

## MaxKnowledge Press Release

December 4, 2006

MaxKnowledge and CCA Launch New Online Course:  
Implementing Successful Student Retention Strategies

Irvine, CA, Dec. 4, 2006 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college professionals.

### Course Description:

#### Implementing Successful Student Retention Strategies

School owners and directors are always looking for the magical ingredients to improve student retention. There are at least six easy-to-implement retention strategies that can make a difference in whether a student graduates or drops out. These include efficient admissions procedures, great orientation programs, effective mentoring, student friendly school and classroom involvement, fabulous graduations, and successful placement. Upon completion of this course, participants will have specific easy-to-implement retention strategies to put in place for every area of their school.

### Course Facilitator:

Mary Jefferson, Vice President  
Education Excellence

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/RT103.php](http://www.maxknowledge.com/RT103.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).