

Career College Association Annual Convention and Exposition 2005

Accrediting Council for Independent Colleges and Schools (ACICS) Annual Business Meeting

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Gregory Fusco, CHEA Vice President for Government and Public Affairs

Executive Director's Report p.2

by Steven Egglund, Ph.D.

ACICS Dissertation Fellowship Abstract p.3

by Michele F. Ernst, Ed.D.

Accrediting Commission of Career Schools and Colleges of Technology (ACC SCT) Annual Business Meeting

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Dr. Richard Vedder, Author, "Going Broke By Degree: Why College Costs Too Much"

Executive Director's Report p.5

by Elise Scanlon

Career College Association General Session

President's Annual Report p.8

by Nicholas J. Glakas



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Selected Breakout Sessions

2005 Career College Compensation and Benefits Survey Highlights

by Frank A. Casagrande

The CCA/Hay Group salary survey is the first year of a three-year survey process to collect and report on compensation and benefits information specifically for the career college sector. The 2005 survey includes information on 7,189 incumbents filling 19 non-faculty positions from 329 campuses. **p.12**

MAKING THE SALE: Recruitment, Retention and Generational Values

with Michael Stiglich

Career college admissions today are all about understanding generational values and experiences and how they influence individual decisions. Every generation is molded by its times, and understanding how that influences attitudes and values is critical to successful recruitment and retention, as well as school and workplace harmony. **p.18**

Internet Leads and Other Challenges Facing the Career College Sector

by J.P. Smith

Currently, the issues that seem to confound career college leaders are the continual decline of lead conversion rates, the increasing cost per acquisition, retention of continuing students, and the confusion over Internet leads. **p.21**

Plus notable comments and photos **p.28**

Career College Association National Achievement Awards

Imagine America LDRSHIP Awards **p.31**

State Association Award **p.32**

Florida Association of Postsecondary Schools and Colleges (FAPSC)

Community Service Award **p.33**

Herzing College

Teacher of the Year Award **p.34**

Floyd McWilliams, High-Tech Institute

Allied Member of the Year Award **p.37**

Champion College Solutions

Hall of Fame Award **p.38**

Amy Elizabeth Nalence, The PJA School

Lifetime Achievement Award **p.39**

Larry Gilbert, ATI Enterprises, Inc.

Outstanding Outside Director **p.40**

Wally Laub, Career Education Corporation

Career College Foundation Pioneer Award Winners

Carolyn Willard, Founder and President (Former Owner), Court Reporting Institute of Dallas

Carolyn has dedicated her entire professional life to the career college sector of higher education, to serving students and really helping them change their lives. Deeply and passionately involved in state and national sector issues, Carolyn has more than made her mark in career education. **p.41**

Robert Knutson, A Founder and Chairman, Education Management Corporation

The culture and value system at Education Management Corporation has reflected for more than three decades Bob's leadership and personal values. This system not only produces a very well run business, but also maintains that feeling of a small family, where making a difference includes improving the lives of students, staff and faculty. **p.44**

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Registration and Opening Activities

CCA Staff Hard at Work

General Sessions

Analyst on the Hunt

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Annual Top Five Exhibitor Giveaways

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Allied Member Meeting

State Association Directors Meeting

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