

### Career Day at the Capitol

On Wednesday, February 1st, Career College and University students from across the Commonwealth will have the opportunity to join together for Career Day in Frankfort. This second annual event provides students the opportunity to practice skills learned in the classroom and share educational experiences with their local and state legislators while communicating the value education has provided them as they begin their new career paths. Those participating in the event include: **Daymar**

**College** Massage Therapy students offering massages, **National College** students providing glucose and cholesterol screenings, **Spencerian College** Graphic Design Students will be creating Graphics Displays for the event and Allied Health program students will be providing blood pressure checks, body mass index (BMI) and blood glucose screenings, **ATA College** Dental Assisting students will be providing dental supplies and information, **Sullivan University** students from the Pharmacy and Culinary

Arts programs will be present and share information about their programs, **Lincoln College of Technology** Massage Therapy students will conduct a massage therapy hands on activity, and **Sullivan College of Technology & Design** students from the HVAC-R Technology program and the Mechanical Engineering Technology (Industrial Automation) program will also be present.

**Career Day  
Wednesday, February 1st  
Room 113 of the  
Capitol Annex  
11:30 a.m. - 2:00 p.m.**

### Exceptional Instructors Make the Difference

Exceptional faculty are the key to success in Kentucky's Career Colleges. Among these exceptional faculty members is Tonnie Renfro of Spencerian College, Louisville. 2011's Instructor of the Year for Spencerian, her techniques and attitude inspire students and her peers and attribute to excellent retention at the college. In Ms. Renfro's 13 years at Spencerian College, she has mentored faculty individually and presented at in-service trainings and KACCS conferences on topics such as dealing with students in crisis, classroom management, dealing with disruptive students and student stress.

As a campus counselor Ms. Renfro has gathered a keen understanding of the issues many students face and has made an impact on their lives by helping them overcome these circumstances and successfully complete college to begin their careers. She has also used her knowledge to create class projects that teach students how they can use their skills to make an impact on their community. Two such class activities include the "T-Shirt Project" educating students on domestic violence and "Shantytown," a homelessness awareness project. She also works as part of a student crisis team helping students struggling with various issues throughout their educational process.

Ms. Renfro began teaching in California in 1996. Prior to working as an instructor, she held positions at the Ohio County Board of Education and served as a Deputy Probation Counselor. Ms. Renfro also served in the United States Marine Corps as a jet mechanic for FA/18 fighter jets. She holds a B.A. in Sociology with a Psychology Minor, a Masters in Business Administration and is currently working on a Masters Degree in Psychology. She serves as an educator, counselor, crisis intervention counselor, member of retention committees and a campus minister at Spencerian College.

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### KACCS BOARD MEMBERS

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

## President's Corner

Greetings and Happy New Year! As we enter this new year with numerous exciting endeavors for 2012, I wanted to take an opportunity to reflect on 2011 and all we've achieved this past year.

We started 2011 with our first annual Career Day at the Capitol. This provided students from KACCS schools the opportunity to practice their skills while sharing the benefits of their education with Kentucky legislators and staff. The event proved to be educational for both students and legislators encouraging students to become more involved with the legislative process and showing legislators the value career schools offer and the level of skill and knowledge our students

receive.

A focus on continuing education and providing our faculty and staff with the tools they need to be successful has always been a goal of the Association and 2011 was no exception. Both the Fall and Winter KACCS Educational Conferences this year proved to be a success with record registration. Planning is already underway for three great opportunities in 2012.

This fall the KACCS Board of Directors welcomed four new, highly qualified leaders bringing a combined 61 years of experience in education. The expertise and knowledge they bring will certainly make an impact as we begin 2012. Membership in the Association has also grown with the addition of two new schools and numerous Associate Members who each bring ex-

ceptional experience and knowledge for growth and improvement to our industry.

Member involvement was also a focus for 2011 as KACCS chose to form numerous committees and call on the expertise of our school leaders to advance the mission of the Association. We have already begun seeing the benefits from these new committees which include Articulation, Membership, Conference Planning, Public Relations, and Government Relations. As we enter 2012, the committees continue to seek new opportunities to advance the efforts of the Association.

While our industry has had some challenges this past year, KACCS members have embraced the challenges we've faced and continued to make a positive impact on the lives of thousands of students across the Commonwealth.

