
The



Quarterly

A newsletter from the Wisconsin Educational Approval Board

Issue 24, Winter 2004



*From the
Executive Secretary*

The New Year brings about a time of reflection on the past and a celebration for the future. During 2003, the Educational Approval Board (EAB) has accomplished much. Let me share with you just a few of the year's highlights.

The EAB began the year by overhauling its website. This new site is more versatile and dynamic, allowing primary users--the schools subject to EAB regulatory approval and students who attend these schools--to more easily navigate and obtain information.

Included in the state's 2003-05 budget was authorizing language that the EAB had sought to develop a student protection fund. The EAB has developed rules to implement the fund and will soon be holding a public hearing (see related information on page 5 in this newsletter).

Progress continues to be made to enhance the EAB's visibility and understanding of its purpose. After two years of attending meetings of the state's PK 16 Leadership Council as an observer, I recently have been asked to serve on the Council in a formal

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Approved Schools Conference

The annual conference for EAB-approved schools was held on November 13 at the Sheraton Madison Hotel. A pre-conference workshop on school trends, research and improvement ideas was held on November 12. Approximately seventy people attended the conference while the workshop drew over 30 participants.

*The 2004 EAB Approved Schools
Conference is scheduled for
November 18 in Madison.*

Presenters at the conference examined various aspects of this year's theme "Results Matter: Connecting Data, Outcomes and Jobs." Attendees at the conference heard from Jamie Wall, Administrator for the

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School News . . .

Blue Sky School Raises Over \$4,000 for Local Charities

Blue Sky School of Professional Massage and Therapeutic Bodywork is excited to announce it has donated \$4,044 among nine local charities.

Blue Sky celebrated *National Massage Awareness Week* (October 19th- October 25th) by holding a massage marathon to benefit charitable organizations at all three of Blue Sky's locations in Wisconsin. Blue Sky offered the public reduced rate student massages on October 22nd at its Madison location and October 23rd at its Grafton and Green Bay locations. Over 200 people received massages during the two days. Blue Sky donated all the proceeds raised from the event to the local charities that were selected.

Blue Sky donated seven door prizes at each location consisting of student massage gift certificates from their student massage clinics. The grand prize was one free massage per month for one-year which was awarded to three lucky winners.

The Grafton location raised a total of \$1,635; the Green Bay location raised a total of \$1,332; and the Madison location raised \$1,077.

Due to the overwhelming success, Blue Sky will offer the event again in the near future.

Blue Sky Educational Foundation was established as a not-for-profit in 1988 and has been operating Blue Sky School of Professional Massage & Therapeutic Bodywork since 1985. The school was approved by the EAB in July 2000. The school offers full and part-time programs in professional massage therapy, public classes

in health, wellness and massage, category A continuing education for bodyworkers, student massage clinic, professional massage clinic and massage, nutrition, and wellness supplies.

For more information about Blue Sky, contact Dawn Koller, Director of Operations at: (262) 692-9500 or email dmk@BlueSkyEdu.Org

EAB Approved School Granted Accreditation

Madison English as a Second Language School, LLC (MESLS), a school approved by the state's Educational Approval Board (EAB), was granted accreditation from the North Central Association of Colleges and Schools (NCACS). MESLS joins a distinguished group of schools across the NCACS 19-state region that have attained accreditation.

The North Central Association of Colleges and Schools is comprised of two Commissions: the Higher Learning Commission, which accredits degree-granting institutions of higher education; and the Commission on Accreditation and School Improvement, which accredits K-12 schools, as well as some non-degree-granting postsecondary and adult education schools.

Accreditation extends across state lines, assuring the public that their schools adhere to high quality standards based on the latest research and successful professional practice. To earn accreditation, schools must meet quality standards, be evaluated by a team of professionals from outside the school, and implement a continuous school improvement plan focused on increasing student performance. The accreditation process is voluntary and requires annual review.

The EAB granted initial approval to MESLS in January 1995. The school

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In the Spotlight

Art Instruction Schools

Art Instruction Schools was founded in 1914 by the Bureau of Engraving, Inc., to train illustrators for the growing printing industry — and particularly for the Bureau itself. The course and teaching method was so successful that its trained artists soon were in constant demand throughout the printing, advertising and newspaper industries. The growth in popularity of the training led to added fields of instruction, and Art Instruction Schools soon included cartooning, color, perspective drawing and other lessons. In time, the *Fundamentals of Art* course was developed to include all popular art techniques and became recognized as one of the most extensive art study programs available.

