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The



# Quarterly

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A newsletter from the Wisconsin Educational Approval Board

Issue 16, Winter 2002

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## From the Executive Secretary

It is hard to believe that three months have passed since being named the Executive Secretary of the Educational Approval Board (EAB). Although the time has gone by quickly, a lot has happened.

A more comprehensive and useful Directory of Private Postsecondary Schools for 2002 has been distributed to a broader constituency, annual school certificates and second payment renewal invoices have been improved and distributed earlier, the EAB's website has undergone significant revisions, and planning for the EAB Approved Schools conference is well underway.

Moreover, significant progress has been made in positioning the EAB so that it can aggressively and effectively address the many issues it will face in the coming months and years.

I have had the opportunity to meet with the officials from a number of approved schools. To better acquaint myself with the diverse types of schools the EAB oversees, it is a goal of mine to get out and visit as many schools as possible during the next year.

*Executive Secretary, cont. p. 4*

## EAB Schools Conference Planned for April

The Educational Approval Board's Third Annual Approved Schools Conference is scheduled for Thursday, April 11. The conference will be held at the Sheraton Madison Hotel. Conference attendees will have the opportunity to meet with EAB staff and Board members, school officials, legislators and other persons interested in private postsecondary education in Wisconsin.

The last EAB conference, which focused on the new economy and its effect on postsecondary education from both strategic and marketing perspectives, was held on November 14, 2000.

Much has changed since the last conference. Today, the talk is of the sluggish economy, falling earnings, rising unemployment and reports by Microsoft that the global PC industry continues to deteriorate.

Overall EAB approved schools showed an increase in revenues during the last fiscal year; however, some schools have felt the negative effects of the economic situation through decreased numbers of enrollees.

This year's conference will give participants a chance to look at the challenges facing them and identify new strategies for success. *A tentative agenda and registration materials are included in this newsletter.*



## *School News . . .*

### **University of St. Thomas Offers Teachers Master's Option**

The Educational Approval Board has authorized the University of St. Thomas in Minneapolis, Minnesota to offer two master of arts programs to Wisconsin educators: A Master of Arts in Curriculum and Instruction for teachers and a Master of Arts in Education Administration for educators seeking a K-12 principal license.

The master's program leading to principal licensure is a collaborative effort between the University of St. Thomas, a private school, and the University of River Falls, a public institution. The 31-credit licensure program is located at the University and is taught by both institutions.

A total of 28 prospective principals are currently enrolled in the program. In working with the university, the Wisconsin Department of Public Instruction has approved this licensure program as a way to help ease the severe shortage of principals in the northwest part of the state.

The Master of Arts in Curriculum and Instruction is a 32-credit program whose purpose is to equip teachers with advanced training in learning theory and current teaching methods. The program is designed around the needs of the teachers enrolled and the school districts in which they teach.

*For more information about these new programs, contact the University of St. Thomas, at (651) 962-4550 or visit their website at [www.stthomas.edu](http://www.stthomas.edu).*

### **Nova Southeastern Opens New Library**

Nova Southeastern University, Fort Lauderdale, FL, is celebrating the opening of a five-story, 325,000 square-foot library with an unusual origin: Half of the building's \$45-million construction cost was covered by Broward County, FL, the county in which the university is located. The building will operate both as an academic facility and as a public library.

Nova Southeastern is approved by EAB to offer two Ed.D programs to Wisconsin residents.

Under the agreement between the University and the county, Nova Southeastern retains ownership of the building and oversees the employment of the staff. For the first four years of the library's operation, the county will contribute 40 percent of the operating costs. In the fourth year, the library will electronically tally the number and types of users entering the building -- general public versus students -- and apportion the operating costs accordingly. However, the county will never pay more than 50 percent or less than 40 percent of the operating costs.

The public will have access to all of the materials in the library. The library will eventually contain 1.4 million volumes--including children's and young-adult sections--along with a host of electronic databases.

*To find out more about Nova Southeastern University, call (800) 249-2077 or visit their website at [www.nova.edu](http://www.nova.edu).*

### **New School Approvals**

St. Thomas University  
Minneapolis, MN  
Southern New Hampshire University  
Colchester, VT  
GLES Language, LLC  
Lake Geneva, WI  
ITT Technical Institute  
Indianapolis, IN



## In the Spotlight

### Insurance Schools

In the early 1990's the Office of the Commissioner of Insurance (OCI) determined that candidates who wanted to apply for a license in the major lines of property, casualty, life or accident and health insurance in Wisconsin had to complete prelicensing education at an approved school prior to sitting for an examination. The prelicensing education is not a preparatory course for passing the examinations. The intent is to provide a broad overview of insurance concepts, state laws and ethics.

