequisites of Success**  
**Can College Structure Reduce The Need For Social Know-How**

*by James E. Rosenbaum and Regina Deil-Amen*



For students who lack social know-how, their attempts at college may amount to nothing more than a series of unrelated credit hours and failed dreams. The research shows that community colleges pose hidden obstacles that present difficulties for nontraditional college students. Similar to the four-year colleges on which they are modeled, community colleges require certain kinds of “social know-how” skills and knowledge which are more available to middle-class students than to the lower income students who are a large portion of community colleges. The occupational colleges in this study were found to have created ways to transform implicit “rules” into explicit organizational structures and policies. They create programs that students can easily understand, master and negotiate. **p.28**



**Sometimes It Really Is The System**  
**Who’s at fault When a University Student Drops Out?**

*with David E. Stuart, Ph.D.*

The Graduation Project attacks traditional faculty attitudes about student success and offers the support and guidance needed for good students, beaten down by the system, to return and succeed. **p.44**



**THE WEAKER SEX**  
**When it Comes to Higher Education, the Question Persists:**  
**Where are the Guys?**

*with Thomas G. Mortenson*

For-profit institutions are doing better than their public and private non-profit counterparts in bridging the higher education gender gap. The percent of men in higher education has been in decline since the 1950s and only now seems to be stabilizing. **p.48**



**Results of Marketing Benchmarking Study**  
**Illustrate a Changing Landscape**

*by Sean R. Gallagher*

The for-profit component of the U.S. postsecondary education market reached \$15.4 billion in 2004 and is expected to grow to \$20 billion by 2006 as institutions rapidly grow their enrollment. On the average, responding institutions anticipated year-over-year enrollment growth in excess of 19 percent, a rate significantly higher than the broader U.S. postsecondary education market. **p.52**



**2005 School Year Review and Annual Rankings of Public School Companies**

*by Richard Close*

In our annual rankings of publicly traded companies we look at growth of the sector versus the S&P 500 (from a financial perspective), population metrics (bricks-and-mortar and 100 percent online), marketing expense analysis, and other financial metrics. Overall, while there has been some moderation in growth, it still remains robust despite being weighed down by legal costs for several of the companies. Also contributing to some moderation of growth was the lack of substantial acquisitions in 2004 as compared to 2003 when Career Education Corporation, Corinthian Colleges, and Education Management made notable transactions. **p.56**

**Conference Report:**

**NASASPS—National Association of State Administrators and Supervisors of Private Schools**

The annual meeting of NASASPS brought together state and federal regulators, accreditors, compliance officers and other concerned parties. The tone of the conference was positive with much of the discussion centering on multi-state issues, outcomes assessment and quality assurance programs. **p.70**