
The



Quarterly

A newsletter from the Wisconsin Educational Approval Board

Issue 19, Fall 2002



*From the
Executive Secretary*

November 5th will mark the completion of my first year with the state Educational Approval Board (EAB). This also happens to be the day that Wisconsin will elect a new Governor.

The outcome of the Governor's race will have important implications, not only for the state, but also for the EAB. The state's next Governor will be responsible for submitting a budget to the Legislature — a particularly important and difficult task given the state's projected deficit.

Needless to say, the upcoming year will likely prove to be just as interesting as my first. While much has been accomplished during the past 12 months, much more remains to be done. I would like to share with you just a few of the issues the EAB will be dealing with during the coming year.

Last month, the EAB submitted a budget request for 2003-05 to the state Department of Administration (DOA). Other than the standard budget adjustments, the request did not include any additional staff or operating increases. This is good news for schools approved by the EAB, since these increases would need to be covered through higher school fees.

*Details about the
November 14
EAB Approved
Schools
Conference are
on page 4.*

One of the major items included in the EAB's request was language to create a student protection fund. This fund would provide additional safeguards for students in school closure situations. Although the fund would be supported by fees assessed on schools, these costs would be offset by savings that would result from changes in bonding requirements.

In addition to the state budget, the EAB is currently in the process of revising administrative rule language. These rules define the manner in which the EAB carries out its statutory responsibilities and have not been updated since 1997. This rulemaking effort will address a broad range of administrative issues that have been identified, including language to better regulate on-line distance education.

There will be an opportunity to learn more about the student protection fund and the proposed administrative rule changes at the EAB Approved Schools conference on November 14th (more detailed information about the conference appears on page 4 of this newsletter).

Also at the conference will be a private school association representative from the state of Minnesota, a panel of private school

Executive Secretary, continued on page 4



School News . . .

Capella University

Capella University, an accredited, online university has been approved to offer its bachelor's and master's degree programs in Information Technology to Wisconsin residents.

Founded in 1993, Capella University is one of the world's fastest growing e-learning institutions. Accredited by North Central Association of Colleges and Schools (NCA), the university currently enrolls more than 5,000 adult learners from 50 states and more than 40 countries.

For more information about Capella University, call (888) CAPELLA or go to their website at <www.capellauniversity.edu>.

Bryant & Stratton Granted Accreditation

At its sessions on June 26-27, 2002, the Middle States Association Commission on Higher Education acted to grant initial accreditation to Bryant and Stratton, Buffalo, NY. The school has fourteen campuses in New York, Ohio, Virginia and Wisconsin with enrollments of over 3200 students in associate, baccalaureate and certificate programs.

Bryant and Stratton is also accredited by the Accrediting Council of Independent Colleges and Schools and New York State Board of Regents.

To celebrate its award of accreditation Stratton hosted an executive briefing, reception and recognition ceremony at its Milwaukee campus at 310 W. Wisconsin Avenue on October 23.

The Middle States Association is one of six

similar regional accrediting associations which together serve the entire United States. Membership is open to public and non-public schools and colleges.

For more information on Bryant & Stratton call (716) 884-8000 in Buffalo; (414) 276-5200 in Milwaukee; or visit their website at <www.bryantstratton.edu>.

School Renewal Cycle in Progress

EAB staff has completed the initial review of all renewal applications for calendar year 2003. School renewal certificates and second payment invoices will be mailed to schools in late December. Schools should display the approval certificate in a common area of the school.

Schools whose current bond amount is inadequate based on their reported unearned tuition will be notified by mid November. Those schools will be required to show evidence of bond increases to EAB by January 1, 2003.

If there are problems with your renewal application, staff will contact you before renewal is granted.





In the Spotlight

Income Tax Preparation Schools

Tax preparation season is just around the corner. Maybe you would like to earn some extra money with a short-term seasonal job. Tax preparation is one option.

A name synonymous with taxes is H & R Block. The company has been preparing and filing taxes for individuals for 45 years. Last year it served 19.2 million taxpayers, more than any tax or accounting firm, through its more than 10,400 offices located in the United States, Canada, Australia and the United Kingdom.