Prelicensing education became law in January 1993, and since that time the EAB has been approving insurance schools that offer noncredit educational programs. Currently, five schools are approved.

Among other things, an entity seeking initial approval or reapproval of an insurance noncredit program from the Commissioner's office, must show evidence of prior approval from EAB. Noncredit program approval expires on every July 31 of the next odd numbered year after approval. Each school must submit an application for approval for the next period to the Commissioner on or before June 1 of each odd numbered year.

Students must attend all of the required hours and receive all the required contents before a certificate of prelicensing education may be granted.

Insurance examinations are administered by Assessment Systems, Inc. (ASI), a computer-based assessment service. There are five testing sites in Wisconsin. ASI prepares a semi-annual cyclical report regarding the performance of students on the agent examinations. EAB receives a copy of those reports from OCI.

*To find out more information about EAB approved insurance prelicensing schools, contact us at (608) 266-3705 or call the Office of the Commissioner of Insurance at (608) 266-8699.*

### Claude Gagnon Receives AMTA's Highest Award

Claude Gagnon, owner and director of Lakeside School of Massage Therapy, Milwaukee, is this year's recipient of the American Massage Therapy Association's (AMTA) Distinguished Service Award. Claude served as President of the Council of Schools during the transitional period when the Council joined with the AMTA, creating the newest membership classification, School Member. He was a reviewer of the AMTA Career Guide series, and has served as AMTA's Strategic Planning Committee Chair.

The purpose of the Distinguished Service Award is to honor an individual association member who has contributed to the profession and association in an outstanding manner and to acknowledge diligent and altruistic volunteerism of a member. As former AMTA President Steve Olson said of Claude, "He has brought his heart and soul to AMTA."

#### **Congratulations Claude!**

*For more information about Lakeside School of Massage Therapy call (414) 372-4345 or visit their website at [www.lakesideschoolmassage.org](http://www.lakesideschoolmassage.org).*

### School Directory

The 2002 edition of EAB's *Wisconsin Directory of Private Postsecondary Schools* is now available. Copies of the directory were mailed to approved schools, legislators, high school guidance counselors and other interested persons in January. The directory is provided free of charge.

*Call us at (608) 266-1996, or visit our website at <http://eab.state.wi.us> to get your copy.*

*Executive Secretary, cont. from p. 1*

Of course, I also look forward to meeting many school officials at the upcoming Approved Schools Conference that will be held on April 11, 2002 at the Sheraton Madison Hotel (*see related article and enclosed conference materials*).

I have also been meeting with many other state agency officials where there are common interests and issues, such as the Departments of Workforce Development, Regulation and Licensing, Transportation, Financial Institutions, and Justice. In addition, I have begun to meet with representatives of the University of Wisconsin and the Wisconsin Technical College System, the Commissioner of Insurance, and the Higher Educational Aids Board.

Still, while significant progress has been made, so much more work remains to be done. To help guide the work of the EAB during the next five to seven years, we have begun to develop a strategic plan. A draft of this strategic plan will be presented to EAB board members at the March meeting.

One of the critical aspects of the plan focuses on enhancing the visibility of the EAB, as well as a better understanding of the schools the EAB oversees and the important role they play in higher education. To this end, we have begun to examine our critical functions and clearly identify how they fit into the goals and objectives set by the Board.

Finally, I want to thank the dedicated and competent EAB staff whom has made me feel welcome during these past three months. I have relied heavily upon their insights and incredible knowledge, and look forward to working with them for years to come.

Best regards,



## Clip & Save

### Year 2002 At a Glance

#### January

- 1 School renewal certificates issued  
EAB Quarterly published  
2002 School Directory distributed

#### March

- 1 Second payments due  
School/student survey due
- 12 EAB Board Meeting

#### April

- 11 EAB Approved Schools Conference  
EAB Quarterly published

#### June

- 18 EAB Board Meeting

#### July

- 2003 renewal applications sent to schools  
EAB Quarterly published

#### September

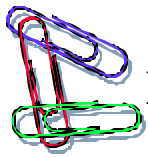
- 1 Renewal applications due
- 10 EAB Board Meeting

#### October

- EAB Quarterly published

#### December

- 10 EAB Board Meeting
- 31 2002 School approvals expire  
2003 renewal certificates and invoices issued



## More School News

### **Rasmussen College Granted North Central Accreditation**

Rasmussen College, with locations in Eagan, Mankato, Minnetonka and St. Cloud, Minnesota, was granted initial accreditation by the Higher Learning Commission, a commission of North Central Association of Colleges and Schools on September 24, 2001. The Eagan campus is an EAB approved school.

