



The EAB Quarterly
A newsletter from the Wisconsin Educational Approval Board issue 7, Fall 1999

Wisconsin Pilot-One Year Later

One year ago we reported here on the Educational Approval Board's (EAB) pilot of a new way to approve programs for GI Bill educational benefits, maintain approval and carry out visits to schools. The goal of the Wisconsin Pilot was to identify the effects of changing the framework within which the EAB, as a State Approving Agency, oversees the GI Bill. We are pleased to report the results.

The ideas and concepts in which the pilot is grounded grew out of a series of developments in Wisconsin that ran parallel tracks. The pilot's philosophical underpinnings emerged from the EAB's long-standing effort to have the GI Bill become a more integrated component of a comprehensive veterans service system. Its programmatic orientation, in turn, grew out of the EAB's efforts to redefine and improve its education consumer protection role.

The implementation of the pilot has resulted in demonstrably improved relationships between the schools and the EAB. Schools have responded favorably to the principles implicit in the pilot itself. They are more willing to assume responsibility for dealing with their veteran students as a discrete subset of their general population and do the administrative and related tasks that this implies. School officials are more open now to discussing policies and procedures and to figure out, collegially with EAB staff how something can be done, or done better. This is in contrast with their previous responses in the face of more traditional compliance monitoring. There is a sense of partners working together for a common purpose. We have also seen an increase in requests for specific advice and technical assistance.

Interestingly, the EAB's evident willingness to do things in a new way has stimulated some school officials to come forward with their ideas and recommendations for how to make the GI Bill work better. It is also clear, from even the earliest of evidence, that schools serving veterans would welcome the development and existence of a more integrated veterans-service system. Such a system could, at a minimum link state-funded veterans programs, County Veterans Service Officers, and the Veterans Employment and Training System in some sort of cooperative information-sharing network. School officials are especially direct about their desire to outreach veterans and inform them about available educational options.

The early lessons support the efficacy of continuing the Wisconsin Pilot. The EAB still does careful school and program approvals and it would be a worthwhile experiment to learn the affect of really loosening the strictures on both the EAB and schools. It is one thing to approve new and revised programs by looking at certain key indicators; it is quite another to do the in-depth review which the Code of Federal Regulations demands.

So where do we go from here? We will certainly go forward for a second year and try to expand on what we have done. And, it remains to be seen if our model will ever be adopted - and if adopted, when. We'll keep you posted.

ITT Awarded Accreditation	New School Approvals
ITT Technical Institute, Greenfield, WI has been awarded initial accreditation by the Accrediting Council for Independent Colleges and Schools (ACICS). The Council is an independent, non-profit, higher education organization which accredits private, postsecondary career colleges and schools in the United States and abroad. ITT Educational Services, Inc., doing business as ITT Technical Institute, owns and operates more than 60 campuses across the country.	Olivet Nazarene University Kankakee, IL Technologies 2000 Racine, WI

Meet the Owners

Linda and Kent Bergstrom are proprietors of Alternative healing arts, Menomonie, WI. The center, located in a new building which houses seven treatment rooms, a large classroom, offices, restrooms equipped with showers and a martial arts training area, offers three basic services -- amma therapy, classroom instruction and martial arts.

The Bergstroms are natives of Long Island, NY and received their training at the New York College for Wholistic Health Education and Research. Kent has also trained in Korea and various locations in the United States and is a martial art instructor.

Dr. David Hackbarth and Kent provide students training in basic amma therapy. The program is one year in length and is offered by Northwest Wisconsin School for Oriental Bodywork Therapy, an EAB approved school, owned and operated under the authority of sole proprietorship of Linda and Kent. The school was founded to provide the community with training in the traditional martial arts and Oriental bodywork therapy. It is the intention of the school to be part of a process that integrates these healing arts into the American health care system.

Amma therapy is main stream medicine in China and is practiced in hospitals. It is a very different approach to health and wellness—a form of massage therapy based on Chinese medical principles. It involves manual therapy, acupuncture, herbs, diet and exercise. People of all ages can be treated utilizing amma therapy; a patient's problem might be anything from hypertension to fatigue to pain to sinus infections to stomach cramps. The average session lasts 45 to 60 minutes.

Students enrolled in the amma therapy program range in age from 17 to 86. Those who successfully complete the program are eligible to register with the Wisconsin Department of Regulation and Licensing as a massage therapist/Oriental bodywork therapist. Graduates are also eligible to take a national examination administered by the National Certification Commission of Acupuncture and Oriental Medicine. Successful applicants are certified for acupuncture and Oriental bodywork therapy. To find out more about Northwest Wisconsin School for Oriental Bodywork Therapy, call (715) 235-7711.

Number currently approved EAB schools: 123

Number currently approved programs: 302

In the Spotlight

Midwest College of Oriental Medicine- Founded in 1979 in Chicago, Midwest Center for the Study of Oriental Medicine's first program offerings were a massage program and an acupuncture therapist program. There have been a number of changes at the college over the years. The school has dropped the massage program and added the highest accredited degree in the field, a Master of Science in Oriental Medicine. On its 20th anniversary this year, the school's name was changed to Midwest College of Oriental Medicine.

