

The



Quarterly

A newsletter from the Wisconsin Educational Approval Board

Issue 27, Fall 2004



*From the
Executive Secretary*

A report released this month indicates that most students from low-income families never consider going to college, and those who do tend to go to either a for-profit or community college.

The report, *Indicators of Opportunity in Higher Education*, was prepared by the Pell Institute for the Study of Opportunity in Higher Education. The institute conducts and disseminates research and policy analysis to encourage policymakers, educators and the public to improve educational opportunities and outcomes of low-income, first-generation, and disabled college students.

What makes this report unique is its focus on students, not institutions. The Pell Institute is the first research institute to specifically address the many issues impacting educational opportunity for this growing population.

Among the report's findings is information about the type of institution that students from families with various income levels choose to attend. The following table shows the percentage of students by family

income attending two- and four-year, public and private institutions.

Institution Type	Family Income		
	<\$25,000	\$25,000 - \$74,999	>\$75,000
2-Yr. Private	22	50	28
2-Yr. Public	20	59	21
4-Yr. Private	8	35	57
4-Yr. Public	11	48	41

Using the National Postsecondary Student Aid Study data from the U.S. Department of Education, the Pell Institute looked at another important aspect of postsecondary education options that are available to students, private for-profit institutions.

According to this data, six percent of all low-income students attend private for-profit institutions, compared to two percent of middle income students and one percent of high-income students.

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School News . . .

Inacom Information Systems Named Microsoft's Worldwide Partner of the Year for Learning Solutions

Inacom Information Systems, headquartered in Madison, Wisconsin, was named Worldwide Learning Solutions Partner of the Year at the Microsoft Worldwide Partner Conference 2004 in August. Inacom received this award based on its innovative use of the latest Microsoft technologies to deliver solutions that exceeded its customers' expectations. Winners were selected from a group of Microsoft Certified Partners that demonstrated excellence in emerging technologies. The Microsoft Partner Program helps partners build successful Microsoft technology-based businesses by offering a variety of resources including training, technical support, products and peer-networking opportunities.

Inacom, now with training centers in Madison, Brookfield and Appleton, offers learning solutions in the areas of networking, infrastructure development, project management, security and information worker training. As a Gold Certified and Managed Business Partner of Microsoft, Inacom is able to provide the highest level of Microsoft IT, Development and Information Worker learning solutions delivered by IT professionals. Inacom is Wisconsin's only United Training partner, North America's largest consortium of independent Microsoft Certified Partners for Learning Solutions.

Inacom Celebrates Twenty Years

In other news, Inacom Information Systems celebrated its 20th anniversary on

September 2 by hosting a reception for its customers, partners, employees and community. During the event, Inacom raised over \$1,100 for the United Way of Dane County.

More than 300 guests attended the celebration. Laurie Benson, CEO and Co-Founder thanked the many wonderful customers who helped shape Inacom into one of Wisconsin's premier technology solutions providers. Ms. Benson noted that the company's core values remained the same today as when they started the company and that Inacom continues to pursue customer centric strategies by providing end-to-end technology solutions to Wisconsin healthcare organizations, manufacturers, telecoms, legal, insurance and other professional service organizations, as well as educational institutions and government agencies.

Inacom's education center was approved by the EAB in October 1996 and offers healthcare and IT programs.

For more information about Inacom's IT and healthcare programs, call (888) 212-9450 or visit their website at www.education.inacom-msn.com.

Herzing College's Reach and Teach Program Gains Popularity

Three years ago Herzing College's Academic Dean, Chuck Taylor, conceived a community service project that provides a week of free technology training and instruction to employees and volunteers of Madison, WI area non-profits. Known as the "Reach and Teach" program, subject matter taught in the 40-plus classes includes everything from beginner's Word and Intro to Computers, to subjects such as Microsoft Excel, Powerpoint and Adobe Photoshop.

