

# Lessons I've Learned

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CAPPS



# Be Proud of Our Profession

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Career Education has a long and storied history dating back to the Colonial Era, before the founding of our country. These original career institutions were created to offer practical skills training to meet a much-needed demand for applied job training.

# Career Education in the Colonial Times



1635 Plymouth Colony hires James Morton to teach accounting

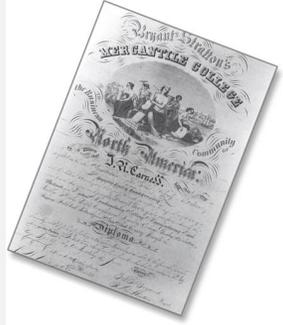


1727 Boston's Samuel Grainger granted first school license to teach accounting



Ben Franklin creates Franklin Academy to teach commerce, accounting, trade and Foreign Language-Becomes University of Pennsylvania

# Career Education in the 19<sup>th</sup> Century



- 1760 – 1840: Industrial Revolution expands manufacturing and chemical processes with textiles as the dominant industry of the time for employment, value of output, and capital invested.
- Ben Foster's Foster Commercial School – Boston
- 1848: Peter Duff's Duff Mercantile College
- 1864: Bryant and Stratton becomes the first chain of commercial schools with approximately 50 schools by 1864
- 1869: John Draughon starts major chain of schools following the creation of Practical Business College in Savannah, GA.



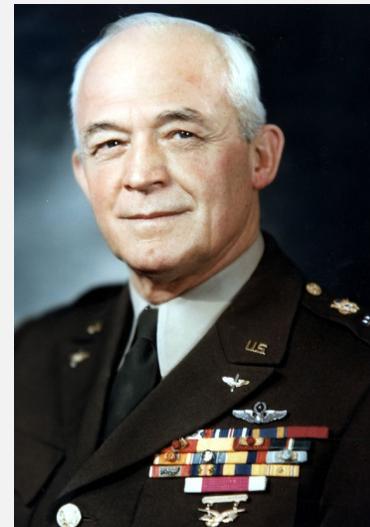
Silas S. Packard  
founder of  
Albany Business College



# Serving our Country

Before the United States entered World War II, General Hap Arnold was only one of a few that considered aerial warfare vital to successful warfighting

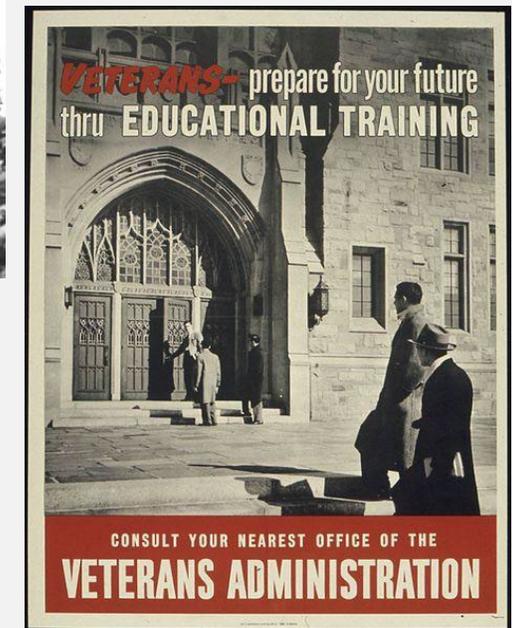
- 13 private career college flight schools were asked to provide advanced civilian pilot training to supplement the Air Corps' few flying training schools, with a promise of future payment
- One of the schools, Spartan College of Aeronautics and Technology, is a current member of CECU



