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Feature Stories:



Business Education Research Associates Annual Meeting Update

by Stephen B. Friedheim, Education Systems & Solutions

At the recent BERA meeting, members shared their best ideas and voiced their concerns about the availability of student funding. p.1

Ten Steps to Creating a More Secure Campus *How to reduce some of the fears and concerns over safety and security that will be felt on every campus*

by Dr. Neal Raisman, AcademicMAPS

The recent horrendous events on campuses have raised everyone's concerns regarding campus security. Dr. Raisman's ten steps offer a practical and effective approach to campus security that can be utilized by schools of any size. p.4

Principles of Good Academic Customer Service

by Dr. Neal Raisman, AcademicMAPS

Dr. Raisman's principles are perfect for discussion at your next staff meeting, and should be seriously considered by career colleges nationwide. p.6



The Career College Information Source

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A New Approach to Career College Advertising ***EdExperts Pairs Agency Reach With In-House Intimacy to Produce Powerful Results***

with Michael Griffin, Managing Partner

As a new agency in the career college sector, EdExperts prides itself on being a visionary and leader in adapting new technology to serve the needs of student recruitment and retention. **p.7**



A Northwest Victory

with Gena Wikstrom, Northwest Career Colleges Federation

State of Washington schools were successful in heading off administrative rules that would have proven to be very cumbersome to career colleges that offer dental assistant programs. **p.13**

Careers That Work!

with Gena Wikstrom, Northwest Career Colleges Federation

All three northwest governors have signed onto the *Careers That Work!* program, which makes available to every high school, both public and private, three \$1,000 tuition scholarships for students graduating in 2008. **p.15**

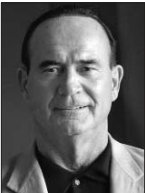


Stop Kidding Yourself:

Realistic Retention Goals With Real Ideas, Better Education, and Top-Notch Career Placement

by Shane P. Lauber, Wired Marketing, Inc.

Student retention and graduation require investment on the part of the student as well as the school. Graduation should be held as a privilege, not a right. Schools should focus their efforts on those students who can succeed, and realize that not everyone is suited for their educational programs. **p.20**



Shut Up.....And Listen!

by Richard W. Ashley, Enrollment Management Innovations

Many appointments and enrollments have been lost simply because some admissions representatives have a tendency to talk when they should be listening. The most successful recruiters believe that students should do at least 65 percent of the talking. **p.31**



What Makes Certain Questions So Difficult to Answer?

by Dr. Jean Norris, Norton Norris, Inc.

Answering difficult questions in an admissions interview doesn't need to be hard, if you understand the process and what the prospect is really asking. **p.33**

100 Women, No Drama—It Can Be Done!

by Dee Harris, Milan Institute of Cosmetology

Career colleges offer the opportunity to teach valuable life lessons as well as the fundamentals of a career. **p.37**

Plus...ABHES 2008 Annual Conference Report *Photos and Commentary* **p.40**