As we enter into 2012, KACCS is excited to prepare for our second annual Career Day at the Capitol. This year we will have more schools and students participating taking advantage of this exciting learning opportunity. The Association is looking forward to working with legislators in this upcoming session and this event serves as an excellent start to this process. The activities of 2011 helped us become well positioned for this new year and we looking forward to seeing all that that we are able to accomplish in 2012. As always, we appreciate the feedback and ideas from members of the Association. The continued support and participation from you will lead to even greater progress in 2012.

Jennifer Gripshover  
KACCS, President  
[jgripshover@itt-tech.edu](mailto:jgripshover@itt-tech.edu)

## Legislative Update

The 2012 General Assembly is set to convene January 3. There are a number of big issues confronting legislators as they return to Frankfort. Chief among these are redistricting and the budget.

The law requires that legislative districts be redrawn every ten years based on the most recent census numbers. This will be the first order of business once the session begins. The goal will be to have the new districts in place by the fil-

ing deadline in late January. Until this issue is resolved other legislation will move slowly.

The budget is expected to be tight again with little money available for new programs. The Consensus Forecasting Group at its December meeting did raise its estimates for state revenues slightly. However, pension obligations, the loss of stimulus money, and the rising cost of Medicaid will continue to put a

damper on state spending. In this context, the recent proposal to bring Pikeville College into the state university system has caused quite a stir and it will be interesting to see how this discussion plays out. While it doesn't effect us directly, KACCS will be monitoring this issue to be sure that any legislation that develops does not contain language that impacts our students and our schools.

KACCS is expecting an active session. We expect several

pieces of legislation revising the governance of proprietary education. The association believes that reform legislation would be beneficial in restoring public confidence in our schools. The reforms must be reasonable and not harm our students. Changes to the proprietary board, additional disclosure and maintaining a viable student protection fund are all concepts we support. For additional information, contact Greg Brotzge at [gbrotzge@impactgovrelations.com](mailto:gbrotzge@impactgovrelations.com)

## The Real Value of Service Learning

Recently *Career Education Review* conducted an interview with Eric Winegardner, Vice President of Client Adoption for Monster Worldwide. Winegardner joined Monster eight years ago after running recruiting for a Fortune 500 company. Specifically, he spoke with *Career Education Review* about first generation learners and the values of service learning.

*Let's talk very specifically about a career college now, first generation learners, people just entering a higher level. If you were in charge of them, what would you be doing to be competitive in today's labor market?*

I'm very interested in how career counseling works, how preparation for the

job works. We know skills are a very important part, the ability to actually do the job, or accomplish the requirements of the job. But *how* do I work? If you're going to turn me as a first-generation learner into what will probably be a first-generation career person, you have to teach me how to function in a professional environment. There are a lot of conversations about tactical things, a one-hour session on interviewing or how to dress for it, almost checklist-y, versus integrating it every day. Like functioning in the learning environment as if we're in the work environment. As I talk with more and more people in

the career college space, that's what comes to me. You say your program is going to give me the skills to get a certain job, but am I prepared for the workforce, for the workplace? I think that is something we should really think about.

Service learning is one way of reaffirming that the program you've chosen is right for you. If it's right, that's going to change what kind of student you are. You're going to be much more interested in what you're doing. Service learning, externships/internships, anything where you get to experience what it's like to work in that field in the real world is a huge part of the process. It gives students the opportunity to bring questions back to the classroom and say, this was

my observation, how do I deal with that? Are we going to learn more about how this works in this curriculum?

While service learning opportunities provide students with experience, potential employer connections and help them define their role in their field of choice, Winegardner says in the article, "If you're out there building connections, maybe even relationships with people who can procure your skills, then placement becomes a non-issue if you do it right in the service learning organization."

-Article adapted from *Career Education Review*, "Experience, Validation and Career Development: Interview with Eric Winegardner, Vice President, Client Adoption, Monster Worldwide." December 2011, Special Edition.

## November Nursing Class Sees 100% Employment by December

This November, National College's Pikeville campus graduated its latest class of 14 students from the campus's nursing program. Additionally, each new graduate has already found a job in their new profession (pending the outcome of their NCLEX-RN testing). While the graduates eagerly await the results of their national certification testing, they are encouraged by the 100% pass rate (9 of 9) of the previous class of graduates.