# Serving our Country

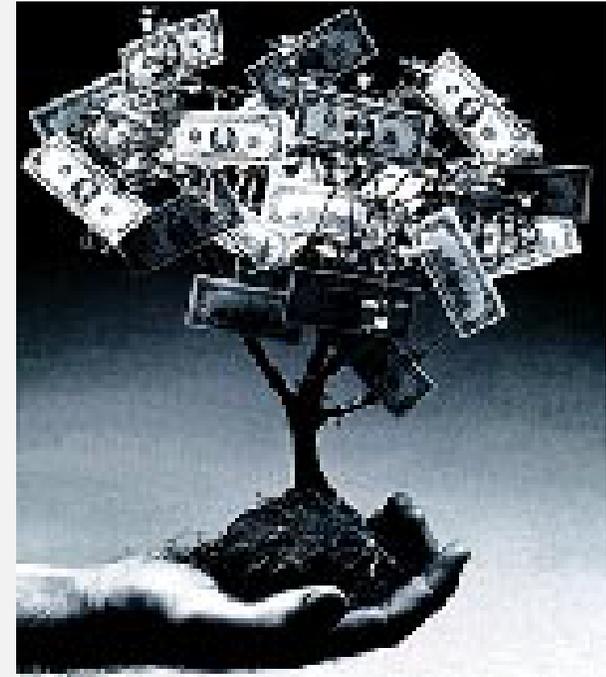
The Servicemen's Readjustment Act of 1944 opened the doors to returning veterans and provided the first federal funding for postsecondary education.

- First major crisis for PCS's requiring development of consumer protection legislation
- By 1956, 7.8 million veterans had used G.I. Bill education benefits, some 2.2 million to attend colleges or universities and an additional 5.6 million for training program



# Creation of Financial Aid National Defense Program

- First Student Federal Financial Aid Program
- National Defense Student Loan (NDSL) Program
- Designed to help America keep up with the Russian launch of Sputnik in 1956



# Higher Education Act of 1965

The HEA was signed into United States law on November 8, 1965, as part of President Lyndon Johnson's Great Society domestic agenda with a purpose of strengthening the educational resources of colleges and universities and providing financial assistance for students in postsecondary and higher education.

Established BEOG Program

Established Loan Program

1972 Proprietary Schools fully included

Current Federal Financial Aid Program is a continuation of the 1965 Legislation

# Growth and Decline of the Publically Traded School Groups

New Models of Career Colleges

--UOP

--Capella/Strayer

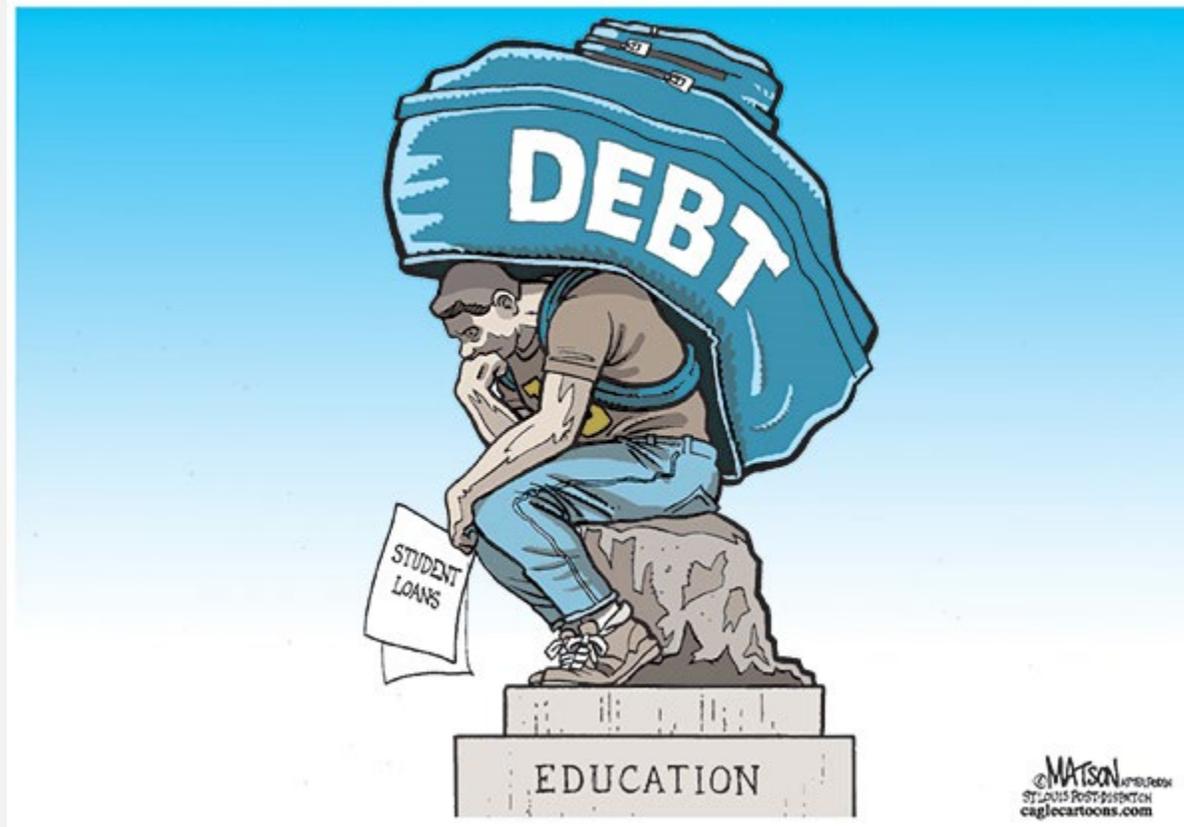
Interest of Public Investment Sector -- rise and fall

