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American Massage Therapy Association Brings Professionalism and Quality to Massage Therapy

with Laurel J. Freeman and Liz Lucas

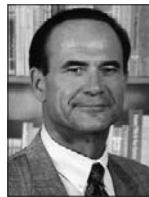
Market demand is driving the rapid growth in massage therapy career programs according to the American Massage Therapy Association. The AMTA has been leading the professionalization of the massage career field, with 34 states now regulating the profession. p.1



Leading and Expanding Massage Therapy Education

with Mason Myers

Under new ownership, the National Holistic Institute is expanding locations while maintaining its focus on being a leader in producing high quality graduates. p.6



It's an Internet Jungle Out There!

Converting the "Net" Lead

by Richard Ashley and Kristine Burns

Taking on the challenge of increasing Internet lead conversion Southwest Florida College created a Guest Service Center, which in 60 days increased appointment sets from 57 percent to 74 percent, with interviews increasing by 12 percent. By carefully following the plans and procedures detailed by Ashley most any college could have similar results. p.12



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Tell a Good Story

The Public Relations Program of Pima Medical Institute

with Lisa LaTourette and Sally Marks

By sharing information about a campus's latest technology and showing interaction between students and the community, Pima Medical Institute's marketing director and public relations consultant have helped the college develop an image as a school that cares. **p.26**



Growing Up

Pennsylvania's need to grow the next generation of school leaders leads to national program

with Dick Dumaresq

Concerned about the need for a continuing supply of trained top managers for the state's career colleges, PAPSA developed a highly successful training program. This program is now being offered nationally through a partnership with Pearson Education and Training Masters. **p.34**



Statement of John P. Higgins, Jr.

Inspector General—U.S. Department of Education

Before the House Committee on Government Reform United States House of Representatives

In his statement to Congress the Inspector General identified rapid growth as one risk factor for abuse in the Title IV programs, through impaired administrative capabilities resulting in abuse or fraud. He further told Congress that while fraud and abuse does occur at nonprofit and public sector institutions, historically, fraud and abuse predominantly involves proprietary schools, which represent approximately 74 percent of the institutional fraud cases the OIG investigates. **p.38**



Response to the OIG Statement and OIG Work Plan FY 2005

by Mary Lyn Hammer

In her response Mary Lyn Hammer explains that often lenders don't consider a loan in default anywhere near the time frame that the OIG is calling for, and that often these loans can be collected. The OIG proposal would result in confusion, a dramatic growth in the default rate calculation, and not serve the interest of the colleges. **p.50**