Graduate Jason Jude has been working for Williamson Memorial Hospital

during nursing school and they have offered him an opportunity to continue working there as a nurse. The rest of the class received job offers from Pikeville Medical Center which is ranked 7th in the nation in Modern Healthcare's Best Places to work. It is also ranked as the number one health care organization in "Best Places to Work" in Kentucky.

The students feel prepared and know what will be expected from them. Kayla Bryant said she wanted a career in the medical field because she wants to

make a difference in people's lives just as others have done for her. Her new nursing degree has made this possible for her. Lora Little is glad she chose National to pursue a career in nursing because of the wealth of knowledge she gained from her courses. She is especially grateful to her instructors, "...the nursing staff is exceptional." Amber Epling agreed with Kayla and Lora and said she would recommend National for Two reasons: "the nursing program staff" and "the level of competency I [got from this] program." She added, "You can't put a price on either one of those!"

Congratulations to the new graduates—Lakie Belcher, Kayla Bryant, Brian Caudill, Kayla Collins, Amber Epling, Karla Griffith, Lelia Gross, Jason Jude, Lora Little, Tiffany May, William May, Amber Napier, Carla VanHoose and Mandy Walters.

- Article adapted from *National News*, December 9, 2011.



### Share Your Stories with Us!

Each day our instructors are discovering new, inno-



vative 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 sto-

ry 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 Spring KACCS Newsletter is

Thursday, March 15th.

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](mailto:candacebensel@kycareercolleges.org)

### Field Trip Illustrates the Power of Real-Life Experiences

An early December field trip to the county morgue made a vivid impression on a group of Medical Assisting students from Daymar College in Louisville. It also served as an illustration of how real-life experiences can bring classroom training into sharper focus.

On their visit to the Jefferson County Morgue, students observed an autopsy through an observation window. They were

given the opportunity to tour autopsy rooms and visit the freezer/vault area of the morgue – where it was noted that one of the body bags held the body of an infant.

“The fact it was an infant really hit home for all of the students,” noted Mark Mann, president of Daymar’s Fern Valley-Louisville campus. “It made them realize the impact they will have on lives as medical assistants.”

The impressions students brought back to class created a buzz on campus that quickly spread to Facebook and beyond. One student posted, “I just went on the best field trip of my life!”

Mark added, “Some students’ friends are even commenting back – asking where they went and what they did illustrating the excitement hands on learning brings career college students and those around them.”

The field trip proved to be a

powerful educational experience for students in the class - one they will surely remember as they begin their careers in the medical field.



*On a recent field trip to the Jefferson County Morgue, Daymar College Medical Assisting students observed an autopsy and toured rooms like the one pictured here.*

### Digging Deeper with Your Students

With the seemingly never-ending financial concerns of your students - from those that have been struggling since they started school to those that have been making ends meet - it only takes one small thing to tip the scale, thus changing a dire situation into a desperate one. The immediate needs of such students are critical, but underlying issues may be creating these urgent concerns. Going beyond those immediate needs will truly help your students persist and achieve

their educational and career goals. Finding the underlying issue is not an easy thing to do, especially when we are dealing with so many students’ needs that you do not have time to put more than a band-aid on the problem. The rapport you build with your students allows you to ask questions that help you dig deeper into the situation, working with the student to understand the situation. Asking open-ended questions allows you to gauge the student’s under-

standing of their situation and options they’ve considered to work things out. It is important to show empathy with the student’s situation, reminding them of their goals and collaborating with them to identify what they need to do to get back on track. If the problem goes beyond your expertise or comfort level - for example, the student with high levels of stress, depression or relationship concerns - this is a time to engage outside resources to provide professional mental health counseling support. Maintaining your professional

role and boundaries allows you to provide the best options for the student to work their issues and avoids putting you or your organization at risk. Ultimately, we want to see the active student work through their obstacles to successful completion and career path. Digging deeper is a critical part of your role as an educator to make that happen.

