

**KACCS Educational Conference & Annual Meeting**

This August, KACCS held its two day Educational Conference and Annual Meeting bringing professionals from across the Commonwealth together for an opportunity for continuing education, networking and discussion of best practices in career colleges.

The meeting this year kicked off with a presentation from ACICS Vice President of External Affairs, Anthony Bieda, with a presentation, *The Underemployed Generation*, discussing what research reveals regarding expectations of the workplace, perceptions of Millennials and Generation X and how those perceptions align or conflict with organizations that are creating jobs.

Other keynotes for this two day event included discussion on *Empathy, Professionalism and Customer Service* and *The New Three R's of Education: How to Recruit, Retain and Refer Students for Employment Using Technology*. Participants in the event this year also chose from breakout group topics on issues of importance in our sector including:

- Adding Technology

- Externships
- Admissions Best Practice
- Sharing Student Success
- Legislative Outreach
- Departmental Advocacy
- Financial Literacy and Default Aversion and
- Achieving Student Success Using Enhanced FLIP Learning & Proactive Tutoring.

If you missed these sessions or would like additional information, some of these presenters presentation notes can be found online on the KACCS website under the Events section.

In addition to these presenters, we were also honored this year to welcome special guest, James E. Milliman, State Director for U.S. Senator Rand Paul as our lunch keynote presenter. Mr. Milliman delivered an energetic keynote highlighting the successes of our sector in a presentation entitled, *Why Career Colleges are Essential for a 21st Century Economy*.

Each year, this event also provides an opportunity to honor those that excel in the work they do for our students. Details of this year's KACCS award nominees and recipients can be found on page 5.

**Mark your calendars! The KACCS 2014 Conferences and Meetings will take place March 7 and August 22.** Visit our website or join us on Facebook or LinkedIn for information about these events. For year round training opportunities, visit our online training center at [www.kaccstraining.org](http://www.kaccstraining.org).



*James E. Milliman,  
 State Director for  
 U.S. Senator  
 Rand Paul*



*Steve Wilborn,  
 Executive Director of  
 Commission on  
 Proprietary Education  
 with Jan Gordon,  
 KACCS President*

**Inside this issue:**

<i>President's Corner</i>	2
<i>Legislative Update</i>	2
<i>Career Services</i>	3
<i>Online Learning</i>	3
<i>Student Success</i>	3
<i>KHS Accreditation</i>	4
<i>Entrepreneurship Award</i>	4
<i>2013 Award Recipients</i>	5
<i>New Program Creation</i>	5
<i>KACCS Membership</i>	6

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### President's Corner

Despite the year round schedules shared by the majority of KACCS' member schools, each year during this season we have feelings of nostalgia as the binders, pencils and backpacks hit the shelves of local stores. For us in the education sector, it's a time of excitement and renewed energy as we work with students to help them fulfill goals and realize dreams. Naturally, this excitement also flows into the work taking place within our Association. We were pleased to have had the opportunity to kick off back-to-school season this year with our annual

### Legislative Update

As we approach the final few months of 2013, our association is turning its focus to the 2014 General Assembly. Things are quiet for our sector at the state level and most of our attention is focused on gainful employment at the federal level. However, experience has taught us that the situation in Frankfort can change quickly and we are preparing for whatever may happen once the legislature convenes in January. KACCS will once again host a legislative day again this year, likely in February. We will have additional information

meeting and educational conference in August. Exceptional speakers and vendors from a national and local level attended and presented on matters critical to our institutions. This shared knowledge along with the networking opportunities these events provide help ensure our team members continue to grow and absorb best practices and new skills to serve our students at the highest levels.

The turning of the seasons also marks the beginning of our planning for the association's activity in 2014. Working with local leaders and groups focusing on improving higher education quality and attainment has always been a priority of our organization. This past quarter, KACCS has been

about this event in time for the KACCS Winter Newsletter. The 2013 event was well received and we hope for another good turnout in 2014.

Two state senators have announced they will retire at the end of their terms. Senator Julie Denton, Chair of Senate Health and Welfare and Senator Katie Stine, Senate President Pro Tempore have had long, successful tenures in the legislature. While it should not affect the partisan make-up of the body, their departures will have an impact on the direction of the Senate going forward.