Growth of Private Equity

Destruction of the Publicly traded institutions: Corinthian, ITT, EDMC, Devry



# The Rise of the Student Debt Crisis



# The School Business is Harder than it Looks



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The Keiser School's first campus in Fort Lauderdale, FL.

# The School Business is Harder than it Looks

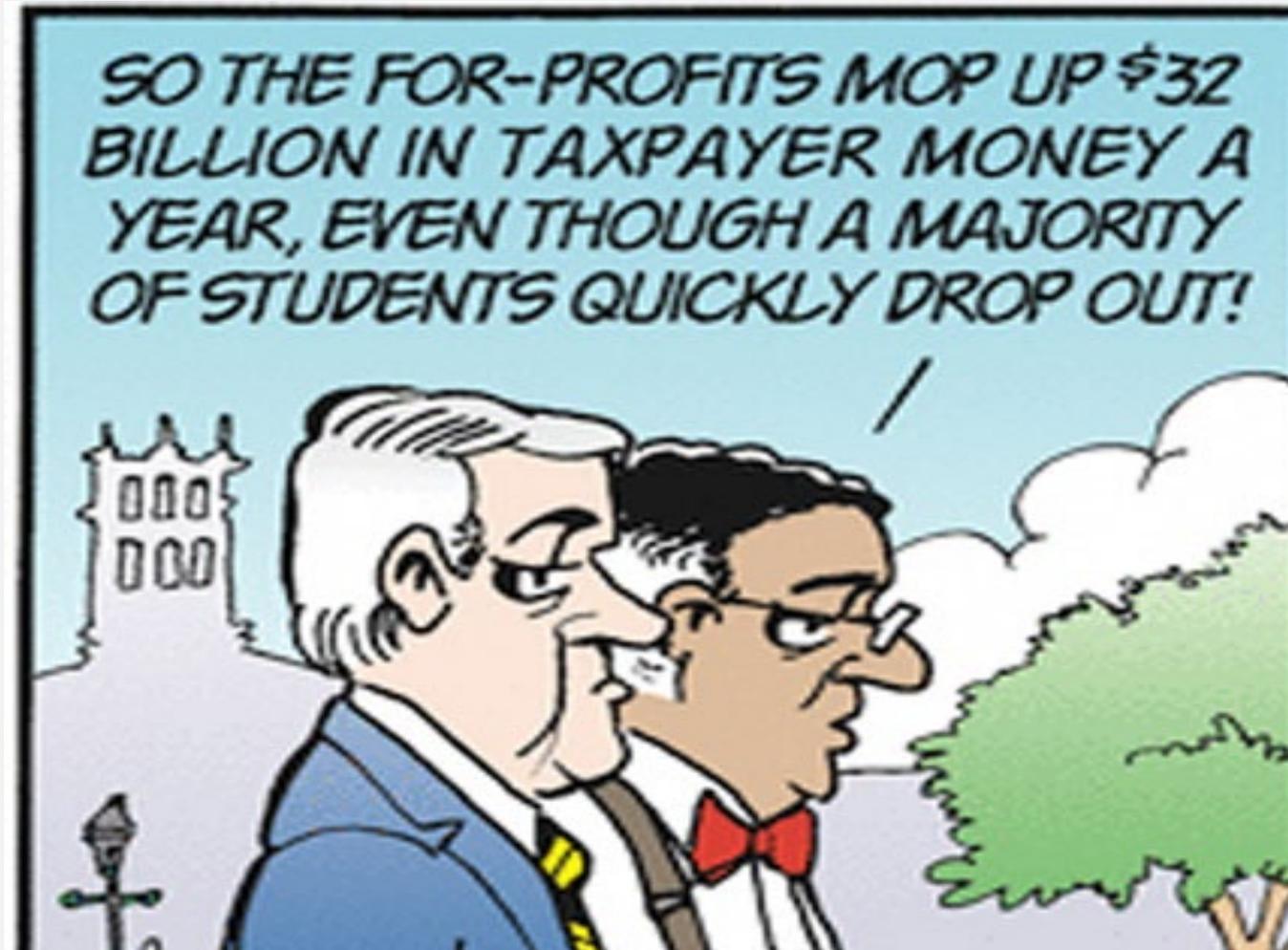
A dental assisting classroom at The Keiser School.