Founded in 1900 by Walter Rasmussen to meet the needs of the budding business environment at the turn of the century, Rasmussen College is a two-year, degree-granting college for business and professional careers.

The mission of the College is to provide their diverse student body with a creative environment that enhances work values, ethical standards, interactive-based learning and excellence in higher education. While the words of the Mission Statement have changed over the past century, the philosophy of Rasmussen College has stayed the same: Provide students with the education necessary to gain the knowledge and professional confidence to become tomorrow's leaders.

The Higher Learning Commission is part of the North Central Association of Colleges and Schools. The Association was founded in 1895 as a membership organization for educational institutions.

The Association is one of six regional institutional accrediting associations in the United States. Through its Commissions it accredits, and thereby grants membership to educational institutions in the nineteen-state North Central region.

The Higher Learning Commission is recognized by the Secretary of Education and the Committee on Recognition of Postsecondary Accreditation.

*To find out more information about Rasmussen College call (651) 636-3305 or visit their web site at [www.rasmussen.edu](http://www.rasmussen.edu).*

### **Ottawa University- Milwaukee Offers On-line MBA Program**

The Educational Board has authorized Ottawa University - Milwaukee to offer a 32 credit on-line program for a Master of Business Administration (MBA) degree.

Ottawa University has more than 10 years of experience offering on-line programs at their campuses in Kansas City and Phoenix.

The on-line MBA program will require all students to attend a week-long intensive session to start each 12-week term. Dr. Donald Clauser, Director of Ottawa University - Milwaukee, says that their experience shows that successful on-line programs combine high tech support with personal student interactions.

To gauge student interest in offering an on-line MBA program, Ottawa University-Milwaukee surveyed 400 undergraduates and alumni. Of the nearly 200 respondents, 98% of adults thought the university should offer an MBA degree and 78% indicated they would enroll in the future based on their past satisfaction with their educational experience at Ottawa.

This new program offers Wisconsin's working professionals another option to increase their skills and earning potential.

*For more information about this new program, contact Ottawa University-Milwaukee at (262) 879-0200 or visit their website at [www.ottawa.edu](http://www.ottawa.edu).*

## ProMentor Students Have Opportunity to Earn College Credits

Career Tech Services, Inc., Orillia, Ontario, recently entered into a unique agreement with Excelsior College, Albany, New York. Because of its relationship with Career Tech Services, Inc., students enrolled at ProMentor Technology Training, Milwaukee are now eligible to earn college credits upon successful completion of select Career Tech courses offered at ProMentor. The credits may also be transferable to other accredited colleges and universities.

Established in June 2000, by Luci Klebar, ProMentor offers a comprehensive, innovative approach to computer learning. Its educational objectives, curriculum and placement pursuits reflect its ongoing assessment of the employment market and technology trends.

In addition to EAB approval, ProMentor is licensed by Career Blazers Learning Center, New York, NY. Under the license, schools receive all of Career Blazers technical expertise, in-depth knowledge of the training business, the how-to of accessing state and federally funded training programs, information technology training curriculum, staff training and development programs, marketing and advertising support. Career Tech Services, Inc. is the Canadian division of Career Blazers.

Excelsior College, founded in 1971, is the largest and oldest accredited college in the nation offering associate, baccalaureate and master's level degree programs based exclusively on outcomes-based assessments of learning. The college is regionally accredited by Middle States Association of Colleges and Schools.

Students who wish to earn college credits from Excelsior College need to complete specific proctored exams for each course at ProMentor. Excelsior issues the transcript.

*To find out more about this exciting new*

*endeavor contact ProMentor Technology Training at (414) 257-2939 or visit their website at [www.promentor-train.com](http://www.promentor-train.com).*



**SITES TO WATCH:** Looking for quality academic historical research for high school and college students? Have them visit [www.snowcrest.net/jmike](http://www.snowcrest.net/jmike). One more good site is [www.students.gov/index.html](http://www.students.gov/index.html), a U.S. Department of Education effort to help students and families plan the future beyond high school.