As mentioned earlier, KACCS has been watching

actively working with various local and regional groups focused on these matters as well as increasing communication with the Council on Postsecondary Education and the Commission on Proprietary Education which license our member institutions. In 2011, Kentucky ranked 45th in degree attainment with just 30.8% of the population holding at least an associate degree (*Lumina Foundation, 2013*). Our schools fill a gap in Kentucky's postsecondary training serving and graduating a higher percentage of low income, adult, minority students underserved in traditional higher education. For this reason, it is essential that we remain actively involved in these

the gainful employment negotiations during the negotiated rulemaking process closely. The U.S Department of Education first proposed gainful employment as a way to ensure that students leave college with a degree that will lead to increased earning power after graduation. As a result of a challenge by AP-SCU when it was first proposed by the Department, the district court ruled and vacated nearly all of the overreaching elements in the regulation. In addition to our industry's concern that the concept of gainful employment is fundamentally flawed, we believe the original rule was arbitrary

and unfairly singled out our sector. If there are organizations in your community having these discussions, please contact us and let us know how we can get involved. Education regarding the importance and value of career education in meeting the goals of the Commonwealth is a priority for KACCS. Whether through these regional or local education initiatives or through campus visits with legislators or local business leaders and officials, it is imperative that these discussions continue. We look forward to continuing to provide support to our member institutions in these areas in 2014. To learn how to get more involved in these initiatives or with a KACCS committee, please contact us today!

Jan Gordon, KACCS President  
[jjgordon@spencerian.edu](mailto:jjgordon@spencerian.edu)

The first three-day session of negotiated rulemaking has just been completed and session two will run from October 21-23. The committee has broken into six working groups and the groups were to submit materials to the Department by September 30. A detailed, day by day breakdown, of the gainful employment discussion in the negotiated rulemaking process can be found at <http://higheredwatch.newamerica.net/> For more information on any of these issues, contact Candace Benseal at [candacebenseal@kycareercolleges.org](mailto:candacebenseal@kycareercolleges.org) or Greg Brotzge at [gbrotzge@impactgovrelations.com](mailto:gbrotzge@impactgovrelations.com).

## APSCU Releases Recommendations for Best Practices in Career Services

By 2020, 65% of all jobs will require postsecondary education. The focus among our schools on career-focused curriculum and student preparation for credentials in high demand fields makes our schools a popular choice for many seeking to continue their education. Career services specialists are an essential part of the team at our institutions and help aid in the success of these students

both during their program and upon completion. Professionals in this area recently worked in cooperation with the Association of Private Sector Colleges and Universities to compile *Recommendations for Best Practices in Career Services and Placement* for career services team members. This document:

- Identifies recommendations for progress in enhancement of career

services and graduate employment.

- Explores best practices for career services throughout the student lifecycle from the prospective student through work with the alumni population.
- Campus-wide engagement focuses on incorporating best practices in other departments to ensure everyone on campus is supporting

student employment goals.

- Effective management of the career services program discusses best practices relating to ongoing organization and management of the institutions career services function.

For more information about this publication and other best practices documents, visit the Knowledge Center at [www.apscu.org](http://www.apscu.org).

## Assisting Students with Disabilities in the Online Environment

In 2010, U.S. News and World Report reported an increase of 832% in online enrollment in higher education from 2001-2009. Many of these online learners are learners with disabilities. While 88% of colleges nationwide report enrolling students with disabilities, these students make up approximately 10-12% of the *total* student population according to the National

Center for Education Statistics (NCES). Online learning can afford students the convenience, flexibility and ability to participate in education in order to achieve their goals of independence and career aspirations. Whereas online courses are open to all learners, *accessibility* of course contents, resources and methods of communication are

often inadequate or non-existent for those with disabilities. Additionally, many online instructors assume their online learners are using a mouse as a main navigation tool, can see the computer screen, and can navigate online resources with the same visual cues other users can. As online enrollments continue to increase in higher education, an increasing

number of those learners will have disabilities. To help these students succeed, instructors must understand the challenges they face as well as tools that can help them. The KACCS Online Training Center has recently launched ELIII-Assistive Technologies for the Online Learner. Visit us at [www.kaccstraining.org](http://www.kaccstraining.org) to learn more about this and other training opportunities.