Next year the college hopes to add "soft skills" training in areas such as conflict

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In the Spotlight

New Schools

Badger Material Handling Training Center, West Milwaukee

Badger Material Handling Training Center was granted initial school approval on August 3, 2004. The center is owned and operated by Badger Industrial Trucks, a division of Liftow Limited headquartered in Mississauga, Ontario, Canada. The school provides training to students that leads to certification as forklift operators.

All the courses contained in the program meet or exceed OSHA guidelines. In addition to classroom training, students are involved in simulated warehouse training.

To find out more information about Badger Material Handling Training Center and its program, e-mail the school at btipton@liftow.com or call (414) 385-0085.

St. Croix Culinary Institute, Somerset, Wisconsin

St. Croix Culinary Institute received initial school approval on August 12, 2004. The institute is owned and operated by Dennis Nee. The school's 37-week program is designed to introduce and train students in classic culinary preparation. Graduates of the program will be prepared to be chefs and pastry chefs in classical French cuisine.

Mr. Nee states that students who wish to enter the program must have a passion for food and learning!!

For more information about St. Croix Culinary Institute, call (715) 247-4059 or visit the school's website at www.stcroixculinary.com.

Kanyakumari Ayurveda Education & Retreat Center, Inc., Milwaukee

Kanyakumari Ayurveda Education & Retreat Center was granted initial school approval on September 13, 2004. The center offers two Ayurveda professional certifications: Certified Ayurvedic Educator (CAE) which consists of 300 credit hours and focuses on the philosophy and fundamental principles of Ayurveda, and Certified Ayurvedic Practitioner (CAP), which is Kanyakumari's designation for its 2-year plus internship clinical Ayurveda training program.

Opportunities for internships abroad to India will be available to those who are interested and able to travel for extended studies.

For more information about Kanyakumari Ayurveda Education & Retreat Center, call (414) 228-7145 or visit the center's website at www.kanyakumari.us.

Martin's College of Cosmetology, Green Bay, Wisconsin

Martin's College of Cosmetology was granted initial school approval on August 15, 2004. Owned and operated by John Martin Kwitek, the mission of the school is to educate, motivate and mold students into successful professionals in the fields of cosmetology and massage therapy. Approved by EAB to offer a 720-hour massage therapy program, the school offers both a part-time and full-time option for study.

The program meets the general education requirements for licensing as a massage therapist in Wisconsin.

To learn more about Martin's College of Cosmetology massage program, call (920) 684-3028 or visit the school's website at Martins.mcofl.com.

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The implications of these findings are significant for policy makers in light of the growing discussion in Wisconsin about the need to better serve low-income students.

In a recent policy paper submitted to sponsors of the Building the New Wisconsin Economy (BNWE) initiative, officials from the state's public and non-profit colleges and universities examined the financing of higher education and called for more state financial aid.

What the Pell Institute study suggests is that state policy makers may need to consider creative solutions beyond increasing financial aid. If state leaders truly want to link all postsecondary education to the state's economic development, to serve low-income students, and increase the number of persons with degrees, then they may want to begin by examining the following policy questions:

- Given the independent governance structure of the University of Wisconsin System, the Wisconsin Technical College System, the independent colleges and universities, and proprietary colleges and schools, how can higher education be coordinated so as to produce a coherent and cohesive economic development effort in Wisconsin?
- If Wisconsin's goals are to provide its residents access to higher education and to increase the percentage of people with high skill/high wage training and with baccalaureate degrees, are there lessons to be learned from the proprietary sector in credit transfer, program design and delivery, and customer focus?
- To address business sector needs and provide choice for Wisconsin residents, should the state enact the proposed education tax credit for businesses that pay for employees to obtain needed degrees?

- Should Wisconsin provide its residents choosing EAB-approved schools the same access to state-funded financial aid and grant programs?
- To foster educational innovation, enhance program responsiveness, and reduce the tax burden, should Wisconsin ensure all schools are provided equal access to program funding for economic development initiatives?

Many of these questions echo those that were asked by the Education Commission of States in a 2001 report titled *The Rise of For-Profit Degree-Granting Institutions: Policy Considerations for States*.

Clearly, if Wisconsin is going to compete in the 21st Century economy, these and other important questions need to be addressed.

