

## MaxKnowledge Press Release

May 11, 2004

MaxKnowledge and CCA Launch New Online Course:  
Student Retention Methods for Career College Instructors

Santa Ana, CA, May 11, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college instructors.

Student Retention Methods for Career College Instructors is facilitated by Dr. Gary Meers, Director of Education at MaxKnowledge. The course helps career college instructors to understand their students and use proven motivation and retention techniques to keep them enrolled and engaged in the learning process.

"The instructor is the real key to student retention at career colleges. Instructors must keep focused on student motivation and retention each and every day of class. All instructors should have the goal of seeing all of their students successfully complete their class. This course will help instructors to achieve this important goal," said Dr. Amir Moghadam, Executive Director of MaxKnowledge.

The online course is delivered in an asynchronous fashion and participants receive 4 hours of continuing education credit upon successful completion of the training. The course is available on a continuous enrollment basis on the MaxKnowledge website: [www.maxknowledge.com/ED102.php](http://www.maxknowledge.com/ED102.php).

### 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).

### About CCA

The Career College Association (CCA) is the premier national association in Washington, D.C. representing accredited, private, postsecondary schools, institutes, colleges and universities that provide career-specific educational programs. CCA has over 1,400 institutional members that educate and support almost two million students each year for employment in over 200 occupational fields. For more information, please visit: [www.career.org](http://www.career.org).