## Single Mom Turns Caring Personality Into a Career

Nancy Masden, a graduate of the National College Louisville Campus, has a successful career working as a certified medical assistant for Nephrology Associates of Kentuckiana, a large practice of over 20 physicians who specialize in treating patients who suffer from kidney disease. "Seven years into medical assisting and I love it," she said with a smile. "When you're working with people, and you love people, you're going to be good at

what you do." Nancy was a single mother of a newborn when she began looking for a school where she could earn her degree and fulfill her dream of working in the medical field. She searched for almost a year before enrolling in the medical assisting program at National College, where the flexible class schedule allowed her to continue to work while attending school. "National College gave me an opportunity

that I could not get anywhere else," she said. Once she got started in her program, Nancy found small class sizes and attentive teachers. But life was not without its struggles and Nancy was forced to sit out one term during her program to deal with some personal issues. "National college worked with me and said come back, don't give up," she recalled. Nancy currently serves as the prescription coordinator for the busy practice,

where she assists with educating patients on their medications. "My patients love me. I take the time to talk to them. That one person that you take time out for to get their medications straight...they're going to remember that forever," she said.



## Kentucky Horseshoeing School Receives National Accreditation

Following a strategic move to Richmond, Kentucky, Kentucky Horseshoeing School receives National Accreditation.

The idea of a new facility for the Kentucky Horseshoeing School has been in the works for quite some time, but it became reality in early 2010. By redesigning and constructing new classroom and dormitory spaces, the Kentucky Horseshoeing School is providing a more accommodating and better learning experience for their students. The idea for the expansion of their facilities was always based on the idea of receiving national accreditation - a goal that at one time seemed beyond reach. In September of 2013, Kentucky Horseshoeing School received its national accreditation by the Accrediting Commis-

sion of Career Schools and Colleges (ACCSC), making it the only independent farrier school in the United States to be nationally accredited.

The process of accreditation is never an easy one, and this process was no different. Since no independent farrier school has received national accreditation, Kentucky Horseshoeing School had to define the standard, but that is nothing new to KHS. Mitch Taylor, the Director of KHS, has always sought to set the pace of farrier education in the United States, always pushing for strong outcomes. With the help of a dedicated staff, and friends within the educational strata, KHS was able to show that its non-traditional curriculum was worthy of a national standard, and that upon graduation, our stu-

dents had received an education that prepared them for a successful and lengthy career.

Originating in Mount Eden, the school is now centrally located on 40 acres of rolling pasture land, between Lexington and Richmond. Founded in 1978, the Kentucky Horseshoeing School has continually focused on primary and continuing education, drawing upon the best of traditional practices as well as the newest research to become the premiere farrier education center in North America. The schools' instruction focuses upon understanding balanced shoeing through a combination of intense anatomy, physiology and biomechanical training as well as practical work. The curriculum, staff, and facilities continually evolve to reflect state-of-the-art

shoeing methods and materials as well as the latest insights into balanced shoeing. Both working professional farriers and KHS students benefit from the schools educational programs, designed to provide the farrier community with a thorough understanding of the current techniques and the latest skills required for providing quality hoof and leg care.

Director of the Kentucky Horseshoeing School, Mitch Taylor, a Certified Journeyman Farrier, has been a professional in the industry since 1975. He has written for numerous publications and served on the Board of Directors for the American Farriers Association.



## Medical Career & Technical College Honored with Excellence in Entrepreneurship Award

On September 9, 2013, Medical Career & Technical College (MCTC) was recognized along with some of the top entrepreneurs in Southern and Eastern Kentucky at the 2013 Excellence in Entrepreneurship Awards (EIEA) at a program hosted at The Center for Rural Development in Somerset. Co-owners/Founders of MCTC, Kristi Bertrand and Trisha Mullins were recognized in the start-up

business category. The EIEA program has been honoring excellence since 2001 and is sponsored by the Eastern Kentucky University College of Business and Technology, Kentucky Highlands Investment Corporation, Southeast Kentucky Economic Development (SKED) and The Center for Rural Development. Award winners have demonstrated excellence in: economic success of enterprise, contribution to

the community and operational achievement. The start-up category is characterized by businesses that have been in existence for less than five years. Medical Career & Technical College was founded by educators and healthcare practitioners who embrace a passion for education utilizing a career focused approach where stu-

dents learn one subject at a time. They are committed to providing experienced and distinguished faculty and staff.