# The School Business is Harder than it Looks



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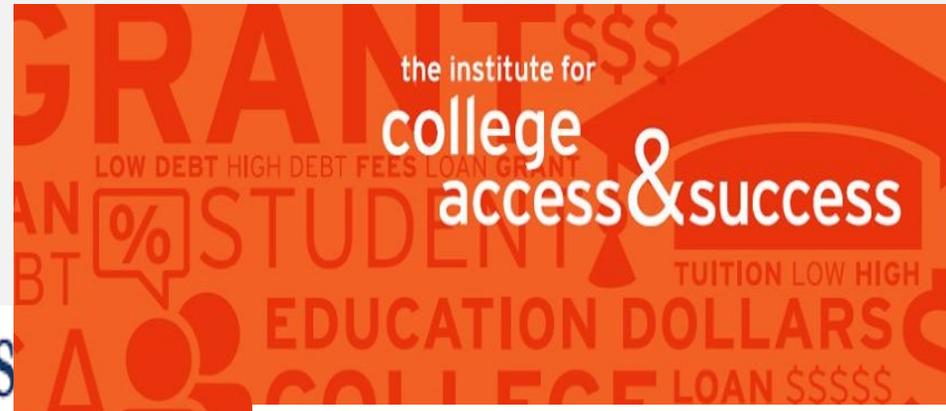
# The School Business is Harder than it Looks



Center for American Progress



*A Union of Professionals*



**THE CENTURY  
FOUNDATION**

# The School Business is Harder than it Looks

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- From one student to 20,000
- 22 Campuses
- US News and World Report #1 in Social Mobility, # 219 Overall
- Students from 48 different countries

# The Student is Not our Customer



# The Student is Not our Customer

- Who is?
- Is the student always right?
- Who pays the Bills?



# Be a Students of this Important Educational Sector

- Knowledge is power!
  - Read the daily newsletters
    - Inside Higher Education
    - The Chronicle
    - Education Dive
    - CAPPS
    - CECU
  - Be aware and study the Rules and Regulations
    - State
    - Federal
    - Accrediting

# Be a Student of this Important Educational Sector!

Be a member and strive to be a Leader

- CECU
- CAPPS
- Accreditors
- NASFAA
- NACUBO

**CECU** | Career Education  
Colleges and Universities

 **CAPPS**

# Be A Student of this Important Sector

Career colleges and universities have a proud history of delivering new technologies and strategies that improve student outcomes.

- MOOCS
- OPM's
- Online/Hybrid Strategies
- Simulation/VR/AI
- Competency Based Education
- Veterans Education
- International Education

# Be A Student of this Important Sector

Changing  
Environment for  
For-Profit  
Education

Democratic  
Controlled  
Congress in 2020

Rise of the influence  
of Consumer  
Groups in the Biden  
Administration

Drumbeat of  
negative public  
relations

BDR

90/10

Gainful  
Employment

Title IX

Changing  
Environment for  
For-Profit

Be a Student of this Important Educational Sector



# Be a Student of this Important Educational Sector

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- The Future is bright
  - Dramatic changes in the workforce demands our students
  - Dramatic improvements in our outcomes as demanded by our accrediting commissions
  - Dramatic changes in the economy
- Not only will we survive, but those who adapt, will thrive