*Article by Caroline Mug, Manager Account Services, Student resource Services, a retention strategy partner with higher education. For more information, contact Caroline at: [cmug@studentresourceservices.com](mailto:cmug@studentresourceservices.com)*

## Opportunities for Professional Development

Providing Continuing Education for faculty and staff of career colleges and universities continues to be a priority for the association. In order to remain competitive and provide the highest levels of educational opportunities for our students, we need to continue seeking best practices and innovative methods of reaching students and meeting their educational needs. This December, KACCS hosted their Winter Educational Conference at Daymar College in Louisville. Educators and Staff from

across the Commonwealth joined together to network, share best practices and seek new methods of reaching and motivating students. Topics at the conference included: Using Technology in the Classroom, Developing Effective Online Courses, Compliance, Retention, Motivating Students, Helping Students Prepare for Gainful Employment and Celebrating Success and Embracing Change. Portions of these presentations can be viewed on the KACCS website at

[www.kycareercolleges.org](http://www.kycareercolleges.org) under the News section. Planning is currently underway for the KACCS Spring Educational Conference in April. This event will have three tracks available in an effort to reduce session sizes and provide more specific training opportunities for those in attendance. Lippincott, Williams & Wilkins will be sponsoring a track specifically for Allied Health Instructors at this event. We will also be providing a track for college administrators and a general information faculty track appropriate for all faculty members.

Visit the Events section of the KACCS website in February for additional details on breakout session topics. We hope to see you in April!

**KACCS Spring Educational Conference**  
**April 27, 2012**  
**9:00 a.m. - 4:00 p.m., ET**  
**Spencerian College**  
**1575 Winchester Road**  
**Lexington, Kentucky**



## Spring Educational Conference Registration

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

Institution/School/Business: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Primary Phone Number: \_\_\_\_\_ Secondary: \_\_\_\_\_

**Please Select Session Group A, B or C (Options to Right in Agenda):** \_\_\_\_\_

	KACCS Members	Non-Members	Enclosed
Before April 13	\$55	\$90	_____
After April 13	\$70	\$105	_____

**Registration Fee Includes: Lunch, Break Service and All Materials.**

Please make checks payable to KACCS and mail with this completed form.

*It is important to KACCS that you enjoy this meeting. If you have any special needs or requirements, including dietary, please let us know.*

### TENTATIVE AGENDA:

9:00 - 9:15: Continental  
Breakfast/Exhibit Hall Open  
9:15- 10:45: Opening and Keynote  
10:45- 11:05: Break/Exhibit Hall Open  
11:05-12:20: Breakout Session 1  
12:20 - 1:20: Lunch/Exhibit Hall Open  
1:20 - 2:35: Breakout Session 2  
2:35 - 2:50: Break/Exhibit Hall Open  
2:50 - 4:00: Breakout Session 3

### Group A:

*Administrative Professionals Track*

### Group B:

*Allied Health Instructor Track*

### Group C:

*General Information Instructor Track*

**Visit the KACCS website in February for Additional Details on Breakout Session Topics!**

www.kycareercolleges.org

Find us Online at:

**WORKS**  
*What we teach*



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**Kentucky Association of  
Career Colleges and Schools**

KACCS  
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Louisville, KY 40269-0367

## Mark Your Calendars!

### January 3

Kentucky Legislature Convenes

### January 16

Martin Luther King, Jr. Day

### February 1

Career Day at the Capitol 11:30 - 2:00

### March 11

Daylight Savings Time Begins

### March 15

KACCS Spring Newsletter Submission  
Deadline

### April 11-13

Kentucky Association of Financial Aid  
Administrators Conference

### April 13

KACCS Conference Early Registration  
Deadline

### April 5

KACCS Conference Exhibitor  
Registration Deadline

### April 27

KACCS Spring Conference

## KACCS Membership

### ATA College

Louisville, KY

### Beckfield College

Florence, KY

### Daymar College

Albany, KY

Bellevue, KY

Bowling Green, KY

Clinton, KY

Louisville, KY

Madisonville, KY

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

## National College (Continued)

Florence, KY

Lexington, KY

Louisville, KY

Pikeville, KY

Richmond, KY

### Spencerian College

Lexington, KY

Louisville, KY

### Sullivan College of Technology and Design

Louisville, KY

### Sullivan University

Fort Knox, KY

Lexington, KY

Louisville, KY

### Cengage Learning

### Certified Healthcare

### Elsevier

### The Learning House, Inc.

### Lippincott, Williams & Wilkins

### McGraw-Hill

### Paradigm Publishing

### Pearson Learning Solutions

### Preston-Osborne

### Student Resource Services

### Tree of Life Books