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Eduventures Career College Marketing Survey

Benchmark your institution against sector averages by participating in the survey. An executive summary will be provided to all who participate.

In Memory of Gail Benjamin

It is with great sadness that we report the death of Gail Benjamin, vice president of admissions for Corinthian Colleges. Gail was the wife of Datamark chairman and CEO, Arthur Benjamin.

SPECIAL CONFERENCE REPORT

The 2004 Education Industry Finance & Investment Summit

Over 250 sector leaders and investors participated in what many consider to be the top conference in the private career education industry. p.1

SPECIAL REPORT

Career Education Corporation: Serious Bad Press, Company Responses and Some Good News

The following articles are presented in chronological order:

Career Education Corporation Announces AIU Removed from Warning Status by Accreditor p.5

Can For-Profit Schools Pass an Ethics Test? p.5

Firm's Push for Students Draws Critics p.7

Blackboard Jungle: Career Education Makes Promises to its Students, Investors and the Government—But Does it Keep Them? p.9

Career Education Faces Further Fraud Claims p.12

Career Education Corporation Comments on *Financial Times*, *Bloomberg Stories* p.13



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627 Bay Shore Drive, Suite 100, Oshkosh, WI 54901

920-231-9950 • 1-800-558-8250 • Fax 920-231-9977

Web site: www.workforce-com.com

Email: mcooney@workforce-com.com

Michael J. CooneyEditor
Terry L. StaerkelProduction Manager
Stacy L. WeinreisProduction Designer
Terri DoughertyStaff Writer
Barbara SchmitzStaff Writer
Sean P. JohnsonStaff Writer

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Regulators Review Operations at Western Culinary Institute p.14
Career Education Corporation Notes SACS Update p.16

NEW LOCATIONS, PROGRAMS AND PERSONNEL

NEW CAMPUS LOCATIONS

Corinthian Colleges will open a new **Everest Institute** campus in Silver Spring, Maryland. p.17

DeVry University has received approval to operate in Massachusetts. p.17

NEW PROGRAMS

ITT Technical Institute will offer **AVEVA's Plant Design Management** software seminar in addition to offering the curriculum at its South Houston campus. p.18

Kaplan University's School of Continuing and Professional Studies has introduced a new online program that provides comprehensive **geriatric care management** training for health care professionals. p.18

Corinthian Colleges will offer a new Bachelor of Science Degree in **Criminal Justice** at Everest College in Phoenix. p.19

DeVry's **wireless technology** program is profiled in trade publication. p.20

NEW PERSONNEL

Career Education Corporation has named **Stephen Fireng** president of its Online Education Group. p.20

U.S. Education Corporation names **Susanna Shamim** as corporate compliance officer. p.21

PUBLIC POLICY

Why Does College Cost So Much?

Columnist asks why college tuition has risen 289 percent over the last 20 years. p.22

Private Colleges Want Inclusion in Restructuring

As the Arizona Board of Regents makes plans to reorganize the state's public university system, independent private universities are concerned that they will not be part of the planned changes. p.23

CORPORATE SCHOOL NEWS AND REPORTS

APOL Apollo Group, Inc.

The company has reported that total consolidated revenues for the quarter rose 29.9 percent to \$534.9 million compared with \$411.8 million last year. p.24

DV DeVry Inc.

The company has announced a decline of 5.8 percent in new fall enrollments at DeVry University and Ross University. Total undergraduate 2004 fall term enrollment was 39,450, a decline of 8.3 percent. p.25

LAUR Laureate Education, Inc.

The company has acquired the remaining interest in Universidad Europea De Madrid. p.26

LEGAL ISSUES AND INVESTIGATIONS

Vocational College Victims Get Help

The Legal Aid Society of Cleveland has assisted 115 former PSI students, returning more than \$271,000 to them and nullifying \$664,100 in federal loans. p.27

FINANCE AND INVESTMENT

DeVry Struggles to Fill Classes

Disappointing earnings surprised Wall Street on October 20 and sent the stock plummeting 25 percent in a single day to a two-year low of \$14.60. Recent decline in student enrollments continues to impact the company. p.28

REVIEW OF ADVERTISEMENTS

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The College of Office Technology
Apollo College
Advance School of Dental Assisting
WyoTech
Tech Skills

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Bryman College
Regis University
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