



# VIRGINIA CAREER COLLEGE ASSOCIATION

Virginia Career  
College Association

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## Annual Conference Delivers

The 30<sup>th</sup> Annual Fall Conference of the Association was held on September 28<sup>th</sup> in Richmond, Virginia. Dr. Gary Meers, a nationally-known presenter on student performance and retention won high praise from the more than one hundred instructors attending the program session focused on instructor training. Mr. Peter Leyton, a northern Virginia attorney with extensive experience in the private career sector, provided a detailed look at the stalled reauthorization of the Higher Education Act and discussed recently passed legislation increasing federal financial aid. Of course, a sold-out trade show provided attendees with a once-a-year opportunity to learn about the latest in goods and services directed at our schools and students. Attendees at the *Award's* Luncheon were inspired by the conference keynote address, presented by newly appointed President and CEO of the Career College Association, Mr. Harris Miller. And finally, a large contingent of member schools recognized their best instructors by awarding them Teacher of the Year crystal apples at the conference and Mr. Harold "Buzz" Wainman (ITT Technical Institute – Richmond Campus) received the VCCA Distinguished Service Award for his many activities in support of needy causes outside of his school responsibilities. A list of award recipients is attached, and is also posted on the VCCA website under the Awards section.

Members heard reports on the many activities and financial status of the association at the Annual Business Meeting; including ongoing efforts to secure an opinion from the Attorney General of Virginia regarding the eligibility of students attending career colleges in Virginia to receive state financial aid (refer to next article in this newsletter for more information). And the 2008-09 VCCA Board of Directors was also determined and we congratulate each board member for their successful election to the policy setting board of the association. A listing of the new VCCA Board of Directors is enclosed.

VCCA also wishes to thank all of our sponsors and exhibitors for their support (see list enclosed with this newsletter) as well as all of the attendees who participated in this year's event. A special thanks to MaxKnowledge for their sponsorship of Dr. Gary Meers, and to McGraw-Hill Career Education Division for sponsoring the Continental Breakfast.

## **VCCA Continues to Work on Financial Aid Eligibility**

The securing of state financial aid for students attending private career colleges remains a high priority of the VCCA. Many, including those who simply oppose our sector's inclusion in any state program, continue to argue that the state constitution simply precludes our students from receiving state aid. Last year your association secured an opinion from Virginia's Attorney General, Bob McDonnell, which states that in fact many students attending our institutions are eligible for state aid. Lawyers who serve as staff for members of the Virginia General Assembly however, take issue with the AG's opinion and draw a much narrower and frankly devastating conclusion.

As a result, VCCA has had numerous meetings with these legislative attorneys, and has brought the matter back up with the Attorney General who may be asked (by VCCA) to provide yet another opinion to further clarify his earlier one! It will be exceedingly difficult to achieve our financial aid goals unless and until these differences can be resolved. In an effort to have the attorneys at the General Assembly state their position in writing, VCCA asked a member of the General Assembly – Delegate Joe May/R-Loudoun County – to write them a letter which asks the questions we need answered. You may view that letter and the responses to them by visiting the *Members Login* section of the VCCA website and clicking on *Legislative Services Constitutional Analysis Sept/07*. VCCA will continue to keep you informed of our efforts in this area.

## **SCHEV Begins Audit Process**

Much to our chagrin, SCHEV has recently begun conducting random audits of our sector's schools. When VCCA discussed the language allowing for these audits two years ago, they were to have been directed at new institutions, institutions coming into Virginia, or institutions that may be experiencing problems based on student complaints or accrediting commission findings.

Now however, it appears that these audits are being randomly conducted at proprietary career institutions, so be forewarned. Attached with this newsletter is a memo from the SCHEV Compliance Manager detailing the audits conducted during the first three quarters of this year. You are encouraged to review these audit findings carefully as they can provide you with a guideline for your own periodic review of your institution in advance of any unannounced SCHEV audit.

## Photo Op at SCHEV

VCCA has always argued for parity with the other sectors of Virginia's Higher Education Community. Sometimes we have been successful, sometimes we have not. But now there is yet another opportunity for our sector to "have a seat at the table".

If you visit the offices of the State Council of Higher Education for Virginia you know that they are be-decked with photographs of most, if not all, of the state's publicly funded colleges and universities. The photo collection also includes campus pics from the state's non-profit higher education community. This is important because the SCHEV offices are often visited by regulators, legislators and students seeking information about higher education alternatives in Virginia. There is not, however, one illustration featuring an institution from our sector.

SCHEV has now invited us onto their walls! If you submit a professionally framed and matted print of your Virginia campus location before January 4<sup>th</sup>, 2008, SCHEV will ensure that it gets hung. The three optional size alternatives for you submission are enclosed. We STRONGLY recommend you select the largest size (35 inches by 25 inches) and mail your framed print to:

Ms. Linda Woodley  
SCHEV  
James Monroe Building  
101 N. Fourteenth Street  
Richmond, VA 23219

Should you have any questions please contact Ms. Woodley directly at 804-371-2938.

