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The



# Quarterly

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A newsletter from the Wisconsin Educational Approval Board

Issue 20, Winter 2003

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*From the  
Executive Secretary*

The New Year provides an opportunity for us to reflect on the past and to anticipate the future. Already, the year 2003 has been particularly significant for two reasons: the state of Wisconsin has both a new Governor and new legislative leaders.

While our state's elected leaders face the tremendous challenge of having to solve a staggering budget deficit, I am optimistic that they ultimately will be successful. Many observers have termed the state's budget deficit a "crisis." Based on my experience as a former budget analyst for the state, I believe they are accurate.

As President John F. Kennedy once stated, "When written in Chinese, the word crisis is composed of two characters. One represents danger and the other represents opportunity." I believe the budget crisis offers our leaders a unique opportunity to make fundamental changes that will benefit Wisconsin residents.

For the Educational Approval Board (EAB), the start of a new year marks the beginning of another approval cycle.

*Executive Secretary, continued on page 4*

## **EAB Fall Conference Highlights Budgetary Issues**

The EAB Approved Schools Conference drew 60 participants to Madison on November 14. The focus of the conference was on budgetary matters including legislative and administrative rule issues. EAB staff provided participants with a state budget summary and an outline of regulatory changes the board would put forth in the next biennial budget. Schools heard that the board was interested in improving student protections and opportunities and would be putting forth efforts in these areas.

*The 2003 EAB Approved  
Schools Conference is scheduled  
for November 13 in Madison.*

Dr. Laura Dresser, Research Director, Center on Wisconsin Strategy (COWS), shared labor market statistics and educational trends with the group. COWS is a research and policy center dedicated to improving economic performance and living standards in Wisconsin. COWS conducts research on regional trends, generates ideas for improvement, works with business, labor, and community leaders to implement experiments in reform, and studies the results for possible replication elsewhere.

James Gessner, President, Duluth Business

*Conference, continued on page 6*



## School News . . .

### Associated Training Services Awarded Accreditation by NCCER

In accordance with the National Center for Construction Education and Research's (NCCER) *Guidelines for the Administration and Accreditation of the Standardized Craft Training Process Seventh Edition*, Associated Training Services Corporation (ATS), Sun Prairie, WI was awarded accreditation for a period of three years. ATS was granted initial school and program approval by EAB in December 1996. What began as one program has now grown to five programs, two in building construction and three in excavation industry. To begin, the excavation industry programs will be offered using NCCER's curriculum.

NCCER accredits for profit schools which are known as Training Sponsors. It develops and publishes standardized construction, maintenance and pipeline curricula, safety programs, management education, industry image materials and craft skills assessments. Programs must be taught by instructors who are trained and certified through NCCER's Certified Master Trainer program. This network of certified instructors assures that NCCER training programs will meet the standards of instruction set by the industry.

John Klabacka, president of ATS, told EAB, "This national recognition is great for our graduates. The registry maintains students' academic records and provides transcripts, certificates and wallet cards. Graduates of the programs have the assurance that their training accomplishments will be recognized wherever they go."

*Congratulations to the staff at*

### *Associated Training Services for this accomplishment!*

*To find out more about the school and its programs, call (800) 383-7364 or visit their website at <[www.equipment-school.com](http://www.equipment-school.com)>.*

### ProMentor Technology Training Sold

ProMentor Technology Training, Wauwatosa, was purchased by Milwaukee Career College, Inc. (MCC) in late November. ProMentor has been successfully providing training in four areas of concentration since February 2000: MS Office applications, hardware repair and maintenance, network administration and web design. The school has been graduating 400 students annually.

MCC will continue to provide technology training and will add programs in medical and administrative assistant training. Graduates of MCC will be awarded a diploma.

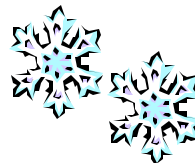
The new president of MCC is Merlyn Cooper. Mr. Cooper has worked with a number of career schools throughout his career. He brings a wealth of operations and management experience to the new school.

The former owner of ProMentor, Lucia Klebar remained at the school for several weeks to assist staff and students through the transition period.

