

## MaxKnowledge Press Release

June 18, 2012

MaxKnowledge to Lead Three Sessions at 2012 APSCU Annual Convention on Best Practices to Enhance Compliance and Gainful Employment

Irvine, CA, June 18, 2012 - MaxKnowledge will address critical challenges facing private postsecondary institutions in three sessions at the 2012 Annual Convention of the Association of Private Sector Colleges and Universities (APSCU), which takes place in Las Vegas June 20-22, 2012.

In the first session, MaxKnowledge Vice President of Compliance, Cindy Bryant, will facilitate a discussion on developing and implementing an effective compliance plan. Seasoned regulatory agency and career college executives will share their personal insights in achieving compliance & quality. "All Aboard for the Compliance Journey: What's Your Destination?" is scheduled for Thursday, June 21, 2012 at 10:15 AM.

In the second session, MaxKnowledge Vice President of Learning Initiatives, Robert Starks Jr., will discuss how career colleges can leverage social media to support and enhance graduate employment. The session will provide practical strategies for career services staff to help graduates effectively market themselves through a variety of social media platforms. "Does Your Career Center Speak #Hashtag: How to Leverage Social Media" is scheduled for Thursday, June 21, 2012 at 3:00 PM.

In the third session, MaxKnowledge Vice President of Training, Jay Hollowell, will address the critical need for enhanced collaboration between career colleges and employers. The session will provide proven strategies and techniques to support gainful employment of graduates. "Taking Employer Advisory Committees to the Next Level: Expanding Member Roles and Opportunities" is scheduled for Friday, June 22, 2012 at 10:00 AM.

Additionally, MaxKnowledge and the Imagine America Foundation will be hosting an Advisory Meeting for the Center for Excellence in Education (CEE) on Wednesday, June 20, 2012 at 9 AM. This meeting is by invitation only. APSCU Convention attendees can visit with MaxKnowledge at booth #625 in the Exhibit Hall.

### About MaxKnowledge

MaxKnowledge is the leading training provider for the career college sector of higher education. The company provides professional development and continuing education opportunities for the management, staff and faculty of career colleges and schools - worldwide. The company's mission is to maximize the performance of career college operations through effective employee training and development. For more information, please visit: [www.maxknowledge.com](http://www.maxknowledge.com).