**EVERY VCCA MEMBER IS URGED TO TAKE ADVANTAGE OF THIS OPPORTUNITY TO HIGHLIGHT YOUR INSTITUTION.**

## **2-Year Colleges Differ Sharply by Type, Study Finds**

A new analysis from the U.S. Department of Education has found that different types of two-year colleges — including public, private, and for-profit institutions — have markedly different student, faculty, and institutional characteristics. For example, students at degree-granting for-profit colleges are more likely to apply for and receive federal financial aid than are students at all other types of two-year colleges. But students at those for-profit institutions still face about twice as much unmet need (\$6,436) as students at public colleges, where unmet need ranges from \$3,140 to \$3,695, depending on the college's size.

## College Capacity Grows

Report after report portrays the American higher education system as facing a major crisis in its inability to ramp up how many Americans they educate, as the number of high-school-age and adult students grows — and their academic preparation is perceived as declining. While the system may not be growing fast enough to satisfy those concerns, data continue to suggest that the capacity of America's colleges is expanding.

A report released by the National Center for Education Statistics shows that the number of American postsecondary institutions grew by 1.5 percent from fall 2005 to fall 2006, and that the number of degrees they awarded grew by 3 percent from academic 2004-5 to academic 2005-6.

Almost all of the growth in the number of institutions came in the for-profit sector, as seen in the table below, although the institutions continue to educate a relatively small proportion of the overall total college population:

Number of Colleges in the United States, 2005 and 2006, by Institution Type

Institution Type	Fall 2005	Fall 2006	% Change
—4-year public	639	644	0.7%
—4-year private nonprofit	1,547	1,548	0.1%
—4-year private for-profit	414	453	9.4%
—2-year public	1,153	1	-0.4%
—2-year private nonprofit	219	211	-3.6%
—2-year private for-profit	816	844	3.4%
—Less than 2-year public	218	217	-0.5%
—Less than 2-year private nonprofit	96	89	-7.3%
—Less than 2-year private for-profit	1,346	1,382	2.7%
Total	6,441	6,536	1.5%

Note: 2005 total figure excluded 22 institutions that were unable to respond because of natural disasters, mostly Hurricanes Katrina and Rita.

## College Capacity Grows, Cont.

Institutions of all types, however, expanded the number of degrees they granted, as seen in this table: Degrees Conferred at U.S. Colleges and Universities, 2004-5 and 2005-6

	2005	2006	% Change
Type of Institution			
-4-year, all	2,293,350	2,371,219	3.4%
—4-year public	1,347,129	1,377,827	2.3%
—4-year private nonprofit	812,140	832,232	2.5%
—4-year private for-profit	134,081	161,160	20%
-2-year, all	557,172	564,964	1.4%
—2-year public	491,904	498,287	1.3%
—2-year private nonprofit	10,009	9,216	-7.9%
—2-year private for-profit	55,259	57,461	4.0%
Type of degree			
Associate	696,720	713,154	2.4%
Bachelor's	1,439,264	1,485,242	3.2%
Master's	574,618	594,065	3.4%
Doctorates	52,631	56,067	6.5%
First Professional	87,289	87,655	0.4%

The proportion of degrees going to women and to members of minority groups continued to edge up. Women received 57.8 percent of all degrees awarded by four-year institutions in 2005-6 (up from 57.4 percent in 2004-5) and 62.7 percent of the degrees awarded by two-year colleges, up from 62.6. White students received 65 percent of the degrees awarded by four-year colleges, down from 65.5 percent, while 9.1 percent went to black students (up from 8.9 percent in 2004-5), 6.4 percent to Hispanic students (6.3), 6.1 percent to Asian/Pacific Islanders (6.0) and 0.7 percent to American Indian/Alaskan Natives (0.7).

The proportion awarded to people whose race or ethnicity was unknown rose to 6.9 percent from 6.6 percent, while the proportion going to nonresident aliens shrank to 5.8 percent from 6 percent.

The Education Department report, "Postsecondary Institutions in the United States: Fall 2006 and Degrees and Other Awards Conferred: 2005-06," contains a wealth of other data on tuition prices and other costs to students, most of which overlaps previous reports by The College Board. The federal report contains price data on for-profit colleges, however, that the College Board study does not include.

**VCCA**  
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## Improved Default Rate Perfect Opportunity for Increased Federal Support for Higher Education

VCCA welcomed the news from the Department of Education last month indicating the default rate for student loans dropped, including a 4 tenths of one percent drop for proprietary colleges (from 8.6 percent to 8.2 percent). While our national affiliate - CCA - regards this as positive news, the organization said the shortfall in federal student assistance is still a problem and emphasized the need for President Bush to sign into law new legislation that will overhaul the federal student aid system and increase grant funds to economically disadvantaged students.

"We are pleased to hear Americans are able to cope with their student loans, particularly as the number of borrowers who have entered repayment has increased substantially since 2003" said CCA President Harris Miller. "That the vast majority of students who attend career colleges continue to make their loan repayments indicates they are getting a good return on their investment in preparing themselves to be key elements of the 21<sup>st</sup> Century Workforce."

Even with the improvement, Miller said more must be done to make higher education more affordable: "A college education is still not within easy reach for most working class families and out of reach for those at or near the poverty line," Miller said. The student financial aid legislation Congress passed last week would help correct many of the existing funding problems by providing an additional opportunity to raise Pell Grant awards, improve debt forgiveness for those working in the public sector, lower interest rates, and create more flexible repayment options