*For more information about Milwaukee Career College, call (414) 247-2939.*

*"Real teachers remember their worst day as a student."*

Paula Logan  
High School Counselor &  
Teacher





## In the Spotlight

### Out of State Proprietary Schools

Of the forty out-of-state for profit schools approved by the EAB, twenty-two do not have a physical presence in Wisconsin. Seven schools each are located in our neighboring states of Minnesota and Illinois, with three in Michigan. Students may also attend approved schools in Arizona, Colorado, Florida, Tennessee and Wyoming.

Out-of-state proprietary schools offer a variety of unique programs to Wisconsin students. Possibly the most notable is Art Instruction Schools, Minneapolis. Founded in 1914 by the Bureau of Engraving, Inc. to train illustrators for the growing printing industry, the school is recognized as the premier home study art school in the country--largely due to the success of its graduates. The school is accredited by the Accrediting Commission of the Distance Education and Training Council (DETC), a national accrediting agency recognized by the U.S. Department of Education.

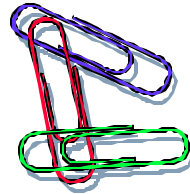
Other unique training programs are available at schools like Universal Technical Institute in Glendale Heights, Illinois which offers auto/diesel programs with NASCAR components and Wyoming Technical Institute which offers street rod building and auto customizing in Laramie, Wyoming.

More traditional programs like massage therapy, accounting, office related occupations, modeling, computer electronics and information systems, electronic engineering, and medical related occupations are offered at other schools.

Many out-of-state for profits are accredited and offer associate and bachelor

degree programs. Others offer certificate or diploma programs.

*To find out more about the programs out-of-state proprietary schools offer, view our website at <[eab.state.wi.us](http://eab.state.wi.us)> or call EAB at (608) 266-1996.*



### More School News

### Computer Schools Continue Downward Spiral

Following a national trend, Wisconsin has been hit hard by computer school closures since the summer of 2001. Most recently, LAN Masters Technical Education Services, Milwaukee, closed its doors and filed for bankruptcy late last year. Computer Education Services Corporation, Milwaukee announced in mid-January that it will close its Milwaukee location by the end of the month because "they are really an east coast organization."

The recent closings bring the total number to seven. Generally, the school closures were brought about by financial difficulties fueled by the sluggish economy and downturn in the sale of computer hardware and software and training programs.

In addition to the recent school closures, two schools saw their approvals expire on December 31 because they failed to comply with state law.

Experts in the industry are not forecasting an upswing in computer sales and training in the near future. EAB warns consumers to proceed with caution when selecting a school for computer training. Call the EAB at (608) 266-1996 before signing a contract--we can answer your questions and assist you in making a decision.

# *from the staff*

## **Education Specialist Positions Reclassified**

The three Education Specialists employed by the EAB, Joan Fitzgerald, Linda Heidtman and Patrick Sweeney, received confirmation in November that a review of their duties and responsibilities resulted in a reclassification of their positions to School Administration Consultant.

Within the last decade, the scope and responsibility of the education specialist positions have changed dramatically. The shift has been from that of performing compliance reviews to the provision of consultation to schools in an effort not only to produce compliance with established statutory provisions, but also to improve the operation of the various schools.

Staff will use the working title Education Consultant.

### ***Executive Secretary continued from page 1***

The EAB chose to use this year's renewal process as an opportunity to request more detailed information about the schools and the students they serve. As a result of our efforts, an interesting profile of the schools and their students has been created.

Here is the picture we found.

#### *Profile of the schools:*

- Of the 126 schools currently approved by the EAB, 105 are for-profit, 20 are non-profit and one is public.
- 86 schools are based in-state and 40 are based out-of-state.
- The gross revenue generated by the schools exceeded \$73 million for the latest reporting year.

- 46 (or nearly 40%) of the schools are accredited by either a national, regional, or specialized accrediting agency.
- All 30 schools that offer an associate, bachelor, or graduate degree are accredited.
- The average student to instructor ratio is 11:1.

#### *Profile of the students:*

- Annual headcount enrollment was more than 31,000. Of this number, 56% completed while 31% continue with their programs.
- Full-time students made up 53% of the schools' enrollment.
- 58% of students were male and 42% were female.
- 62% of enrolled students were 25 or older.
- Of the 17,900 students that completed their programs, 92% received either a diploma or certificate, 3% received an associate degree, 4% received a bachelor's degree, and 1% earned a master's degree.
- After completing their programs, 90% of students remain in Wisconsin.
- The average amount of debt was \$6,051 per student.