### Award Winners Honored at KACCS Annual Meeting

This August, KACCS, along with McGraw-Hill Higher Education, had the opportunity to recognize and thank some of the individuals who do exceptional work on behalf of career college students throughout the year.

**Representative Dennis Horlander was recognized as the Legislator of the Year** this year for his continued support and recognition of the significance of higher education. Upon receiving the award, Representative Horlander shared, "career colleges play an important role in meeting the educational needs for many residents in our community. I am honored to receive this award and I appreciate the value the hands-on approach to career education that career colleges provide to make sure students obtain the skills they need to become job-ready."

**Dr. Tonnie Renfro of Spencerian College Louisville was honored with the 2013 Rising Star Instructor Award.** Dr. Renfro encourages students to participate in unique interactive activities in the classroom to promote learning, review and application of concepts. Examples include simulating what it feels like to be elderly to depend on others to walk with you, attempting to thread a needle with gloves to simulate dexterity issues and viewing items with goggles smeared with Vaseline to simulate

visual problems. She also leads projects on awareness of domestic violence and abuse and has used a concept called Shantytown to simulate homelessness and increase awareness of the challenges this population faces.

**Sharon Runyon of Spencerian College's Lexington Campus was the recipient of the 2013 Instructor of the Year Award.** Sharon brings over 30 years of experience in the medical field to her teaching. Ms. Runyon is known for using various games, real world stories and videos and songs to enhance student learning. Students in Runyon's courses learn injection and phlebotomy techniques first by practicing on hot dogs, bananas and pasta wrapped in wax paper to gain confidence in their skills. Runyon also worked with middle school students interested in healthcare careers this year by planning and teaching classes for the Medical Career & Science Institute middle school healthcare camp held at Spencerian this past June.

**Finalists for the instructor awards this year included:** George Ackerman - Daymar College Online, Mollie Banks - Daymar College Bowling Green, Chef John Foster - Sullivan University Lexington, Jaci Halum - ATA College Louisville and Richard Routt - Sullivan University Louisville.

**Craig Niemann of Sullivan College of Technology & Design, was honored with the 2013 KACCS Community Service Award** for his work with the Center of Hope, a Salvation Army Homeless shelter. Niemann believes service learning is a process in which everyone wins. It provides students valuable experience in their career fields and helps increase their portfolio's and understanding for civic responsibility, the non-profit organizations benefit by allowing the organization to use its funds for direct services and access services they might not otherwise afford and the clients of the non-profit win because of these services provided.

Through his partnership with the Center of Hope, a total of approximately 780 hours of service, much of it overseen or completed by Niemann, has been invested in the Center each year for the past three years. In this time, computer engineering technology students have helped repair and replace surveillance equipment, interior design students helped design play areas and much more.

**Finalists in the community service award category included:** Chef John Foster - Sullivan University Lexington, National College Pikeville, Spencerian College Louisville and Diana Stewart - Sullivan College of Technology & Design Louisville.



*Representative Dennis Horlander, KACCS Legislator of the Year Award recipient with KACCS President Jan Gordon*



*Dr. Tonnie Renfro, KACCS 2013 Rising Star Instructor*



*Sharon Runyon 2013 Instructor of the Year*



*Craig Niemann, KACCS 2013 Community Service Award Recipient with Kimberly Woods and Nancy Marr of McGraw-Hill Higher Education*

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## **KACCS Membership**

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Louisville, KY

### **Beckfield College**

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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

### **Kentucky Horseshoeing School**

Richmond, KY

### **Lincoln College of Technology**

Florence, KY

### **Medical Career & Technical College**

Richmond, KY

### **Medtech College**

Lexington, KY

### **National College**

Danville, KY

Florence, KY

Lexington, KY

Louisville, KY

Pikeville, KY

Richmond, KY

### **Spencerian College**

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## **Share Your Stories With Us!**

To have your organization highlighted in a future KACCS newsletter, please submit your story ideas and best practices for consideration to [candacebensel@kycareercolleges.org](mailto:candacebensel@kycareercolleges.org).

The deadline for the next KACCS Newsletter is Friday, December 13th.