As students progress through the lessons they see their skills develop steadily as they use the techniques and “trade secrets” of the pros.

Instructors at the school are all professional artists with a wide variety of experience and specialties.

In addition to being approved by the Educational Approval Board, Art Instruction Schools is licensed by the Minnesota Higher Education Services Office.

Art Instruction Schools is accredited by the Accrediting Commission of the Distance Education and Training Council.

The school was approved to solicit students and advertise in Wisconsin in December 1972. It served 128 Wisconsin residents last year.

To find out more about Art Instruction Schools, call (800) 788-9532 or visit their website at www.artists-ais.com.



The State Line . . .

State Ranks 21st in High-Tech Employment

Wisconsin ranks 21st in the country for high-tech jobs, a new study says.

The report by the American Electronics Association ranks states based on information and computer jobs and places Wisconsin in a group that includes Missouri, Indiana and Connecticut.

The report showed that in 2002, Wisconsin's high-tech jobs fell by 6.7 percent to 79,300, from 85,000 in 2001. But the country as a whole fared worse, losing 8.3 percent of the jobs in the industry.

Wisconsin does not fare as well for salaries however. The state placed 35th overall in terms of salaries for high-tech workers. Nationally, the average yearly salary for workers in the electronics industry was \$66,349, compared to only \$50,296 in Wisconsin.

Only 3 percent - or 34 out of every 1,000 Wisconsin worker - is employed by electronics or related firms.

Annual Conference on Distance Teaching and Learning to be Held in Madison

The 20th Annual Conference on Distance Teaching and Learning will be held August 4-6, 2004 at the Monona Terrace Convention Center in Madison, Wisconsin.

Proposals for the conference are due January 31, 2004. For more information, see the conference website at www.uwex.edu/disted/conference.

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capacity.

The EAB also hosted another highly successful conference for approved schools this past fall and has been making progress to pass legislation that will protect student records when schools in this state cease operations.

One of the biggest changes, however, has occurred during the past two months with the appointment of five new board members by Governor Jim Doyle. Although future editions of the newsletter will profile each of the new members, I would like to share with you a little background on each.

Christy L. Brown, Milwaukee

Ms. Brown is Vice President and General Counsel for the Milwaukee Area Technical College. She previously has held various corporate positions with Lutheran Social Services, was an associate with the law firm of Michael Best & Friedrich, and has been an admissions representative for the University of Wisconsin - Milwaukee. Ms. Brown holds a law degree from Duke University, where she also earned her MA in Humanities. Her undergraduate work was completed at Stanford University.

Michael J. Cooney, Oshkosh

Mr. Cooney is the editor of the "Career Education Review," an independent publication for career colleges and is also a Partner in Workforce Communications, an advertising firm that produces response driven career college advertising. Mr. Cooney holds an MBA from the University of Wisconsin - Oshkosh, where he also completed his undergraduate work in secondary education.

Terrance L. Craney, Baraboo

Mr. Craney is the Executive Director of the Governor's Work-Based Learning Board. For more than 20 years, he was an instructor of Physics and Applied Sciences at the Northeast Wisconsin Technical

College. From 1995-2001, he served as President of the Wisconsin Education Association Council. He is a graduate of the University of Wisconsin - Eau Claire and holds an MS degree in Physics Education from the University of Wisconsin - Superior.

Richard F. Raemisch, Waunakee

Mr. Raemisch is the administrator of the Division of Community Corrections in the Department of Corrections. Previously, he was a state tax appeals commissioner, served as the Dane County sheriff from 1990 to 1997 and was an assistant district attorney in the Dane County District Attorney's office. Mr. Raemisch holds a law degree from the University of Wisconsin. He completed his undergraduate studies in Political Science and Public Administration at the University of Wisconsin - Stevens Point.

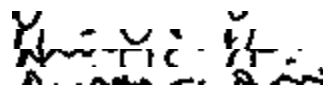
Monica Williams, Appleton

Ms. Williams is the African-American Cultural Support Specialist for the Appleton Area School District and Fox Valley Technical College. She has been an advisor at UW - Green Bay and has held several corporate positions in human resources and operations. She earned a BA degree in Communications and Rhetorical Studies from Marquette University.