The H & R Block Income Tax Training School's income tax course was first offered more than 20 years ago and is available to anyone who wants an opportunity to gain a general working understanding of tax return preparation. The basic method of instruction is directed discussion with the use of professional textbooks, workbooks and visual aids. Students may expect a minimum of one hour of homework for each hour of classroom discussion.

H & R Block had over 900 graduates from its 113 locations in Wisconsin last year.

Approved in Wisconsin, but not active at this time, Jackson Hewitt Tax School, Virginia Beach, Virginia, offers the Basic Income Tax Preparation Course. Jackson Hewitt operates the school in order to create a pool of potential employees.

For more information about H & R Block, call (262) 796-1889 or visit their website at <www.hrblock.com>. Information about Jackson Hewitt may be obtained at (414) 672-8900.

The Scramble for College Credits

The story has not changed much over the years. A student takes a course at XYZ College, a nationally accredited institution, and attempts to transfer those credits to ABC University, a regionally accredited institution. After review, ABC rejects the student's request for credit transfer.

Lesson learned -- Buyer Beware!

For years, regionally accredited institutions have resisted credit transfers from nationally accredited institutions, generally for-profit colleges and universities. Add to that the growing number of online education programs and the tightening up of employer tuition reimbursement programs to include only training that grants college credits and you end up with many students caught unaware.

In their efforts to keep pace with the marketplace and the desire to meet students' needs, schools have been forced to find alternative means for granting college credits. Some EAB approved schools have found alternatives via the American Council on Education (ACE), ITCAP and Pima Community College.

ACE's College Credit Recommendation Service has reviewed thousands of training courses, apprenticeship programs and examinations since 1974. ACE uses this service to educate colleges about how to best meet the needs of the adult learner. College faculty is used to determine if formal training programs are equivalent to traditional courses taught by accredited colleges across the country. ACE publishes every course and exam that it reviews and recommends college credits. The staff at ACE works with accredited colleges to communicate the value of the ACE-evaluated training and advocates for institutions that have problems getting their ACE college credit recommendations accepted at colleges.

College Credits, continued on page 6

Executive Secretary, continued from page 1

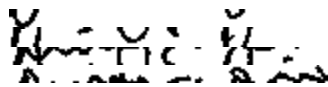
school officials from out-of-state institutions who have access to state financial aid funding, and a researcher that will give an analysis of Wisconsin's labor market. In addition, we are attempting something new this year by having a pre-conference workshop on career college marketing.

Also on the EAB's agenda are school visits. Although school visits happen throughout the year, we "kick-off" the cycle as schools submit data as part of the 2003 school renewal.

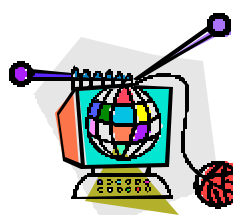
Over the past 10 years, EAB's regulatory functions have become much more focussed on outcome measures as opposed to input measures. Today, the EAB is more focussed on quality instructors and curriculum, rather than the number of square feet per student. Many school officials may remember a time when an EAB staff person would show up for a visit -- light meter in hand.

Although school visits have come a long way, the EAB is continuously searching for improvements. As part of our review of the school visit, I will be accompanying each of the education consultants on several visits during the next few months. Not only will this give me a first-hand look of how school visits are currently being conducted, it will allow me an opportunity to meet with school officials and witness the education opportunities you provide.

Best regards,



David C. Dies
Executive Secretary



Have you visited the EAB website lately?

The site is updated frequently. Visit us at www.eab.state.wi.us.

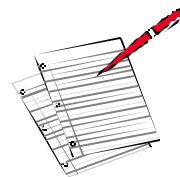
from the staff

EAB Prepares for Fall Workshop and Conference

Plans for the November 13 workshop and November 14 conference have been finalized and staff is accepting registrations for both events.

Staff recommends that all approved schools send a representative to one or both of these events. This is an opportunity for school officials to network with peers, meet staff and board members and hear speakers who talk about issues relevant to the for-profit and private sectors.

There's still time to register for both the workshop and the conference. Call our office at (608) 266-1996 for information or visit our website at <www.eab.state.wi.us> where you will find downloadable registration forms.