Best regards,



David C. Dies
Executive Secretary



EAB Website

*Have you visited the EAB website lately?
The website contains or has links to:*

- *board meeting notices*
- *board meeting minutes*
- *calendar of events*
- *EAB statutes and administrative code*
- *EAB school forms and much more.*

Visit EAB's website at <http://eab.state.wi.us>.

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resolution, public speaking and fundraising.

Just three years old, this year's program trained about 400 people from 164 organizations such as United Cerebral Palsy, Catholic Charities and Goodwill.

Herzing College serves students in 11 cities in the U.S. and Canada, and collectively trains about 3,000 students. The Madison campus has 600 students and employs 74 people. At this time, Reach and Teach is only offered through the Madison campus.

Call (800) 582-1227 or visit Herzing College's website at www.herzing.edu to learn more about the college and its programs.

ITT Tech Green Bay Names New Director

ITT Technical Institute-Green Bay recently announced the appointment of Michael J. Kranzusch as campus director. Dr. Kranzusch describes himself as an enthusiastic, highly motivated leader with 16 years adjunct teaching experience combined with 25 years in business. He is an advocate of a self-directed team approach.

Dr. Kranzusch earned his doctoral degree from The Union Institute, Cincinnati and a master's degree from Cardinal Stritch University, Milwaukee.

Before coming to ITT Dr. Kranzusch served as the Director of the Graduate Program in Business at Mount Mary College, Milwaukee. He has served as an adjunct faculty member at Marian College-Fond du Lac since 1988.

ITT Technical Institute-Green Bay was granted initial school approval by EAB on July 25, 2000. The school served over 700 students in 9 approved programs during the last academic year.

EAB joins ITT Technical Institute in welcoming Dr. Kranzusch to Green Bay.



MOST LITERATE CITIES: Jack Miller's study, *America's Most Literate Cities 2004*, ranks 79 cities on numerous data sources to measure their citizens propensity for reading. The information is compiled from U.S. Census data, newspaper circulation rates, magazine publishing, educational attainment levels, library resources and booksellers. Ranked at the top of the study is Minneapolis. **Madison, WI** ranked third. Miller is the chancellor at UW-Wisconsin-Whitewater. For more information go to www.uww.edu/npa/cities.

KAPLAN: In May, Kaplan Test Prep and Admissions reported a 78% jump in enrollment for its free SAT practice test sessions and workshops this year. Kaplan also reported that the stamina needed to complete the four-hour SAT exam is by far the greatest concern of students.

HEALTHCARE: A recent survey by the American Federation of Teachers found that healthcare costs have put a big dent in efforts to make education salaries competitive with those in other professions. A survey by the American Association of University professors shows the average salaries of faculty rose by only 1.6 percent. Complete survey results may be found at www.aft.org and www.aaup.org/research/index.htm.

SEVIS: AFT graduate employee unions are taking as precedent an arbitrator's ruling that finds it discriminatory for the University of Massachusetts to charge international students a fee to help pay the cost of tracking their whereabouts for the U.S. government. Spurred on by the success of graduate students affiliated with AFT, others are stepping up efforts to repeal SEVIS fees.



On the National Front

Student Voter Registration

A recent survey by *The Chronicle of Higher Education* and the Institute of Politics at Harvard University found that a third of colleges and universities have not complied with new federal requirements to make a “good-faith effort” to provide students with voter-registration materials.

A 1998 amendment to the Higher Education Act, which governs most federal student-aid programs, requires colleges to obtain voter-registration forms 120 days before the local registration deadline and distribute them to students enrolled in all degree or certificate programs. Colleges that fail to comply with the provision could jeopardize their federal student-aid funds.

The survey was sent via e-mail to officials of 815 colleges and universities, 249 of which responded between August 6 and August 25. The representative sample included a diverse range of institutions. Among the respondents, 54 percent were public institutions, 43 percent were private.

As the November election nears, politically active students throughout the nation are urging colleges to comply with the law in an effort to increase voter turnout on campuses.

Some administrators say colleges are less inclined to encourage political participation than they were in the past.