The college is one of the country's oldest schools of acupuncture and Oriental medicine. It is accredited by the Accreditation Commission for Acupuncture and Oriental Medicine. The college's main campus is located in Racine, Wisconsin, with a branch location in Chicago.

Over the last 20 years, recognition for the profession of Oriental Medicine has surpassed many peoples' expectations. Acupuncture is now licensed in over 35 states.

The college has been formally affiliated with the Guangzhou Medical University in China since 1996. A western biomedicine curriculum gives graduates the medical knowledge necessary to work independently, with other health care providers or in an affiliation with a larger medical facility.

The practice of acupuncture began with the discovery that the stimulation of specific areas of the skin affects the functioning of certain organs of the body. It has evolved into a system of healing that restores and maintains health by the insertion of fine needles into acupuncture points just beneath the body surface. These points are in very specific locations and lie on channels of energy called meridians.

Here in the West, acupuncture is best known for the relief of pain. It is, in fact, extremely effective in a wide variety of conditions through its power to stimulate the body's own healing response.

Traditional Oriental medicine sees healing as an art, emphasizing compassion, and using a high-touch approach to temper high-tech science. In this model, healing is a partnership between patient and practitioner.

The average age of Midwest College's students is 40. They come from all walks of life. Many are already working in the health field as nurses, physician assistants or physical therapists.

Midwest College graduates proceed to a variety of professional and community endeavors. Some have a general practice and others specialize in areas such as orthopedics and traumatology, allergies and environmental illnesses, women's health and hospice care. Others rise to leadership positions in professional associations, scholarly organizations and regulatory bodies. Some are teaching the next generation of practitioners at schools across the country.

To find out more about Midwest College of Oriental Medicine, call (800) 593-2320, or visit the college's web site at www.acupuncture.edu.

Despite the enormous size of the Web--it now has some 800 million pages--any two randomly chosen Web pages, on average, are only 19 clicks away from one another, Internet researchers reported in September.

Tidbits . . .

Luci Klebar, School Director, ProStaff Training Plus, returned from the Career Blazers National Conference with the award as Director of the Year for improvements in systems and training in the school. Congratulations Luci!

Ameritrain Corporation, Mequon, Wisconsin has changed its name to Techskills.com.

Steve Cybell has recently joined IKON Office Solutions Technology Services, Inc. as Director of Instruction.

The EAB Annual Report for 7/98-6/99 has been completed by staff. For a copy of the report, call us at (608) 266-1996.

According to the American City Business Journals - the nation's largest publisher of metropolitan business newspapers--small businesses that use the Internet and similar technologies grow 46 percent faster than those that don't. IBM reports small business investment in technology is growing at 12 percent versus 9 percent for large. Part of the reason for small businesses making a larger commitment is that they are late to the game.

----On the National Front-----

Survey Finds Companies Have Made Education Their Business

According to Coopers & Lybrand's latest "Trendsetter Barometer" survey, America's fastest-growing companies have made education their business. The push for more educated workers is spurred by the worker shortage and information technology upgrades. More than half the companies surveyed have adopted new programs for retraining or redeploying current employees. Those firms are also demanding solid educational credentials from new entry-level hires, including technology, mathematics and problem-solving.

James LaFond, mid-Atlantic cluster managing partner, of Coopers & Lybrand LLP reports, "the bar has been raised by these fast-growing firms. Now more education is expected of new hires, and those without a basic high school education will find it virtually impossible to start on the bottom rung."

Unfortunately, "Trendsetter" CEO's report a lack of basic skills in even entry-level employees with degrees. Employers find deficiencies in problem-solving skills, computer and technology skills, basic reading skills and mathematics. The success of "Trendsetter" firms relies in part, on their willingness to invest in both basic and advanced skill building in their employees, which will eventually pay big dividends in productivity.

Each quarter, Coopers & Lybrand's "Trendsetter Barometer" interviews more than 400 CEOs of companies identified in the media as the fastest-growing U.S. businesses over the last five years. The surveyed companies range in size from approximately \$1 million to \$50 million in revenues.

Y2K--Inspector General's Office Sounds the Alarm

A recent report released by the Inspector General's Office of the Education Department warns that colleges and trade schools have not done enough to prepare for year-2000 computer problems and may be at "high risk" for disruptions in student aid. The report recommends that the Education Department continue and expand its outreach efforts. It also calls on members of Congress to promote "Y2K awareness" at colleges and trade schools in their districts. The complete report is available on the World-Wide Web at <http://www.vais.net/edoig/AuditReport/s1190016.pdf> It must be viewed with an Adobe Acrobat reader.