Meeting Notes . . .

Members of the Educational Approval Board met on September 10 in Madison.

David Dies reported to the board that staff had identified a broad range of administrative rules that need to be amended, created or repealed. Some of these changes are minor issues such as amending existing definitions. Other issues are more significant, such as the ability of the EAB to impose intermediate sanctions on schools that are not in compliance with state law. The board directed staff to draft language for a single comprehensive rule change for their consideration.

In early November, the board will meet via teleconference to discuss, amend and adopt language proposed by staff.

Tips from the Experts

Nurturing Your Website

Do you ever find yourself wondering who updates your organization's website and makes certain that it is meeting your clients needs? If your organization is like many others, the answer, unfortunately, may be "No one." Yet, your organization has probably spent considerable amounts of money to develop a website and get it up and running.

Consumer watchdogs are reporting that consumers are more wary of information found on websites because of bad experiences they had with them. Consumers report that common factors that diminish a site's credibility are typographical errors; outdated content; difficulties in navigation; links that don't work or are not credible and unavailability.

There is help available online at www.Webcredibility.org/guidelines/index.html and www.consumerWebwatch.com for those individuals charged with updating their organization's website.

Primer for Writing Mission Statements

One of the requirements of EAB schools is that the school catalog contain the school's mission statement. Over time, staff has received some resistance to this requirement because of the notion that mission statements are outdated or somewhat limiting to a school's vision.

Two brothers, who have devoted their lives to high level management or teaching and research, beg to differ. In their book, [The Mission Primer: Four Steps to an Effective Mission Statement](#), Richard and David O'Hallaron provide a concise guidebook that teaches the reader how to develop, evaluate and manage an effective

mission statement for their organization. Their method, used successfully with dozens of corporate, university and non-profit clients, is structured, quantifiable and has a distinct beginning and end.

EAB staff, without the benefit of the O'Hallaron primer, recently reworked the board's mission statement. You will find it in our state statutes, administrative code and printed on our website. Our mission statement reads: "To protect Wisconsin's consumers and advocate for choices to innovative and quality education programs." It is what we use to guide us in our day-to-day work. Schools' mission statements should serve the same purpose.

Just for Fun

And Where Were You in 1984?

In early September a new generation of students arrived on campuses throughout the country to mark their first year of college. Most of these students were born in 1984. Things were different "back then"--you may be surprised just how different.

For the fifth year, Beloit College, a liberal arts college in Beloit, Wisconsin, is distributing the "Mindset List" to its faculty and staff as an indicator of the many ways in which entering 17 and 18 year-olds see the world differently from their professors, coaches and mentors. Some highlights from this year's list include:

- A southerner has always been President of the United States.
- Cars have always had eye-level stop lights, CD players and air bags.
- Fox has always been a television network choice.

They grew up in minivans.

For the complete list, go to www.beloit.edu and click on "The Mind Set List."

College Credits, continued from page 3

Information technology schools have found their own niche in their desire to grant credits to students. The ITCAP Program, a workforce development initiative offered in conjunction with Pima Community College (PCC) in Tucson Arizona, allows credit-for-training recognition of many workforce training programs, which can qualify students for company tuition reimbursement funds.

The ITCAP acronym is the sole property of ITCAP, Inc. and stands for Industry Training Credit Approval Process. Since its inception in September 1997, the ITCAP program has processed more than 70,000 credits for 18,000+ students in 38 states.

In order to earn academic credit from PCC for courses taken through the ITCAP Program, a student must successfully pass either the PCC/ITCAP Completion Exam or the Official Vendor Certification Exam.

While ACE evaluates vendor training and recommends the number of credits that schools could theoretically recognize for each course, credits earned through ITCAP are actual academic college credits issued by PCC, which is accredited by the Commission on Institutions of Higher Education of the North Central Association of Colleges and Schools.

While these new means of granting college credits sound inviting to schools and students alike, there is still the need for "buyer beware." The common pitfall here is that transferability of credits is a matter determined by the institution receiving the credits. Credit transfer acceptance decisions are usually made separately for each individual student and depend on several factors, determined by each institution.

