



# COMMISSION FOR INDEPENDENT EDUCATION STAFF NEWS

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### Dates to Remember

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-Commission Meeting

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-Renewals due May Meeting

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## Commission Meeting Information

March 28, 2012 beginning at 9 a.m.

### [Mission Inn Resort & Club](#)

10400 County Road 48  
Howey-In-The-Hills, FL 34737  
(800) 874-9053

### [Map](#)

Visit the Commission [website](#) for the agenda and to view the webcast.

## Connecting with a New Generation

Section 1 of the October issue of Career Education Review has an engrossing article entitled "The Future of Admissions: Connecting with a New Generation." This essay focuses on the "reasons the career college industry is being 'forced' to alter business practices." These changes are directly connected to today's student and the manner in which "...this technologically savvy generation is challenging the rules of recruitment."

Postsecondary education providers must realize that, in terms of admissions practices, certain practices just do not work as well as they did in the past. "The person who has the ability to recognize that admissions results aren't yielding the same outcomes must have the courage to step up and really examine what is happening from various angles...Let's explore why common admissions practices may not be working as well as they once did, along with some suggestions to ...other approaches..."

"Admissions Practice 1 – You have to come to campus to get information."

This practice is centered in the belief that a student cannot "...understand the value of what they're getting for their money without 'kicking the tires.'" In other words, how can they choose your school without coming by the campus to see all the wonderful educational opportunities that you have to offer them? The truth is that today's student is "the most technologically savvy generation yet. Social media websites such as Twitter, MySpace and Facebook have been incorporated into their daily lifestyle. Online research, online price comparison and social media marketing play an important role in their purchasing decision." A study by Small and Vorgan (2008) has found that these potential students devote as much time to online media as they might spend at a "...full-time job."

This profile of today's student may be one of the reasons behind the dramatic growth in online education. "More than 5.6 million students were taking at least one online course during the fall 2009 semester. That's an increase of nearly one million

students since the previous year and about four million since 2002.”

“Admissions Practice 2 – There is an established, and singular, methodology of how to move a prospective student through the college enrollment process.”

We now know that modern students may have already completed significant online research about an institution. “Treating each and every prospective student as if they are in the beginning stages of a decision process when they may actually be at a different stage, will only frustrate the prospect....” These students have chosen to bypass the traditional methods of finding out about their prospective institution. “They are dealing with the process on their own terms.”

“Admissions Practice 3 – Call your Internet leads immediately to get them on campus.”

This practice is based on the mistaken belief that “...the telephone is the best method to reach an Internet lead.” The admissions representative is working on the assumption that in reaching students by telephone, the school will have the best chance of enrolling them. This method of recruitment is not as successful as it was in the past.

Even though this “...generation desires instant response...they may question why the information wasn’t up on your Web site to begin with, thereby invoking a sense of distrust.” Too many follow-up calls from an admissions representative may make the prospective student feel that they are “being sold.” It turns out that the technologically savvy student “...tends to prefer dealing with a machine over a human especially in situations involving confrontation and commitment.”

If the independent, postsecondary education sector wants to continue to grow and solidify its position as a viable alternative to publically-subsidized schools and colleges, it will have to use innovative admissions practices in addition to offering programs that are tailored to the needs of today’s student. Having the best programs in town does no good if the school cannot get the student to commit to enrollment. Using today’s technology may be the best way to attract the modern student.

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## The Complaint Process

The functions of the Consumer Section were identified in the November 2011 “CIE Staff Newsletter.” Three of these functions are:

- processing public, student and other general grievances alleging rule violations at licensed institutions,
- processing allegations of rule violations involving advertising, and
- processing notices of non-compliance for unlicensed institutions.

These three functions are all considered part of the complaint process and are processed by the Consumer Section in the following manner:

- All complaints must be received in writing, via hard copy letter, email or fax;
- All complaints (grievances, ad violations & unlicensed operation violations) received by the Commission are assumed to be allegations of statutory or rule violations. (Chapter 1005.01 - 1005.39 Florida Statutes and Chapter 6E-1.003 - 5.001, Florida Administrative Code);
- A letter is sent to the institution with any accompanying documentation that was received to support the allegation(s);
- The institution is allowed 15 calendar days to respond to the complaint letter and to present any evidence that may refute the alleged violation, or to present evidence that the violation(s) has been corrected since the allegation(s) was received. Commission staff members will often work with the institution to assist in the correction of any identified violations;

--If Commission staff members have not received communication from the institution within 12 calendar days, a reminder phone call, email or fax is attempted;  
--If Commission staff members have not received communication from the institution within 16 calendar days, a second letter is sent that requires a written response within an additional 4 calendar days; and  
--If no response has been received within the 4 additional calendar days allowed, disciplinary action is initiated against the institution.

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## Required Training Programs

Institutions are required to provide a training program for all staff who recruit prospective students or who participate in the admission of prospective students. This requirement became effective with the July 2011 Commission meeting.

Institutions must submit an Admissions Staff Training Program, or provide documentation that the institution has contracted with an approved vendor to provide an Admissions Staff Training Program, when submitting an application for an institutional license or when submitting any license renewal application (See Rule 6E-1.0032(12), Florida Administrative Code).

No fees are assessed with the submission of these training programs.

Please make sure that the content of the program contains the following information when developing the Admissions Staff Training Program:

- Institution programs;
- Services;
- Costs;
- Terms of payment;
- Financial aid available for qualified students;
- Refund policy;
- Transferability of credits to other institutions;
- Reasonable employment projections and accurate placement data
- Status of the institution regarding licensure and accreditation;
- Facts regarding the eligibility of graduates to sit for Florida licensure examinations or to fulfill any other Florida requirements to practice the career or profession for which the prospective student wishes to be trained; and
- Any other relevant facts.

The program must also reflect the content outlined in the "Fair Consumer Practices" in Sections 1005.04 and 1005.34, Florida Statutes and 6E-1.0032, Florida Administrative Code.

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## Commission Meeting Dates and Locations

### **March 28, 2012**

Howey-In-The-Hills

New Institution Applications Due: November 16, 2011

All Other Applications Due: December 16, 2011

### **May 23, 2012**

Howey-In-The-Hills

New Institution Applications Due: January 16, 2012

All Other Applications Due: February 15, 2012