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Feature Stories:



Leading the Way
Sullivan University's College of Pharmacy
 with Dr. A. R. Sullivan, Chancellor

Sullivan University's Chancellor, A. R. Sullivan, details what it takes to develop a full doctorate in pharmacy program. Success requires a long-term vision, a healthy budget and considerable determination, given that profitability is projected to be at five years or more. p.1



Gaining Control of Your Online Brand
 by Tammy Alexander, Fountainhead College of Technology

Now that Internet marketing has become an integral part of the overall marketing strategy for career colleges, savvy managers must develop expertise to deal with the onslaught of questionable online marketing tactics that have become prevalent in this field. p.9



All Leads Are Not Created Equal!
 by Richard W. Ashley, Enrollment Management Innovations

Today, lead conversion is often, in part, a function of the original source of the lead as well as how the lead has been managed. Using established direct response advertising ideas could result in a 20 percent or higher lead-to-start rate. p.16



The Career College Information Source

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How Having an Equity Partner Can Help You Keep Competing With the Big Boys

with Paul Mitchell, Ross Education LLC

The advantages of working with an equity partner for Ross Learning was that their partner had access to capital plus a successful track record and experience in the school industry. Key to the success of this venture is that both parties have a clear understanding and agreement regarding their objectives. **p.21**

Ten Year-End Tax Tips for Schools

by Salmon Sims Thomas Accountants and Consultants

Careful tax planning prior to year-end can help minimize unnecessary cash outlay, as well as streamline the tax filing process for your company. **p.26**



Project Management Secrets

by Santa Claus, a.k.a. Lou Russell, L+EARN

While good project management is a necessary skill all year long, we offer a holiday version for your consideration. **p.28**

Conference Reports:

Photos and Commentary

California Association of Private Postsecondary Schools (CAPPS)

Executive director Robert Johnson reports on the event, along with selected photos of the personalities that helped make the conference memorable. **p.31**

American Association of Cosmetology Schools (AACCS)

Executive director Jim Cox reports on the annual convention, along with selected photos of the various activities and people out and about the event. **p.34**

Accrediting Commission of Career Schools & Colleges of Technology (ACCCT)

The first ACCCT Professional Development Conference was a sell-out with an outstanding program. The keynote presentation by U.S. Chamber of Commerce's Rolf Lundberg, Jr. outlines the challenges currently facing U.S. education and the role of career colleges in addressing those challenges. **p.39**