EAB staff cautions institutions participating in credit transfer programs to fully disclose the transferability policy at the time of enrollment. Students should not be lured in by the promise of college credits. Advise students who wish college credit for a course you offer, to check with the accepting institution before enrolling.



VOTE OF CONFIDENCE: In a recent Gallup Poll, Americans ranked teachers as the most trusted group of people in the country. Rounding out the top 10 were small business owners, military officers, police officers, ministers, doctors, pro athletes, accountants, journalists and government officials.

REFERENCES ONLINE: If you're looking for a way to replace some of your bound references, the website <www.dictionary.com> may be for you. At the top of the site, you type a word into a search box, then select whether you want to search for the word in the dictionary or the thesaurus. The dictionary and thesaurus are extensive.

TIRED OF FINDING YOUR E-MAIL ACCOUNT CLOGGED WITH SPAM -- those annoying unsolicited e-mails you get from people or businesses. One way to protect yourself from electronic junk mail is to add a few extra characters to your e-mail address whenever you visit a website that asks for it.

For example, if your e-mail address is john@doe.com, tell a newsgroup that your address is john @ REMOVE.doe.com. A list administrator may notice that your e-mail address is incorrect, but an automated e-mail address collector will never know.

TRACKING THE PAYCHECK: Campaign donations, special interest groups and lobbyists--they all have a lot of influence on Congress and what laws are passed. Check out <www.opensecrets.org/payback> to see who's giving money to whom and how much they are giving. The information is published by the nonprofit, nonpartisan Center for Responsive Politics.



On the National Front

American Workplace Report

Released before Labor Day, this award-winning annual report evaluates the “state of the workplace” by comparing the current condition of the economy to past years. The goal is to provide an economic evaluation of the critical employment trends and policies affecting America’s employers and employees and the implications of these trends.

The 2002 report gives information on job growth, unemployment, hours and productivity, how and where Americans work, education and skills, wages and benefits, and minorities in the workplace.

Also included in the report are projections and challenges for the workplace of tomorrow.

The report may be found on the internet at www.epf.org/research/labordayreports2002/LDRSummary2002.asp.

Opportunities in Technology Employment May Be Improving

The American Electronics Association reports that during the first six months of this year, 113,000 jobs disappeared from the information technology (IT) industry. The decline in jobs continues a trend that has wiped out 336,000 jobs in the past eighteen months. However, good news may be on the horizon as high-tech employment stayed steady at 5.27 millions jobs in May and June, ending a 14-month string of declines.

The IT industry has been hard hit by massive corporate layoffs, leaving a pool of

highly qualified candidates unemployed. Many of these layoffs were brought about by the U.S.’s economic decline following terrorist attacks on New York and Washington in September 2001. The technology industry has also been rocked by the corporate scandals surrounding Global Crossing, Enron and WorldCom. Venture capitalists, whose money fueled the late-1990s technology boom, have also taken a more conservative approach to funding new ventures.

As the final quarter of 2002 winds down, experts in the industry see signs of an employment recovery in IT. Companies are taking on new projects with temporary employees rather than committing to hire full-time workers. Workers can find jobs either in the government contracting area or sales as technology companies try to reposition themselves to succeed in the changed economy.

College Enrollments Projected to Rise 15% by 2012

According to data released in August by the U.S. Education Department, enrollment in degree-granting postsecondary institutions is projected to increase to 17.7 million in 2011-12 from 15.3 million in 1999-2000, more than a 15-percent jump.

Other projections in the report for 2011 - 2012 are:

- the number of high schools graduates is expected to rise 9-percent; and
- the number of first professional degrees awarded is expected to rise 8-percent.

The data are part of an annual report, “*Projections of Education Statistics to 2012*” that examines enrollment trends at all levels of education.



Thanksgiving

The year has turned its circle,
The seasons come and go.
The harvest all is gathered in
And chilly north winds blow.
Orchards have shared their treasures,
The fields, their yellow grain,
So open wide the doorway~
Thanksgiving comes again!

~Old Rhyme

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The EAB Quarterly is published in January, April, July and October by the Wisconsin Educational Approval Board to highlight accomplishments of our approved schools, inform readers of issues in higher education and provide a source of information linking our readers.

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