

Contents

Feature Stories:

Connecting High School Students With Their Career College Options

by Joyce E. Suber, *College Counseling Resources*

Today's technically savvy generation of students has extremely high expectations when it comes to the amount and type of admissions information they find on a college Web sites. It is vital for career colleges to meet those expectations with quality, up-to-date Web sites that will help students in making their admissions decisions. p.1



Orientation Ceremony and Script Concept

by Stephen B. Friedheim, *Education Systems & Solutions*

A well designed orientation script will engage students in a lively presentation that emphasizes the positive attributes of the college's educational programs and identifies the role the student and the college are to play as well as obtain a commitment from the student to behave in a desirable manner. p.5



Ideas to Manage the GAP and 90/10 Ratio

by Jack T. Eagles, *Cash-Flow Solutions*

Following the suggestions presented by Eagles, institutions can tighten up their processes and ultimately increase their cash flow and ensure the maintenance of the 90/10 ration through ever changing policy revisions. p.13



The Career College Information Source

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Conflicting Information and “Unlikely Scenarios”

by Glenn Bogart, J.D.

Conflicting information or documentation with respect to a student’s application for federal student aid is a rich source of expensive file review requirements and institutional liabilities in many U.S. Department of Education program reviews. p. 17



The Fortune Tellers Guide

What Would Happen if 20 Percent of your Market Disappeared Overnight?

by Gregg Meiklejohn, Enrollment Resources Inc.

Planning for disaster is key to good school operations and survival. Meiklejohn ponders the prospect that U.S. career colleges could lose an estimated 20–25 percent of their market share within a matter of months through no fault of their own. p.26



Going Back to School on Security

by Eric J. Sinrod, Duane Morris LLP

Career colleges need to be especially diligent with their data security from both external threats and also from staff and student errors and omissions. p. 29

Conference Reports:

NWCCF – Northwest Career Colleges Federation 39th Annual Conference p. 31

**FAPSC – Florida Association of Postsecondary Schools and Colleges
52nd Annual Conference** p. 34
