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Feature Stories:

"If We Build It, They Will Come," But Will They Stay?

by *Waleuska Lazo, Embanet Corporation*



For the typical online program, on average, 33 percent of students drop within the first year. Outside of the career colleges, the graduation rate is deplorable with only 17 percent of students graduating at some institutions and the rest being between 30 and 50 percent. Poor institutional services and support is one of the biggest reasons for student drops. Many institutions' services create more barriers than a student cares to tolerate. High retention programs have mandatory orientation, track learner and facilitator attendance, and intervene at the first sign of trouble. p.1

Global Reach—Local Touch Dale Carnegie & Associates, Inc.

with *Thomas Otley, Senior Vice President*

To remain a viable source of education for more than 90 years, the Dale Carnegie course has adapted to the ever-changing needs of the clients to remain relevant in the marketplace. Customized training has become a fast-growing segment for the organization worldwide. With a strong focus on consistent quality of instruction Dale Carnegie has bridged cultures to provide the ever-changing skill training that business finds essential. p.11



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DEFAMATION.COM or How To Use Sniveling Students To Help Sell Books in Cyberspace

by John P. Cooley & Keith Zakarin, Duane Morris, LLP

One potentially harmful Internet medium often misused by the public, to the detriment of career colleges, is the unedited, unregulated Internet bulletin board touting itself as a consumer protection site. Sites such as ripoffreport.com offer the disgruntled student the opportunity to vent, but give the school few options to respond. **p.18**



Targeting the Web Savvy with Direct Mail Marketing

with Eric Schanz, CONTACT Direct Marketing

The ability to effectively combine Internet technology with traditional direct mail can help career colleges capture more responses by appealing to the prospects that prefer to respond online. The system captures basic information, so when admissions representatives call the prospects they can offer information that is more meaningful and productive. **p.24**



Pawns or Professionals: The 21st Century Admission Counselor

by Dr. Jean Norris, Norton Norris, Inc.

In this research report, Dr. Norris states that individuals working as admission counselors in for-profit and not-for-profit, baccalaureate-degree granting, private colleges or universities possess a higher level of moral judgment than the general adult population, and that there were no significant differences in moral judgment score between for-profit and not-for-profit admission counselors. **p.28**

Special Report:

Further Thoughts on Some Key Higher Education Act Issues Facing the Senate Health, Education, Labor, and Pensions Committee

Members of the higher education community still don't like or trust private career schools, and are hard at work advocating their positions as the reauthorization of the Higher Education Act moves forward. **p.32**
