

Contents

Exclusive Report:

Aches and Pains

New Exam Standards Could Exclude Many New Massage Therapy Students

New massage therapy students who have taken any online course may find themselves ineligible for national certification and without jobs thanks to the unintended consequences of new certification standards.

The issue was made public in an ill-informed attack on both CCA and for-profit schools by Ralph Stephens in *Massage Today* in his May 2006 column: "Put Your Hands on Your Monitor – Part 1." p.1

Conference Report:



Eduventures Conference: Not-For-Profits Not Going Away

by Jeffrey M. Silber, BMO Capital Markets

The annual Eduventures conference showed a growing aggressiveness on the part of the not-for-profit sector who, while not wishing to abandon their educational traditions, are now fully realizing that they need to seriously compete to maintain and/or grow their student population. p.9

Feature Stories:



Left Behind

Why the Eastern College of Health Vocations Won't Abandon New Orleans

with Joseph P. Dalto IV, President

With two competitors either closing down or moving operations outside of the New Orleans area, Eastern College of Health Vocations is taking a leap of faith and maintaining its campus in the city. p.13

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Hurricane Preparedness: Keiser Has a Plan

Believing that “preparation through education is less costly than learning through tragedy,” Keiser College has developed a detailed hurricane Crisis Management Plan. **p.16**



The Student-Centered Enrollment Process

Part I – The Benefit Interview

by Richard Ashley, Samantha Smith and Nancy Monteith, Southwest Florida College

In this first of a three-part article, the admissions process is broken down with the use of a detailed information sheet that establishes the prospect’s background and produces a profile that becomes the basis of the entire admissions process. The entire process is based on the belief that students don’t just buy into our product alone or purchase our belief in their success—they buy the dream. **p.18**



The Metamorphosis of the Admissions Department

by Michael Platt, PlattForm

Today’s career college demands well-paid top performers in the admissions department that, along with proper use of the new technology available, will permit the school to compete and prosper in the highly competitive marketplace. **p.29**
