

Instructor of the Year and Rising Star Instructor Nominations

Career college faculty are among our schools' greatest resources. Without exceptional faculty members, the missions of our organizations would not be realized. These individuals often go above and beyond sharing their knowledge and skills to ensure students gain the education necessary to be successful in their chosen career. They strive to find exciting methods of instruction while also recognizing various learning styles in the

classroom and working to accommodate all learners. Each year, KACCS partners with McGraw-Hill Higher Learning to sponsor an award honoring the top instructors at KACCS schools. The purpose of these awards is to encourage and recognize self-improvement in vocational education. Candidates are evaluated based on their response to student needs, effectiveness and originality, professional achievements and quality of recommenda-

tions. Nominees and award winners will be recognized at the 2012 KACCS Educational Conference and Annual Meeting Friday, August 24th. Registration details for this meeting are available on page 5. Instructor of the Year and Rising Star Instructor nomination forms are now available online at www.kycareercolleges.org. Nomination materials must be post marked or emailed by Friday, July 6th.

College Bound

Career colleges are helping close the gap in Kentucky's workforce training needs. Recently, KACCS partnered with WBKI Louisville to create a talk show program, *College Bound*, to provide an opportunity for viewers to explore their local education and career options as students, graduates, local employers who work closely with career colleges and school administrators share information about career colleges. Students on the program have shared stories about their decisions to attend college and why a career college program was right for them. Bill Gillen, a graduate from ITT Technical Institute's Construction Management program said of his experience, "I had constant encourage-

ment from my instructors, chair and dean of studies." Justin Swigger, also a graduate from ITT said, "ITT Tech gave me a solid foundation for my future." One consistent theme among the students representing various schools and programs was the acknowledgement of how their career training had provided them with new opportunities. Monika Ireland, a Sullivan University graduate said, "Gaining culinary education at Sullivan has opened many doors for me!" Nyata Spence, a current National College student said, "My experience at National College has broadened my views on life and my views as a professional in my field. National doesn't give you classes but life instructions to make it out of the everyday struggle of life." Tune in to WBKI Louisville

Sunday afternoon at 3:00 to view the remaining episodes of this program.

On the College Bound set at the WBKI studios in Louisville



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- ◆ Greg Brotzge, **Legislative Liaison**
- ◆ Candace Bensel, **Executive Director**

President's Corner

As we approach our association's annual meeting, I wanted to take this opportunity to reflect on the activity we have seen in KACCS this past year and thank the team who helped make these successes possible.

The KACCS Board of Directors and Executive team have been instrumental this past year in driving the association's vision for our students forward. Our annual meeting in August will bring changes to the board as we continue to move forward and also marks the end of the term for our current Treasurer, Buddy Hoskinson. Buddy's years of service to the association in this role have been vital in the financial success of our organization and we appreciate his efforts in this position. Because of his hard work we now have a budget for the first time in years and can accurately track our actual expenditures against that budget. The efforts put forth by the government relations committee to inform

members of activity during the 2012 general assembly session and to communicate support for HB 308 was also a victory for our students this year. The government relations committee, led by KACCS' government relations liaison Greg Brotzge, were key to this success. Government Relations under Greg's leadership brought together our schools and some from outside the Association into a coalition that spoke with one voice. This was not easily accomplished. Our schools do share many goals, but we have different ideas about how to achieve them. These differences could easily have pulled the coalition apart, instead they put difference aside to achieve this common purpose. On behalf of the association, I would like to thank the entire Government Relations team for their dedication and efforts.

New to the board this year, Amye Melton has also made substantial contributions to the activity

in the association in her leadership on the articulation committee. The association recognizes the importance of transferability of credits among institutions to ultimately positively impact graduation rates among students in the Commonwealth and to facilitate opportunities for students to further their education as they desire. The activity of this committee is helping make these goals a reality among our schools.

