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Feature Stories:



Stephanie Goes School Shopping

Part I – The Visit

by Stephanie Wells

Stephanie is an 18-year-old aspiring writer who, on assignment for the *Career Education Review*, visited, phoned and inquired about online, seven private career colleges in her (undisclosed) home city. Her experiences show that colleges can never train our people enough, and that leads may very well be walking in and out of your school. p.1



The Student-Centered Enrollment Process

Part II – The Product Knowledge PowerPoint

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

In Part II of his three-part article, Ashley details why a product knowledge PowerPoint presentation should be available on every admissions representative's computer. Sample slides are provided along with suggestions for the narrative. p.5



Cost-Per-Lead Online Advertising

What You Don't Know CAN Hurt You

by Paul Epstein, High Voltage Interactive

The online CPL model today is no longer the low-cost, no-risk solution of three years ago, and has generated considerable concerns regarding quality and expense as well as the impact on the college's brand identity. p.16



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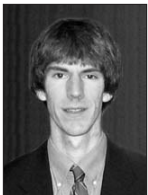


Conversion Partners Building a School Group
Investment Group Looks to Acquire Under-Performing Postsecondary Schools
with Steven Kemler, Managing Partner

Conversion Partners is a two-year-old, New York-based investment group focused on acquiring under-performing postsecondary schools that offer growth potential with proper management. The group currently operates six campus locations. **p.20**

MGK Challenges Feds on Book Sale Dispute
Wright Business School vs. DOE

Mission Group Kansas Inc. has filed suit against the U.S. Department of Education over the issue of whether students were required to buy textbooks from the school as DOE contends, or whether students had other options. By excluding the book charges from the refund calculations, DOE maintains that MGK kept funds to which it was not entitled. **p.24**



**Commission on the Future of Higher Education—
A Tale of Three Drafts**

by James Schroll with support from Tom Netting, Jefferson Government Relations

The Secretary of Education's Commission on the Future of Higher Education has produced three very different draft reports outlining its findings and recommendations. Schroll outlines the differences, the politics behind the different drafts, and summarizes what this all means for career colleges. **p.27**

New Group Hopes to HEAL Ailments of Allied Health Programs
As Demand for the Jobs Increase, Proprietary Schools
Need a Stronger Voice to Stay in the Game

with Tom Netting and Tom Donnelly, Jefferson Government Relations

Jefferson Government Relations, under the leadership of Tom Netting, has launched the HEAL Coalition to be a voice for a specific sector of schools not represented in the political debate. While other groups that lobby on behalf of proprietary schools may represent many of these schools, the allied health programs have no direct voice on the issues and legislation that affects them. **p.33**