In short, these EAB-approved schools annually graduate thousands of adults who remain in Wisconsin as productive members of our state's workforce without taxpayer support.

Best regards,

David C. Dies  
Executive Secretary



## Year 2003 At a Glance

### January

- 1 School renewal certificates issued
- 30 *EAB Quarterly* published
- 31 2003 School Directory published

### March

- 1 Second renewal payments due
- 11 EAB Board meeting

### April

- 15 *EAB Quarterly* published

### June

- 17 EAB Board meeting

### July

- 10 EAB sends 2004 renewal applications to schools
- 15 *EAB Quarterly* published

### September

- 1 Renewal applications due
- 9 EAB Board Meeting

### October

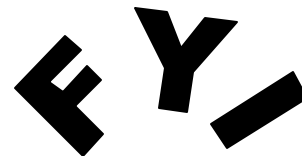
- 15 *EAB Quarterly* published

### November

- 13 EAB Approved Schools Conference

### December

- 16 EAB Board Meeting
- 31 School approvals expire



**WARTS AND ALL:** In a recent survey, the Public Agenda asked a random sample of 1500 adults: "When teaching American history to kids in middle and high school, do you think it's better to place the country in the best possible light, or do you think it's better to teach the bad and the good, warts and all?" Ninety percent picked "warts and all." For more, see [www.publicagenda.org/aboutpa/aboutpa\\_press\\_release\\_detail.cfm?list=48](http://www.publicagenda.org/aboutpa/aboutpa_press_release_detail.cfm?list=48).

**INTERNATIONAL EDUCATION:** A survey in March 2002 by the American Council on Education found that the public, undergraduates and college faculty strongly supported international education, study-abroad programs and language training. The poll, "One Year Later: Attitudes about International Education Since September 11," is available at [www.acenet.edu/programs/international](http://www.acenet.edu/programs/international).

**COLLEGE STUDENTS IN CYBERSPACE:** A survey conducted by The Pew Internet and American Life Survey shows that college students have made the Internet a vital part of their day. Seventy-two percent of college students check their e-mail at least once a day. Eighty-seven percent of students have received e-mail messages from their professors. More than half of students say they can communicate their ideas more freely to their professors via the Internet. However, the survey found that even though students and professors are very comfortable using the Internet to communicate, they say they still prefer face-to-face communication. Results of the survey may be found at [www.pewinternet.org](http://www.pewinternet.org).

## ***Conference, continued from page 1***

University and Board of Directors, Career College Association, spoke to participants about his involvement with the Minnesota Career College Association. Mr. Gessner stressed the important role that school associations can have in advancing legislation that benefits schools and students. The group discussed the advantages of reorganizing the Wisconsin Council for Independent Education (WCIE).

The day concluded with a panel discussion by Peter Pavone, Director of Bryant & Stratton College - Milwaukee campus and Jennifer McClure, Director of Government and Association Relations for DeVry, Inc. The panelists related their experiences with finding ways to participate in state financial aid programs in the school's home states of New York and Illinois respectively.

The next EAB Approved Schools Conference has been scheduled for Thursday, November 13, 2003. Please mark your calendars now!

## **And the Winner is . . .**

Ms. Janine M. Hicks, Director of State Relations at the University of St. Francis, Joliet, IL was the winner of the conference door prize. The prize, donated by Educational Financial Services, was a thermal picnic basket filled with Wisconsin treats such as cheese and wine.

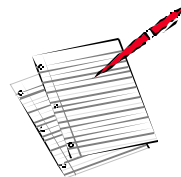
## **Preconference Workshop**

Approximately 30 people attended a preconference workshop at Herzing College on November 13. The workshop, "Career College Marketing 101," was presented by Michael Cooney, editor of the *Career Education Review*, Oshkosh. Well known in career college circles, Mr. Cooney offered participants marketing ideas that are practical and easily implemented.

Philip Rosen of the Educational Financial

Services, National Loan Servicing Center, Tarzana, CA spoke to the group about financial aid options for students.