Over the coming months, we will continue to see positive changes in the association as we increase member benefits and opportunities. This past year our conference attendance has increased substantially due to the efforts of our executive director and a dedicated conference committee to ensure these events are of the highest caliber. In an effort to continue these successes while also increasing the benefits to our membership, the annual conference this year will mark the first in our new conference structure. Session options at this event will be doubled from those offered in the past to best meet the

continuing education needs of those in attendance. Moving forward we will also begin offering a series of smaller single session workshops throughout the year based on the needs of our membership. These workshops will be held in numerous regions throughout the Commonwealth throughout the year in a lunch and learn format. Numerous individuals from our member schools have contributed to the success of our organization. With these motivated team members striving toward a common goal, the activity this year is only a starting point of the success to come. Thank you to all those involved for your continued efforts.

Jennifer Gripshover
KACCS, President
jgripshover@itt-tech.edu

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

- Andrew Carnegie

Business Student Wins Statewide Competition

Amanda House, a business administration - management student at National College's Lexington Campus, recently won two first place awards during competitions at the Phi Beta Lambda (PBL) State Leadership Conference. Amanda won the awards

in the hospitality management division and the integrated marketing campaigns division. She now qualifies to advance to the national PBL competition that will be held in San Antonio, Texas in June. The competition included students from universi-

ties, private colleges, and career colleges such as National College. Larry Olinger, another Lexington student, won first place awards in public speaking and impromptu speaking at last year's competition. The Lexington PBL chapter also received recognition at

the conference as one of the chapters with the largest increase in membership over the last year. "It says a lot for our schools when we have two students in two years, back to back, with 2 trophies," said George Oberg, PBL advisor and instructor for the campus.

What Would Happen if Students were Viewed as Customers?

Call a student a customer and it immediately changes one's perspective. A customer is simply one who is a direct beneficiary of a service but when that service is education, what are the implications of the students-as-customer approach to educators? Students are very different from traditional business customers. For instance, learning institutions can be selective about students while businesses cannot. Moreover, learning institutions continually test students to see if they may

continue with the service they have purchased. Could you imagine being tested to see if you could continue with your gym membership? What are the implications of the student as customer approach to measuring customer satisfaction? Does this dynamic mean that educators need to be entertainers to keep students happy? Is the customer always right? Will educators attempt to avoid critical feedback when using the students-as-customers approach?

The idea of applying the customer-service approach to education began with the advent of total quality management (TQM) in business. With increased competition and costs, educational institutions have hoped that the TQM approach will be the key to survival as it has been in the business world. *ED209 - Students as Customers* is a new course on the KACCS Online Training Center that explains this perspective and what it means to instructors and the classroom experience. The course provides guidelines for instructors to

be customer-oriented as a means to best serve the education of their students. Visit the online training center for more information about this course and several others at:
www.kaccstraining.org.



Legislative Update

House Bill 308 Takes Effect July 12.

House Bill 308, which re-vamps the way in which proprietary schools are regulated in Kentucky, takes effect on July 12 of this year. Kentucky law states that all bills enacted by the General Assembly take effect ninety days after the end of the General Assembly.

HB 308 replaces the Kentucky State Board of Proprietary Education with the Kentucky Commission on Proprietary Education which will be governed by an eleven member Board. Four of the Board members will be school representatives and four will be at-large Board members. The Secretary of the Workforce Development Cabinet, the Commission-

er of Education and the President of the Council on Postsecondary Education or their designees constitute the remainder of the Board.

The legislation also requires schools to disclose IPEDS data, job placement rates and articulation agreements with other schools. Finally, HB 308 establishes a method to replenish the student protection fund, when it is needed. KACCS supported HB 308 because we believe the new structure will continue to protect students, maintain student choice, and reinforce public confidence in our sector.

Primary Election Benefits Incumbents.

The May 22 primary produced few surprises in elections for the next Kentucky General Assembly. All of the Senate incumbents who faced primary opponents were successful as well as 18 of the 19 House incumbents. The lone exception was Rep. Wade Hurt (37th District in Southern Jefferson County). Rep. Hurt won the seat two years ago as a Republican when his Democratic opponent, Jeffery Donohue was disqualified for not having the proper signatures on his candidate papers. Rep. Hurt has since become a Democrat and the primary was a rematch of sorts between these two candidates.

