

CAREER COLLEGE CENTRAL

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►The Definitive Voice of the Career College Sector of Higher Education

THE INNOVATION ISSUE



CCA CONVENTION PREVIEW

OUR GUIDE TO CAN'T-MISS
SESSIONS AND ORLANDO'S BEST
RESTAURANTS AND HOT SPOTS

HILL DAYS IN RETROSPECT

WHAT ARE THE SECTOR'S
BIGGEST ISSUES FOR 2009?

COHORT DEFAULT RATES

LEGISLATION CAUSES A RISE

LEARNING, BOOT CAMP STYLE
New business curricula merges
reality TV with business
principles

TOP INNOVATORS

“Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat.”

- Theodore Roosevelt

Too bad this is the first time these faces have appeared together. In compiling interview responses and photos from the career college sector's most innovative executives, it was tough for our editorial staff not to imagine what might happen if these leaders all sat down together in one room with an issue to solve ... or if certain conditions are needed for original thoughts to surge.

When it comes to innovation, there is much to be said about timing and circumstance, and maybe pressure. Those factors, in many cases, were the very things that led these men and women to do something innovative, to look at the normal approach to a challenge and answer with an extraordinary reaction.

Career College Central's list of innovators and their innovations spans the full spectrum of the career college sector, from the expected areas of influence in the classroom and in regard to retention and training, to not-so-expected approaches to telemarketing and ensuring academic integrity on online exams. What might not be so evident is that they are continuing a long tradition of inventive thought.

Innovation and invention have been the hallmark of career colleges since the day the college were founded. Training students for specific careers was different when business schools first began forming more than 150 years ago. So it only makes sense that in a sector whose roots are embedded in the unusual that there would be so many who could turn ideas and concepts on their ears.

"Thought leaders" sounded a bit too trendy – too much like a buzzword used in a motivational management book or a public relations spin. Referring to them as innovators is more straightforward than it is ... innovative, but we chose to go with something a little less flamboyant that gets to the core of who they are and what they have achieved.

If innovation could be defined simply as "taking things a step further," then these executives leapt forward with ideas that have influenced the higher education realm. They have not only adapted to change, but inspired it. Welcome to the forefront of out-of-the box thinking and creativity. We made our selections. You made yours via our web site. Our innovation is bringing them together.

Kevin Kuzma
Editor

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|-------------------|---------------|-------------------|---------------------|
| • Dave Admire | • Gary Herald | • Dr. Richard Kim | • Dr. Amir Moghadam |
| • Steve Cooper | • Garry Jones | • Loren Kroh | • Charles Ware |
| • Tony Digiovanni | • Art Keiser | • Lynelle Lynch | • Timothy B. Loomer |
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DR. AMIR MOGHADAM

President/CEO, MaxKnowledge, Inc.



Q To what degree is MaxKnowledge driven by innovation?

A Our company is totally driven by innovation. We constantly seek innovative ways to increase the effectiveness of our online professional development and continuing education programs. Our training methodologies and processes combine interactive content and advanced technology with expert course facilitators to provide a customized and meaningful learning experience for our target audience – the faculty, staff and administrators of career colleges and schools. The most innovative aspect of MaxKnowledge is our life cycle training solution for faculty development. We have created a comprehensive program, based on a series of training cycles, that blends online faculty development courses with on-site activities and assessments. Our program is designed to transfer the instructor learning experience to the classroom and produce measurable performance results.

Q One goal of faculty development training is to enhance a student's experience. How are students the ultimate focus of MaxKnowledge?

A Student success is the driving factor for everything that we do at MaxKnowledge. Research in our sector shows that improving employee and organizational performance leads to greater student outcomes. Our passion for student success has led us to create and deliver practical online training programs in all areas of career college operations. We focus on maximizing the performance of faculty, staff and administrators to increase institutional effectiveness and enhance student retention.

Q How have your innovations helped career college administrators and executives improve in regard to education delivery, operation and profitability?

A As career colleges strive to increase their operational efficiency and competitive edge, they are focusing more and more on maximizing the performance of their employees. Seasoned career college executives realize that effective employee training and development is one of the most important factors impacting both organizational success and the bottom line. With thousands of participants in our various programs, we believe that we are making a lasting difference in the quality, efficiency and profitability of the institutions we serve. In this regard, Ron Obstfeld, Vice President of Learning and Development at Universal Technical Institute, states, "We look at MaxKnowledge as our strategic partner in maximizing our instructional staff's performance and student outcomes. They offer solutions that turn training into performance."