These new board members bring a broad range of experience and knowledge to the EAB and we look forward to their guidance and leadership in the New Year, and in the years to come.

Wishing you a very successful and prosperous New Year.

Best regards,



David Dies
Executive Secretary

from the staff . . .

EAB SCHEDULES PUBLIC HEARING ON STUDENT PROTECTION FUND:

The Educational Approval Board will hold a public hearing to consider the creation of a student protection fund. The hearing will be held in Madison on February 10, 2004 at 1:30 p.m. in the 8th floor conference room at 30 W. Mifflin Street.

Interested persons are invited to present information at the hearing. Persons appearing may provide oral testimony but are urged to submit facts, opinions and arguments in writing. Written commentary may also be submitted without making a personal appearance and should be addressed to EAB, 30 W. Mifflin Street, Madison, WI 53703. Written comments must be received by February 9, 2004 to be included in the official records of rule making proceedings.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format must contact the EAB at (608) 266-1996 at least ten days prior to the hearing so that necessary arrangements can be made.

Additional copies of the proposed rule are available from the EAB's website at <eab.state.wi.us> or by contacting EAB staff at (608) 266-1996.

HIGHER EDUCATION TAX DEDUCTION:

Students at EAB-approved schools are eligible for up to \$3,000 per student per year for tuition that is paid to approved schools. The provision for this exemption is contained in Section 71.05(6)(b)28, as created by 1997 Wisconsin Act 237.

The tuition must have been paid during the taxable year for a student who is the claimant, the claimant's spouse if married and filing a joint return, or the claimant's child who is claimed as a dependent on the claimant's federal income tax return.

In addition to EAB-approved schools, the

exemption pertains to a school which qualifies as a university, college, or technical college, classes in Minnesota at a public vocational school or public institution of higher education in Minnesota under the Minnesota-Wisconsin tuition reciprocity agreement.

Specific questions about this exemption should be directed to a tax preparer.

EAB HIRES LTE: The EAB has hired Kyra Flores, a UW-Madison student, to assist with the additional workload related to transcript requests from students who attended Mount Senario College. Since August of last year, the EAB has processed over 300 requests for student transcripts.

SCHOOL RENEWAL: School renewal certificates and second payment invoices were sent to approved schools on December 22. There were two schools that did not renew their approval.

EAB APPROVED SCHOOLS

CONFERENCE: The 2004 Approved Schools Conference is scheduled for November 18, 2004. The conference will be held in Madison, Wisconsin at the Sheraton Madison Hotel. If you have any ideas for topics or speakers, call your education consultant to discuss them. Be sure to reserve the date on your calendar now!

SCHOOL DIRECTORIES: The *Wisconsin Directory of Private Postsecondary Schools Approved by the Educational Approval Board* has been revised and will be mailed to approved schools, legislators, high school guidance counselors, job centers and other interested parties in early February.

Oops, we forgot to mention --

In the Fall 2003 *EAB Quarterly*, we published an article by Tom E. Netting, titled "Congress Examines Reauthorization Issues." We failed to mention that we reprinted the article, with permission, from the *Career Education Review*.

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prepares international students to use English effectively at American academic institutions, in professional situations and in everyday life. MESLS is open to all students sixteen years and older. There are six, seven-week sessions offered each year. The school also has approval from the Bureau of U.S. Citizenship and Immigration Services (formerly Immigration and Naturalization Service) to issue I-20 forms to foreign students for study in the United States.

For more information about Madison English as a Second Language School, call (608) 233-9962 or visit their website at www.mesls.org.

Art Instruction Schools Graduate of the Year

Each year, the Distance Education and Training Council recognizes an "Outstanding Graduate." Seth Boggs, a 2003 graduate of Art Instruction Schools, Minneapolis, is this year's recipient. He has won many awards in art competitions, including First Place and Second Place entries representing Nebraska in the annual White House Easter Egg Artistry Contest.

The school was approved by EAB in 1972. Today, the school is accredited by the Distance Education and Training Council, whose mission is to foster and preserve high quality, educationally sound and widely accepted distance education and independent learning institutions.

Congratulations to Art Instruction Schools and Seth Boggs!