We expect the fall to be a much more lively election. Several incumbents will face strong challengers and

House Republicans are making a push to pick up 12 seats which would give them control of the House for the first time in modern history. KACCS will update you as new information becomes available, but we would also encourage all of you to pass along information about the legislative races in your area. For additional information, contact Greg Brotzge at: gbrotzge@impactgovrelations.com



HB 308 Signing with Governor Steve Beshear

Medical Career and Science Institute

The Bluegrass Area Workforce Investment Board (BGWIB) along with the Bluegrass Healthcare Consortium (BGHC) came together this year to develop and host the first annual Medical Career and Science Institute (MCSI) for the regional community. The camp was held from June 11-15 at Spencerian College (Lexington Campus) who is

a partner with both the Bluegrass Area Development District and the Bluegrass Healthcare Consortium. The camp is designed for middle school students who are interested in pursuing a career in a health care profession. MCSI provides an opportunity to learn about the variety of careers in health professions and to learn of the educational require-

ments leading to those careers. During the week, students became acclimated with the college campus and its facilities as well as receiving instruction from Spencerian College faculty and those in health care professions. Students learned firsthand what it takes to be successful in the healthcare industry. Two of the major highlights of the week were vis-

iting the Sullivan University College of Pharmacy and the Minimally Invasive Surgery Lab/Science Center at the University of Kentucky. Twenty-four middle school students with a GPA of 3.5 or better completed the week at the Lexington Downtown Hilton for a dinner and graduation ceremony with the Honorable Jerry Abramson, Kentucky's Lieutenant Governor speaking.

Clothesline Project

Students and staff at Spencerian College Louisville recently repeated their annual "Clothesline Project" which made a solemn impression on students, employees, and guests at the Louisville campus. Dr. Tonnie Renfro, a Spencerian College counselor and instructor, initiated the project ten years ago to

allow students from all programs to display tee-shirts in the student lounge honoring themselves or people they know who are victims and survivors of various types of violence.

The variety and number of exhibits was astonishing. Students honored themselves, friends, and family

members displaying various color shirts, each color representing a specific type of violence. White shirts honored women who died as a result of the violence; yellow was for those who were battered; red/orange were in honor of rape victims; blue identified survivors of incest; green recognized victims of child sexual abuse; and pur-

ple for individuals attacked for their sexual orientation. The normally noisy and bustling lounge was somber and quiet as students and staff alike paused to recognize the victims and reflect on the individual stories the shirts told.



National College is Ticket for Success for Airman

It is mission accomplished for Erica Patton, a veteran of the U.S. Air Force who received her associate's degree from National College's Pikeville Campus and is now working as a certified medical assistant at the Pikeville Medical Center Pain Management Clinic.

"I'm ecstatic. It's been a long time coming," said Erica, who attended a local community college for several years before serving in the Air Force. She said she was unsure what path she wanted to take

with her career when she decided to join the service. "I didn't know what I wanted to do at the time when I went in. The fact that they did pay for school was a benefit of it," she recalled.

Her father, William Tuttle, a graduate of Lexington Campus's surgical technology degree program recommended National to her. "When I came to campus, I knew medical assisting was what I wanted," she recalled.

She used her Post 9/11 GI Bill to pay for school.

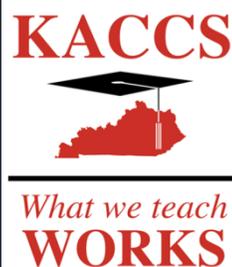
"That paid for pretty much everything...books...classes...even a housing allowance," she explained.

She enjoyed her time on campus and after her daughter was born she was able to attend day or evening classes, depending on her schedule. "Everybody was really nice and worked with me on everything."