Additional information about the survey is available at the Harvard Institute of Politics’ website at <http://chronicle.com>.

Beloit College Publishes Seventh Mindset List

For the seventh year, Beloit College, a liberal arts college in Wisconsin, distributed to its faculty and staff the *Beloit College*

Mindset List. The list identifies some facts of life that distinguish this generation of college students from those that preceded it.

According to co-editor Tom McBride, Keefer Professor of the Humanities at the college, one of the primary purposes of the list has been to slow the onset of “hardening of the references” experienced by some faculty.

Most of this year’s freshmen class are about 17 and were born in 1986. These students were born in the year that Chernobyl melted down and the Challenger exploded.

A short list of events that have helped formulate their view of the world follows.

- The Energizer bunny has always been going, and going, and going.
- Photographs have always been processed in an hour or less.
- The U.S. has always been a Prozac nation.
- There have always been night games at Wrigley Field.
- Computers have always suffered from viruses.
- Politicians have always used rock music for theme songs.
- They have done most of their search for the right college online.
- Aspirin has always been used to reduce the risk of a heart attack.
- Cher hasn’t aged a day.

If you are interested in learning more about today’s entering college students, go to website <http://www.beloit.edu/~pubaff/mindset>. You can also subscribe to future lists at this website.



Board News

Members of the board met on September 9 in Madison. Items of discussion included Wisconsin's economic future; the role EAB schools play in providing state residents with innovative traditional and non-traditional programs; and the EAB schools conference in November.

In other action, the board approved final proposals from the staff for the 2005-07 biennial budget request and reviewed the school renewal application for calendar year 2005.

Staff presented board members with a listing of approved schools and their geographic location and extended an invitation to them to accompany the education consultants on a school visit in their area.

The next meeting of the board is scheduled for December 9 in Madison.

Board Member Profile

Christy L. Brown currently serves as Vice-Chair of the Educational Approval Board. Ms. Brown describes her career path as unique in that there are no straight lines, rather she seems to be going around a more circular path. While her first job was in education at a private university, she has been through several jobs that are not related to education and now works at a public not-for-profit two-year college.

Ms. Brown obtained a bachelor's degree in psychology from Stanford University, a master's degree in humanities and a law degree from Duke University.

Since April 2002, Ms. Brown has served as Vice President and General Counsel at Milwaukee Area Technical College (MATC). She is responsible for board activities, oversight of all legal affairs including monitoring outside counsel, public

safety, and human resources and labor relations. She states that the most rewarding aspect of working at MATC is knowing that she is part of an organization that contributes toward the personal growth of individual students and the economic development of southeastern Wisconsin.

Born and raised in Milwaukee, Ms. Brown loves to travel and has sought coastal experiences in her educational endeavors. She has worked in education in financial aid and enrollment services at two universities. She has also worked for non-profits as a counselor for teen mothers and just prior to her current position, she was vice president of the southeast region for Lutheran Social Services. In the private sector, Ms. Brown worked as an associate at a large law firm, Michael Best & Friedrich LLP, in the labor and employment group.

Ms. Brown reports that she has been involved in many activities in the past, but currently limits herself to the following: Vice President for Community Affairs, Professional Dimensions (a women's business organization), Chair, Milwaukee Bar Association, Judicial Selection Committee and as a member of the United Way Girls Health Initiative Allocation Committee.

Extremely interested in education as a vehicle for those who might otherwise be shut out of the system, Ms. Brown states that the governor's appointment to the EAB "allows me to be even more engaged in the state's educational system by assisting in the protection of its consumers, promoting quality education programs and advocating for more choices for our citizens' educational aspirations."



EAB Approved Schools Conference 2004

T*here's still time to mark your calendars for
November 17 and 18--*



**Wednesday, November 17
Pre-Conference Workshop**

“Twelve Essential Elements to Providing Education Excellence”

**Thursday, November 18
EAB Approved Schools Conference
*“Becoming Your Best”***

**Call us at (608) 266-3185 for more
information or visit our website
at <http://eab.state.wi.us> for
conference and pre-conference
registration information.**

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