To find out more about Art Instruction Schools, see the article on page 3 of this newsletter or call (800) 788-9532 or visit their website at www.artists-ais.com.

ITT Wins Business Accolades

ITT Educational Services Inc. has been **recognized by *Business Week*** magazine as one of its "Hot Growth Companies" for two consecutive years and *Forbes* recently listed the education subsidiary in its Top 20 "200 Best Small Companies" list.

In 1985, at a time when the company was struggling to survive, Rene Champagne took over leadership of ITT's education subsidiary. Under his leadership the school has seen earnings rise and return on equity remain high.

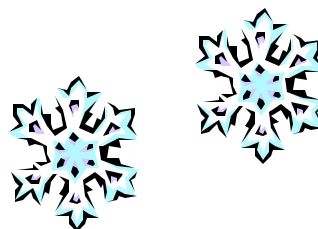
From 1998 to 2001, leaders at ITT completely re-engineered the company. All programs of study were revised during this time period as leaders realized that their current model no longer met the needs of its students. In 1998, ITT offered its first three-day-a-week schedule and introduced an information technology program.

Today, the institution is going even more streamlined by offering what it calls its "2+1," where students attend classes two days a week and take a third class online.

ITT Educational Services Inc. operates two ITT Technical Institutes in Wisconsin. The Greenfield location has been approved by EAB since September 1989 while its Green Bay location was initially approved in July 2000. In 2002 the Indianapolis campus was approved to offer online programs to Wisconsin residents. And in December 2003, the Eden Prairie, Minnesota school was approved by EAB as a teaching location for the Greenfield campus.

ITT served approximately 650 Wisconsin residents in 2003.

For more information about ITT's technical education institutes, visit the company's website at <http://www2.itt-tech.edu>.





On the National Front

The TEACH Act Becomes Law

In 1998, Congress directed the Copyright Office to prepare a report recommending what should be done to facilitate the use of digital technologies in distance education. Upon completion of their report, a bill was introduced closely tracking the Copyright Office's recommendations. It took almost 2 years before the Technology, Education and Copyright Harmonization Act (TEACH Act) finally became law in late 2002.

The Act provides educators involved in online education with a separate set of rights in addition to fair use, to display (show) and perform (show or play) others' works in the classroom. These rights are in Section 111(1) of the Copyright Act and apply to any work, regardless of the medium.

TEACH says it is not copyright infringement for teachers and students at an accredited, nonprofit educational institution to transmit performances and displays of copyrighted works as part of a course if certain conditions are met. If these conditions are not or cannot be met, use of the material will have to qualify as a fair use or permission from the copyright holder(s) must be obtained.

For more information about the TEACH Act go to the website at <http://www.lib.ncsu.edu/scc/legislative/teachkit/>.

Education Department Helps Students Protect Against Identity Theft

The U.S. Department of Education announced in December that it had created a website to help college students avoid

credit-card fraud and other forms of identity theft.

Education Department officials report that there are more than 10 million people who are victims of identity theft every year, and students are particularly vulnerable.

Today's students get numerous credit-card applications, but are not careful about how those applications are disposed of. Students are also careless about checking their credit-card records and balances.

The Department's site offers some common-sense advice to avoid identity theft as well as addresses and hotlines for investigative bodies and fraud departments to which identity-theft incidents can be reported.

For more information about this useful website go to www.ed.gov/misused.

The New Face of For-profits

Industry experts report that the 10 largest publicly listed for-profit colleges and universities (Apollo Group/University of Phoenix, University of Phoenix Online, Career Education Corp., Corinthian Colleges, Kaplan Inc., Education Management Corp., ITT Educational Services, DeVry Inc., Sylvan Learning Systems) served more than a half-million students and account for industry revenues of \$13 billion this past year. That's a 65% increase since 1999.

A number of factors account for this success. While most colleges and universities cater to the top 25% of high school graduates, for-profits aim for the middle half of the class or those who would not have gone to a traditional college. For-profits also target working adults, or "career changers" who need new technical and professional skills to compete in today's workforce.

For-profits serve a relatively large number of minorities -- almost half of for-profit students are minorities.

For-profits continued on page 8



Board News

The Educational Approval Board (EAB) held its quarterly meeting on December 16, 2003 in Madison. The first order of business was to welcome four newly appointed Board members. The new members include Christy L. Brown of Milwaukee, Michael J. Cooney of Oshkosh, Terrance L. Craney of Baraboo and Richard F. Raemisch of Waunakee. Earlier this month, the Governor announced a fifth new board member with the appointment of Monica Williams of Appleton.