Erica began interviewing with the hospital before her program was even complete. She feels that her certification gives her extra job security. "No matter where I go

- if I were to pick up and move tomorrow - my certification is nationally honored," said Erica of the certification which the American Association of Medical Assistants refers to as the gold standard of medical assisting professionalism.

As part of the medical team at the clinic, she checks patients in, takes blood pressures, and transfers charts to an on-line system. "I love doing the triage - we see the patients before the doctors do," she said of the job which keeps her on her toes as emergencies arise.



2012 Educational Conference and Annual Meeting

presented by

Kentucky Association of Career Colleges & Schools

Friday, August 24, 2012 9:00 a.m. - 4:15 p.m. EDT

Registration Form



Thursday Evening

6:00-8:00

Mini-Session/Reception

Friday

9:00-9:20

Continental Breakfast/Exhibits

9:20-10:45

Welcome/Keynote

State of the Sector,

Steve Gunderson,

APSCU President

10:45-11:00

Break/Exhibits

11:00-12:10

Morning Breakout Sessions

12:10-1:00

Lunch

1:00-1:15

Break/Exhibits

1:15-2:25

Afternoon Breakout Sessions

2:25-2:40

Break/Exhibits

2:50-3:50

Closing Keynote

The Magic of Career

Education: Moving from

Good to Great, David Stan-

ford

3:50-4:15

Awards Presentation

Name: _____

Title: _____ Email Address: _____

Institution/School/Business: _____

Street Address: _____

City, State, Zip: _____

Primary Phone: _____ Other Phone: _____

Please let us know if you have any special needs in the space below.

Please select one morning session

- The Millennial Student
- It's More Than Just an Interview:
Identifying the Right Candidates for
Your Business
- Starting a Career School Founda-
tion: Attracting and Retaining Top
Students
- Financial Literacy & Higher Educa-
tion: The Drivers of Student Persis-
tence, Retention and Loan Repayment

Please select one afternoon session

- Regulatory Changes that Impact Your
Institution
- Transforming the Challenging Student
Into a Master Student
- Technology in the Classroom
- Research Based Strategies for
Recruitment and Retention

<u>Costs</u>	<u>KACCS Members</u>	<u>Non-members</u>
General Registration Before August 8	\$125	\$149
General Registration After August 8	\$145	\$169
Thursday Evening Mini-Session/Reception	\$35	\$35
TOTAL ENCLOSED	_____	_____

Join us and your peers at the

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candacebensel@kycareercolleges.org

E-mail:

Phone: (502) 727-3456

**Kentucky Association of
Career Colleges and Schools**

KACCS
PO Box 99367
Louisville, KY 40269-0367

Share Your Stories With Us!

Each day our instructors are discovering new, innovative methods of reaching students in the classroom. Our students are finding success in the workforce that has surpassed their expectations. Our schools are making a difference in the communities they serve. Do you have a story that will motivate and inspire your peers in KACCS? Let us know!

To have your organization highlighted in a future KACCS newsletter, please submit your story ideas and best practices to us for consideration.

The deadline for the Fall KACCS Newsletter is Friday, September 14th.

For an ongoing discussion of best practices and industry news, join the KACCS group on LinkedIn.

For more information or to submit your story, please contact Candace Bensel at: candacebensel@kycareercolleges.org

KACCS Membership

ATA College

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Owensboro, KY

Paducah, KY

Russellville, KY

Scottsville, KY

Daymar College - Online

Louisville, KY

DeVry University

Louisville, KY

ITT Technical Institute

Lexington, KY

Louisville, KY

Lincoln College of Technology

Florence, KY

National College

Danville, KY

Florence, KY

Lexington, KY

National College (Continued)

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Pikeville, KY

Richmond, KY

Spencerian College

Lexington, KY

Louisville, KY

Sullivan College of Technology and Design

Louisville, KY

Sullivan University

Fort Knox, KY

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Sullivan University System Global e-Learning

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Cengage Learning

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Paradigm Publishing

Pearson Learning Solutions

Preston-Osborne

Student Resource Services

Tree of Life Books