

Contents

Feature Stories:



High School Recruiting "A DIFFERENT APPROACH"

by Richard W. Ashley, Enrollment Management Innovations

To attain high-school start goals, the first area that a career college should develop is a high school direct response marketing campaign, which could take up to two years before the first classroom presentation and leads are produced. p.1



Thomas O' Keefe

Reinventing the Correspondence School to Keep Up With the Times

with Thomas O'Keefe and Stuart Udell, Penn Foster, Inc.

When ICS changed its name to Penn Foster, the company reinvented itself into one of the world's largest online providers of distance learning with more than 200,000 active students. p.7



Stuart Udell



Robert Lockwood

Brand Building in Career Colleges

by Robert Lockwood and Gerald Hadd, The Gallup Organization

The challenge of an effective educational brand management strategy is that it can only be maximized to the degree that every member of the academic community plays a role in fulfilling the brand promise. p.15



The Career College Information Source

The *Career Education Review* is a copyrighted and trademarked publication of The Baxandall Co., Inc., d/b/a Workforce Communications

Michael J. CooneyEditor
 Terry L. StaerkelProduction Manager
 Stacy L. SchomburgProduction Designer
 Cheryl HentzStaff Writer
 Sean P. JohnsonStaff Writer
 Barbara SchmitzStaff Writer

WORKFORCE COMMUNICATIONS

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

Editorial Advisory Board:

- ❖ **Chairman**
Stephen B. Friedheim
Education Systems & Solutions, Dallas, TX
- ❖ Richard W. Ashley, President
Enrollment Management Innovations, Fort Myers, FL
- ❖ Richard R. Dumaresq, Executive Director
PAPSA, Harrisburg, PA
- ❖ Jan Griffin, President
Griffin Marketing Group, Indianapolis, IN
- ❖ John B. Lee, Ed.D., President
JBL Associates, Inc., Bethesda, MD
- ❖ Robert L. Martin, President
Imagine America Foundation
- ❖ Tom E. Netting, Vice-President
Jefferson Government Relations, Washington, DC
- ❖ Harry Weber, President
Weber & Associates, Greenville, SC

▶ The *Career Education Review* is archived by the University of California, Los Angeles (UCLA).

© 2007 The Baxandall Co., Inc.



Surviving the Ups and Downs of the IT Revolution

Interface College Celebrates 25 Years

with David Wilson, President and Founder

The school has had to persevere downturns in the IT market, its location in Microsoft Corporation's backyard, and a competitor or two while going through the growing pains of becoming a successful, accredited, degree-granting institution. **p.23**



Protecting Against Identity Theft Scams in the Administration of the Title IV Programs

by Stanley A. Freeman, Esq., Powers Pyles Sutter & Verville PC

Because of concern about e-mail and Internet scams in student aid, the Department of Education has developed and published guidance aimed at assisting colleges to avoid the theft of private information and the consequences of e-fraud. **p.26**

Research Reports:

From Associated Bodywork & Massage Professionals

Explosive Growth Rate for Massage Training Begins to Flatten **p.32**

Massage Therapy *fast Facts* **p.37**

While the number of schools offering massage therapy programs continues to grow, the number of both entrants and graduates has started to decline, suggesting the massage training universe may have overreacted to the growing consumer demand.

Conference Report:

Virginia Career College Association Annual Fall Conference

Photos and Commentary

Mark Singer provides this summary of VCCA's annual conference held September 28 in Richmond, VA. **p.39**
