

MaxKnowledge Press Release

February 17, 2004

MaxKnowledge and CCA Launch New Online Course:
Developing a Winning Admissions Team - Hiring & Training

Irvine, CA, Feb. 17, 2004 - MaxKnowledge and Career College Association today announced the availability of a new online training course for career college professionals.

Course Description:

Developing a Winning Admissions Team - Hiring & Training

This course is designed for both the seasoned and new Director of Admissions working in career education settings. The course provides proven techniques and strategies for hiring and training successful admissions representatives. You will be able to optimize the performance of your admissions team by gaining a solid understanding of who to hire, where to find them and how to set up an organized and professional training program for your new hires.

Course Facilitators:

Paul Gordon and Nancy Rogers
The Source for Training, Inc.

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/AD102.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 The Source for Training

The Source for Training is the premier training company in the admissions training industry. For more information, visit www.sourceforschools.com.