

MaxKnowledge Press Release

February 3, 2004

MaxKnowledge and CCA Launch New Online Course:
Career School Operations Management

Irvine, CA, Feb. 3, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college professionals.

Course Description:

Career School Operations Management

Operations management is the lifeblood of a career school. Too often school leaders and managers focus on marketing efforts while ignoring the impact of operational effectiveness on the viability and profitability of the institution. Through effective operations management, you can position your school to achieve superior performance and differentiate it from the competition. This course discusses the operational functions and processes essential to successful school operations.

Course Facilitator:

Dr. Robert Roehrich

Synergistic Strategies Consulting

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/OP101.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.

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.