

MaxKnowledge Press Release

February 10, 2004

MaxKnowledge and CCA Launch New Online Course:
Developing a Five-year Plan for Your Career School

Irvine, CA, Feb. 10, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college professionals.

Course Description:

Developing a Five-year Plan for Your Career School

What will your school look like in five years? School growth takes change and the commitment of the stakeholders in your organization. A five-year plan is essential for any school owner or director no matter how long they have been in the business. It includes various elements such as your enrollment goals for all programs, plans for new programs, new profit center potential, fees and all financial aid opportunities, enhancement of student services, faculty and staff planning, marketing and development strategies, and planning for physical space to support your expansion goals. Also, development plans are often needed to satisfy licensing and accreditation requirements.

This course covers the essential components and techniques involved in developing a comprehensive five-year plan. We will show you an effective step-by-step planning process that involves the participation of representatives from your school including staff, instructors, students, graduates, and the employers who hire your graduates. The process encourages participants to share their knowledge and ideas, and everyone who participates in the process ultimately becomes a stakeholder in making the plan work. The course includes planning worksheets that you could download and use to help you develop your school's five-year plan.

Course Facilitator:

Dr. Susan Shulz, President
Susan F. Schulz & Associates

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/OP105.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.

About Susan F. Schulz & Associates

Susan F. Schulz & Associates, Inc. is a consulting company specializing in private career school development, licensing and accreditation. For more information, please visit www.susanfschulz.com.