

Contents

Feature Stories:



What Is Your School Worth?

Pulling Back the Curtain – Bids on Actual Transactions

by J. Mark Jopling, Jopling, Inc.

The bids made for the schools in this case history demonstrate that there is a wide range of bids that different prospective buyers will make for the same schools. The varying characteristics of the buyers largely explain these valuation differences. p.1



Generating Positive Press

Developing Early Relationships With Media Pays Off For Art Institute

with Richard Jerue, The Art Institute of Charleston

A well-conceived and executed media plan can produce benefits not only for an initial event, but by building long-term relationships with the press that result in a continuous flow of stories. p.7



Art Education Leader: Academy of Art University

with Dr. Elisa Stephens, President

With an enrollment of close to 10,000 students, Academy of Art University is the largest private art and design school in the country. Located in the heart of San Francisco, the campus includes over 30 buildings. p.10



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. StaerkeProduction Manager
Stacy L. SchomburgProduction Designer
Terri DoughertyStaff 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 C. Close, Managing Director
Jefferies & Co., Nashville, TN
- ❖ 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).

Risk Adverse

Schools Need to Have Plan and Practice to Deal With Threats to Campus Security

No school is immune from threats, thus all schools and colleges need to have a well-developed campus security plan that includes a broad range of possible problems. p.15

Legal Considerations: Providing for student security and protecting their legal rights to privacy requires careful navigation of the FERPA laws. p.18

Tips for Campus Security Essentials to School Threat Response: Advantage SCI provides a list of security considerations that schools need to take into account as they develop their plans. p.19

Sullivan University Emergency Event / Crisis Plan: This well-developed plan is offered as both an example and reference for colleges developing their own plans. p.20

Research Report:

Straight from the Source: What Works for First-Generation College Students

by Jennifer Engle, Adolfo Bermeo, and Colleen O'Brien

The Pell Institute for the Study of Opportunity in Higher Education

First-generation students require assistance and structure to successfully manage the crucial steps in making the transition from high school to college. p.36