We are grateful to the Educational Financial Services for supplying the nametags for both the conference and workshop free of charge.



## ***Meeting Notes***

Members of the Educational Approval Board met on December 17, 2002 in Madison. Raymond Boland, Chair, accepted the resignations of Rick Berg and Jon Litscher.

The board conducted a public hearing on the proposed administrative rules. One public member made comments to the board regarding the retention of school records.

In other actions, the board moved to maintain the multiplier for second renewal payments at last year's level of \$4.8711.

The board set tentative meeting dates for calendar year 2003:

March 11

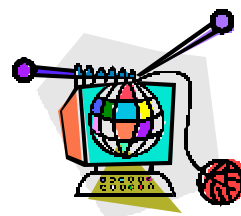
June 17

September 9

December 16.

The meetings will be held in Madison.

The minutes for the December 17 meeting will be posted to our website after they have been approved by the board at its meeting on March 11.



## ***Have you visited***

***the EAB website lately? It is updated often. Visit the site at <a href="http://eab.state.wi.us">eab.state.wi.us</a>.***



## *On the National Front*

### **Education Department Eases Regulations for Proprietary Schools**

Officials from many proprietary schools across the country see two recent decisions by the U.S. Department of Education (the Department) as positive. The Department has lifted the ban on incentive compensation for colleges and recruiters and changed the requirements outlined in the 12-hour rule.

A new willingness of proprietary schools to work collaboratively with the Department has encouraged department officials to take a new view of for profit schools, reports a deputy assistant secretary for policy, planning and innovation in the Department's Office of Postsecondary Education. The official notes that about 40 percent of high school graduates do not receive any postsecondary education, yet 80 percent of the jobs in growing industries require some form of it.

The next hurdle on the horizon may be the challenge to proprietary education and Department officials to set forth financial accountability standards that do not restrict the pace of expansion in the for profit arena. Officials from proprietary schools report that they have dealt with Department restrictions that restrict their ability to expand because they are required to maintain a certain amount of cash assets. There appears to be room for further discussion as Department officials report that they do not foresee substantial changes in the regulations.

### **INS Extends Deadline for Colleges to Track Foreign Students**

Schools that serve foreign students breathed a collective sigh of relief in early December due to the U.S. Immigration and Naturalization Service's (INS) release of final rules. Schools around the country have been panicking because they haven't been sure when they needed to get all of their new international students entered into the reporting system.

The most important change for colleges is a deadline extension to August 1, 2003 for institutions to enter the names of all international students into the Student and Exchange Visitor Information System (SEVIS). The August deadline supersedes INS' previous rule which gave colleges until the beginning of their first term after January 30, 2003.

The new regulations will require that institutions must record any work experience that international students get to round out their education while they are still studying, and for up to 12 months after they graduate.

The INS regulations cover students carrying F visas for academic students and M visas for vocational students.

### **Report Predicts Technology Will Reshape Research Universities**

A new report from the National Academy of Science states that information technology is likely to reshape research universities dramatically--changing how they are organized, financed and governed--and will also prod the institutions to emphasize instruction more heavily. The report, *Preparing for the Revolution*:

*Technology, continued on page 8*

***Technology, continued from page 7***

*Information Technology and the Future of the Research University*, was written by a committee that included current and former college administrators, leaders of higher-education groups, foundation and industry officials. The report warns research universities against complacency in the face of fast-paced technological developments and new competition from online universities and for profit institutions such as the University of Phoenix. Noticeably absent from the group of authors are representatives from faculty groups.

The report suggests that a future of technological advances may not sit well with more traditional academics. With technological advances, the report predicts, will come freelance instructors selling their services to many institutions, which in turn will compete for students who will buy courses a la carte from many different colleges. Two commonplace features of undergraduate instruction, lectures and a common reading list, will be replaced with students collaborating online with one another and their instructor.

Officials at the American Association of University Professors express concerns about the role of the professor becoming little more than an educational consultant. Sentiment among members of the Association run deep that a college education will continue to rely upon faculty members who are deeply enmeshed in students' learning through activities such as guiding discussions and presenting their expertise to students.

The report further warns that research universities are not prepared for what they call the new "plug-and-play" generation of students and recommends these institutions train faculty members to use technology.

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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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