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Feature Stories:



For What It's Worth "Ah, is a puzzlement..." as the King of Siam said.

by Stephen B. Friedheim, Education Systems & Solutions

Should career college ads depict what we think our students wish for, or are they a reflection of what a prospect really "sees" when he or she contemplates enrolling? This is the key question that Friedheim focuses on this month. In addition, he comments on the selection of the 25 most influential leaders in the career college sector. p.1

Fatigue on the Frontlines California Schools Battle to Keep Spirits Up; Damage Minimized in Tennessee Law

by Sean P. Johnson, CER staff writer

California's ongoing regulation drama is producing fatigue on the part of all parties who may end up agreeing to less than what is best for the sector in California. p.4

In Tennessee, the ongoing debate has resulted in the passage of legislation focused on disclosure of key student performance metrics. p.5



The Career College Information Source

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Leading Your Professional Career School Team: The Five Key Roles

by Jay Hollowell, MaxKnowledge, Inc.

A successful career school team fits directly into its institution's organizational structure, and its mission and objectives are in alignment with the school's vision and core values. p.7

MaxKnowledge Online Employee Training Programs

by Jay Hollowell, MaxKnowledge, Inc.

Offered on a continuous enrollment basis, 23 of MaxKnowledge's online career college employee training and development programs are listed for easy reference. p.10



K. Horne

Collegiate Admission & Retention Solutions Structured Call Center Traces Its Roots to the Career College Sector

with Ken and Ann Horne, Tami Jones and Marc Sizemore

In a wide-ranging interview, the CARS team offers insight into Internet lead generation qualification and management, as well as a detailed description of their lead qualification services. p.15



A. Horne

Profile: Ken and Ann Horne

In reflecting on over 30 years in the sector, the Hornes maintain that the key to their success is they consider everybody family, and want everyone to feel like they are part of the success of the company. p.27



S. Lockwood

Consultants: Who, When and Why?

with Sandy Lockwood and Darlene Foret, EDvice, Inc.

Knowing how and when to engage a consultant may be less expensive in the long run than finding out too late that a process, procedure or regulatory requirement is not being met. p.33



D. Foret

Conference & Research Reports:

NASASPS – 36th Annual Conference

The focus of this year's meeting of state regulators was on transparency, opportunity, and accountability in education. p.38

FAME – Annual Financial Aid Conference & Workshop

Hot topics at these two meetings included a federal update on H.R.5716, default prevention in light of the newly proposed three-year cohort default period, and avoiding student disputes and resolution practices to prevent legal action. As always, FAME staff presented the latest guidance in all areas of administering Title IV. p.41

Knocking at the College Door

Projections of High School Graduates by State and Race/Ethnicity, 1992–2022

Newly released data reveals how the nation and most states are experiencing a shift in the racial/ethnic composition of their populations. In particular, the population of minority groups and especially Hispanics is increasing rapidly, while growth among white non-Hispanics is not projected to keep pace. p.43