Due to several officer vacancies, the Board elected Georgiana Giese the Vice-chair and Michael Cooney the Secretary of the Board.

The board approved the fee multiplier used to calculate the second payment renewal fees at 3.2785. This is a reduction of 33 percent from the previous multiplier of 4.8711. In other action, the Board gave its approval of draft administrative rule language that will implement a student protection fund. This action allowed staff to submit the rule to the Legislative Council for its review. A public hearing on the rule will be held by the Board on February 10 in Madison. (More information about the proposed rule can be found on the EAB's website or by contacting EAB staff.)

The board also set its quarterly meeting dates for 2004. The dates are as follows:

March 4
June 10
September 9
December 9.

Board meetings are open to the public. Attendance by school officials and other interested parties is encouraged.

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Division of Economic Development at the Department of Commerce, who addressed the Governor's Grow Wisconsin plan; Terry Ludeman, the chief economist at the Department of Workforce Development, who spoke about demographic trends and their implications for the state's economic future; and David Bickford, Director of the University of Phoenix library system, who discussed the institution's uses of outcome measures to guide decision making.

EAB staff updated attendees on the draft administrative rule provisions for the student protection fund and other important issues affecting approved schools.

School officials also had the opportunity to meet with EAB education consultants to wrap up the day's events.

For-profits continued from page 7

Experts also expect the for-profit sector to continue seeking out students from overseas through their online programs. Higher-education companies are also expected to forge more local partnerships in other countries to help extend their market share.

Customer service is essential at for-profits. Programs are designed with job market and student needs in mind. Class times and locations are carefully planned in order to offer convenience to students. Students will find more evening and week-end classes at for-profit schools than at their counterparts.

For-profits have also grabbed 41% of the \$3.5 billion online-degree market, which has tripled since 2000, according to industry experts.

Graduates of for-profits have been quite successful finding employment because the schools have been attentive to job market needs by surveying employers to find out what they need.

Industry experts predict even more success as for-profits continue to open doors to higher education in ways never seen before.



Clip and Save

2004 At a Glance

January

- 15 *EAB Quarterly* published
- 31 2004 School Directory mailed

February

- 10 Public hearing to consider rule implementing provisions related to creation of student protection fund

March

- 1 Second renewal payments due
- 4 EAB Board meeting

April

- 15 *EAB Quarterly* published

June

- 10 EAB Board meeting

July

- 10 EAB sends CY 2005 renewal applications to schools
- 15 *EAB Quarterly* published

September

- 1 Renewal applications due
- 9 EAB Board Meeting

October

- 15 *EAB Quarterly* published

November

- 18 EAB Approved Schools Conference

December

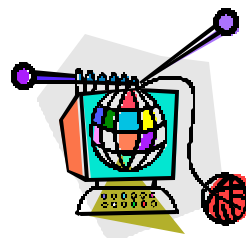
- 9 EAB Board Meeting
- 31 School approvals expire

EYI

ONLINE EDUCATION: A National Center for Education Statistics study shows 56 percent or 2,320 of all 2-year and 4-year degree-granting institutions, offer some kind of distance education courses. The same study shows more than 3 million enrollments in online courses offered by 2-year and 4-year institutions.

PART-TIME WORKERS: A new study released by the Employment Policy Foundation found that 7 in 10 part-time workers in their prime working years (ages 25-65) are working part-time by choice. Reasons for working part-time include work-life balance--childcare, personal or family obligations or education. For more information visit the foundation's website at www.epf.org.

PROGRESS FOR WOMEN: In another study, the Employment Policy Foundation found that women are making significant strides in workplace equality. The real earnings of women in full-time, year-round jobs increased 19.1 percent from 1991 to 2001. The analysis found overall differences in wages between men and women can largely be accounted for through occupational choice and other factors including job tenure and work experience. Visit the foundation's website at www.epf.org for more information.



Have you visited the EAB website? We update it often. Visit the site at eab.state.wi.us.

***“Our lives begin to end the day
we become silent about things that matter.”***

Dr. Martin Luther King, Jr.



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***The EAB Quarterly
Winter 2004***

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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