**AOL AND DISTANCE EDUCATION:** On December 10, 2001, America Online, the nation's largest Internet provider, opened a portal to market distance education to its subscribers. Called AOL Online Campus, the portal connects members to online degree programs and courses offered by the University of Phoenix (EAB approved), Western Governors University and the University of California Berkeley Extension, as well as several for-profit companies.

**CHINESE TO BECOME MOST-USED LANGUAGE ON WEB:** By 2007, Chinese will surpass English as the most-used language on the Internet, reports a United Nations World Intellectual Property Organization (WIPO) conference in Geneva focusing on multilingual domain names. Currently, English speakers compose a slight majority of the world's 460 million Web users, but by 2002, non-English speakers will hold the majority. While domain names have been issued mostly in English and in Latin-based characters around the world, domain names are now available in Chinese, Japanese, Russian, and Arabic scripts, with accents of Europe's romance languages now also available. (Financial Times, December 7, 2001)



## *On the National Front*

### **Negotiated Rulemaking to Implement Title IV**

The Department of Education and representatives of the higher education community are engaged in negotiated rulemaking to implement Title IV of the Higher Education Act of 1965, as amended. In the standard rule-making process, federal agencies propose rules, affected parties comment on them and final rules are issued. In negotiated rule-making, the process is condensed and affected parties help draft the rules.

Section 492 of the Higher Education Act requires that the Secretary of Education obtain public involvement in the development of proposed regulations for Title IV of that Act and, generally, that all Title IV regulations promulgated after the enactment of the Higher Education Amendments of 1998 be subject to a negotiated rulemaking process. In December, the department invited colleges, students and lenders to apply for seats on the two negotiating panels -- one that is looking at ways to simplify rules in the student-loan programs, and another that is looking at easing annoying regulations that affect colleges.

In a related matter, The Chronicle of Higher Education reported that U.S. Education Department officials on January 16, turned away representatives of colleges in the direct-lending program as they sought to join two panels considering the future of student-aid regulations. At the same meeting, representatives of the American Council on Education, an umbrella group for higher education, told the department that they would not contribute to the panels' deliberations, since their group had been left

without a seat at either table.

The National Direct Student Loan Coalition had appealed to the U.S. Department and members of the "negotiated rule-making" committee for seats on two panels reviewing aid programs. The Coalition represents institutions that participate in a program that provides loans directly to students through their colleges, bypassing banks and guarantee agencies in the guaranteed-loan program.

A higher education adviser at the Education Department reported that the department had tried to balance the representation by appointing representatives from both institutions that participate in the guaranteed-student-loan program and those that participate in the direct-loan program. He stated that the department had chosen campus representatives, instead of lobbyists.

*Information about the negotiated rulemaking process will be posted periodically on [www.ed.gov/offices/OPE/rulemaking/index2002.html](http://www.ed.gov/offices/OPE/rulemaking/index2002.html).*

## **2002 Distance Ed Conference**

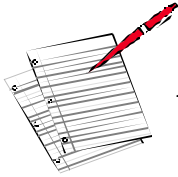
*18th Annual Conference on Distance Teaching and Learning  
August 14 - 16, 2002*

*Monona Terrace Convention Center  
Madison, WI*

*Contact Kimary Peterson  
at (608) 265-4159 or e-mail  
[distel@education.wisc.ed](mailto:distel@education.wisc.ed)*



***Have you visited the EAB website lately?*** The site has been recently updated. Visit us at [eab.state.wi.us](http://eab.state.wi.us).



## Meeting Notes

Members of the Educational Approval Board met on December 11, 2001 in Madison. The board elected officers for 2002. Raymond Boland was re-elected Chair, Gene Kussart, Vice-Chair and Delora Newton, Secretary.

David Dies, Executive Secretary, reported to the board about issues currently confronting the staff, including staffing, the budget and the EAB/ SAA split. Mr. Dies stated that he will be examining a variety of efforts aimed at improving external communication such as press releases and media alerts, distribution of the school directory and visibility of the sector.

The board voted to retain the FY 02 and FY 03 fee multiplier at the current level of \$4.8711 per \$1,000 of the school's adjusted gross annual school revenues.

In other action, the board set the meeting schedule for 2002. All meetings will be held in Madison during the afternoons of:

March 12  
June 18  
September 10  
December 10.

The minutes for the December 11 meeting will be posted to our website after they have been approved by the board at its next meeting on March 12.

### *The EAB Quarterly Winter 2002*

*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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***Conference Materials  
Enclosed***