You Can't Escape the Internet

If you are not on-line yet, you will be soon or you will probably be out of business. The Internet is an effective way to reach prospects, stay in touch with students and gain information. Perhaps you think your students don't have e-mail capabilities or the kind of expertise required to use computers. You could be right for the moment, but that was the opinion about television once. Internet access is available in most public libraries. So having a computer is no longer a requirement. Most schools either have a web site or are in the planning stages. Many schools use the Internet as a way for instructors to stay in touch with students and students to communicate with each other. Assignments can be sent via e-mail and tests taken and graded on line. Your finance office can send bills via the Internet and save on postage and handling fees. You can find vital information from the Internet. It is easy to sit at your computer and learn about your trade and recent employment statistics. You can discover what your competition is doing and find solutions to your problems from school owners in other areas. You can't escape the Internet.

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owners, call (561) 483-9554 or visit her web www.susanfschulz.com .]

Reports Recommend Ways to Cut Student-Loan Default Rates

The New York Higher Education Corporation, a state agency, and Sallie Mae, the country's largest financier of student loans, recently reported results of studies they conducted of student-loan defaulters. Each organization conducted a separate study. The studies found that students who were better informed of their loan responsibilities were less likely to default; default rates tended to be twice as high for students who didn't finish their degree program as well as twice as high for those who weren't trained specifically for the career they undertook; student's lack of financial know-how added to the problem; and default is not necessarily caused by too much debt.

Both organizations came up with similar recommendations for decreasing loan defaults. Schools were advised to make better efforts to counsel students and insure that they understand their obligations. It was found that some students who defaulted on their loans were unaware that they were eligible for deferment of their loan payments. Sallie Mae recommends that colleges offer courses in debt management and create a default-management team of administrators from across the institution. The company also urged the colleges to bolster their student-retention services, since it found that graduates were more likely to repay their loans than dropouts were.

EAB All Approved Schools Conference

Plans are being finalized for the first EAB All Approved Schools Conference on November 9. The following brief descriptions of the general and concurrent sessions are provided below to give you a preview of what we have planned for the day.

This session will be led by Donald Madelung, President of Herzing College, Madison, WI. Don will be the Chair of the Workforce Development Board of South Central Wisconsin. This includes the counties of Dane, Columbia, Dodge, Jefferson, Marquette and Sauk. Don, along with Executive Director Dale Hopkins and Senior Associate Patricia Schramm will provide important information on how schools may participate in the Workforce Investment Act.

Concurrent Sessions:

The Future of Higher Education

What does the future of higher education look like in this country? Led by James Falco, Center Executive Director for the Milwaukee/Beloit Campus, National-Louis University, Wheeling, IL, this session will allow participants to discuss future trends in higher education.

Retention Begins in Admissions

Having problems with student retention? How do you know if you are admitting the right students to your program? Don Brun, interim director at MBTI Training Institute, Milwaukee will discuss the important link between students admissions and student retention.

Positioning for Success

Mary Meyers, Campus Director of Bryant & Stratton College, Milwaukee, WI will lead this session. What role does your customer, your employees and quality play in positioning your institution for success. Leveraging an institution's strengths and knowing what to do about challenges starts with an objective evaluation of where you are and where you want to be in the future. With the new millennium on the horizon, this session is timely in helping you prepare for tomorrow's opportunities today!

Third Party Loan Programs

Many of today's students are scrambling for ways to finance their education. In an effort to meet this need, schools have turned to third party loan programs. This session, led by EAB staff, will look at the positives and the pitfalls of participating in these programs for both schools and students. You are invited to come share your experiences and add insight into this important issue.

The Triumph of the Nerds

Linda McIsaac, currently works as an Education Consultant for Inacom Information Systems, Madison, WI. Recently she started a new technology venture. Learn from an educator who has owned a technology business how you can utilize the power of the computer. Practical applications will be shared, pitfalls of technology examined and trends discussed.

**All Approved Schools Conference 1999
"An EAB Partnership for Today, Tomorrow
& the New Millennium"
November 9, 1999
Sheraton Madison Hotel**

Madison, WI

For further information, contact Joan Fitzgerald by telephone at (608) 266-3185; e-mail at Joan.Fitzgerald@eab.state.wi.us or fax at (608) 264-8477. [Conference Information](#)

Our website just keeps growing and growing and growing! We are excited to announce that the website now contains our complete single application, Approving Your School and Approval Programs for Veterans Benefits, including all application forms, in a format that users can print. For schools, this means no more calls to our office for forms. For us, this means a big savings on printing; we won't need to send you the complete packet forms each year as we have done in the past.

As those of you who have worked on website design know, the thing is never done! So for now, the application form is housed inside the link called "Annual Renewal Process" or specifically at <http://eab.state.wi.us/Forms/eabform.pdf>.

Eric Madsen, Web Specialist from the Division of Technology and Management at the Department of Administration, reformatted the application using Adobe Acrobat. For those of you who don't already have the free Adobe Acrobat Reader software, visit <http://www.wdfi.org/general/acrobat/acrobat.htm> to download Adobe Acrobat Reader. Adobe Acrobat Reader allows you to view, navigate and print PDF (Portable Document Format) files across many different platforms, including Windows, Mac, Unix and others.

Yvonne Hagen of our staff has been instrumental in getting our website up and running. If you have questions about printing or finding specific topics in the website call Yvonne at (608) 266-8065 or e-mail her at Yvonne.Hagen@eab.state.wi.us

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