

# MAPCS

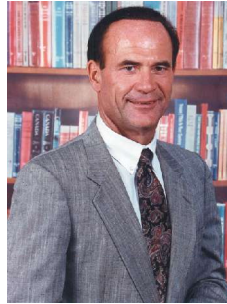
**The Massachusetts Association of Private Career Schools (MAPCS)** is a 501(c)(6) non-profit organization that promotes high educational standards in private business, occupational and vocational schools. MAPCS has been dedicated to outstanding education and career training since 1947.

**Morning Workshop 8:30am–1:00pm**  
(Includes breakfast)

## NUTS & BOLTS OF RECRUITING

### Marketing, Recruitment & Admissions Training by Richard Ashley, President of Enrollment Management Innovations

- **Mixed Media Advertising for Small and Large Schools**  
Target marketing and lead generation on available budgets. Examples of e-mail, direct mail, inserts, classified ads, radio and TV.
- **Lead Tracking and Telephone Techniques**  
Learn more effective phone techniques and tracking to increase lead to appointment to interview percents. Lead tracking forms and telephone dialogue worksheets will be reviewed for both technique and reasons for the technique. Conversion rate expectations for new schools, established schools, as well as new recruiters and experienced recruiters.
- **Interviewing and Enrollment Techniques Using a Student Benefits Approach**  
The benefit approach and complete interview process will be outlined and explained. Actual training forms used in both college and vocational schools will be provided and techniques shown on how to use them effectively.
- **Customer Service Approach to Financial Aid**  
Examples, forms and ideas will be discussed and handed out that show how the message received in the admissions process is continued in the financial aid process. This session is not about Title IV; it is about continuing and reinforcing the benefits for a student to complete an education. Includes Q & A.



MAPCS is excited to have Richard Ashley coming to New England from Florida to present his Recruitment workshop for local proprietary school staff. Richard earned his Bachelor's degree in Education from the University of Buffalo and taught in the public school system. He became involved with private career education in 1974 and has held the positions of Director of Admissions, Director of Education, and Vice President of Enrollment Management Innovations.

He has also been the president of private for-profit and not-for-profit schools providing programs in cosmetology, medical, computer, legal and business education, and offering certificate programs up to and including master degrees.

Richard is on the advisory board for the Career Education Review, a national publication for career colleges and universities. He has written and published over 40 articles covering topics in marketing, advertising, adult admissions and recruitment techniques, high school recruiting and classroom retention. His seminars have been presented to most state career college associations. He is a regular presenter at the Career College Association and the Florida Association of Career Colleges and Schools.

Richard is President of Enrollment Management Innovations (EMI) and Executive Vice President of Southwest Florida College. He schedules a variety of seminars across the country, including cruise ship seminars.

**Afternoon Workshop 2:30pm–7:00pm**  
(Includes dinner)

## RULES OF ATTRACTION: KEEP THE COMMITMENT ALIVE

### Student Retention Training presented by Dr. Mark S. Volpe, Regional Education Specialist at Premier Education Group

- **Overcoming Retention Issues**  
The list of obstacles that obstruct students from completing their education track are endless; but the ability or lack thereof to identify them early, intervene and rectify them is the key to retention. Retention goals historically are 75-80%, demonstrating that not all students will remain and complete the program. Creating a value-oriented educational experience and school environment committed to student success will best negate the issues of retention.

- **Identifying and Inspecting Internal Factors Effecting Retention**

Learn the formula for success to attain retention goals. Assess every aspect of operations since all influence customer service and ultimately student satisfaction. Creating a plan that every department and staff member, from receptionist to faculty to career- graduate services, and implementing it is critical.

- **Identifying and De-Fusing External Factors Effecting Retention**

Many external factors effect retention; such as life situations that students consider obstacles to participation and completion of their program. Learn how to handle negative factors that arise. Students need the support, understanding and guidance of personnel to overcome negative influences. The best way to defuse the external factors is to offer internal factors that are of too great a value to abandon.

- **Fact Finding Mission to Improve Retention**

Schools need to maintain data that can be evaluated to identify issues and trends effecting retention. Uncover the processes and policies that need to be in place to collect and analyze this data.

- **Create a Framework for Your Retention Plan**

At this workshop you will create an effective retention plan which will address institution-wide participation, evaluate institutional/educational effectiveness, and include “benchmarks” to measure success which will help develop valuable resources to increase retention and student success. Includes Q & A session at end.

Special thanks to McGraw-Hill Higher Education and Tom Dipietropolo, MAPCS associate member, for sponsoring Dr. Volpe for this Retention workshop.

Sign-up for one or both workshops.

**Register for BOTH workshops  
and SAVE 10% OFF total!**

(Must be the same person, non-transferable.)

MAPCS is looking forward to having highly qualified local expert, Dr. Mark Volpe, Regional Education Specialist at Premier Education Group present this workshop on Student Retention. Premier Education Group owns fifteen schools with 6,000 students offering allied healthcare, computer technology, paralegal and culinary arts programs.

Dr. Volpe is author of Certified Nursing Assistant, Associate Degree Nursing, EMT-B, EMT-I, Medical Transcription, Medical Billing, Massage Therapy and Phlebotomy Technician programs. He secured programmatic and institutional initial, renewal and program inclusion grants of accreditation with ACICS, ACCSCT, ACCET, CAAHEP-AAMA, CAAHEP-LST, ABHES, COMTA, ASPT, and State Nursing Boards of Indiana, Utah, Nevada, and Michigan.

Dr. Volpe has held the positions of Director of Education, School Director, Dean of Academic & Student Affairs, and Vice President of Academic Affairs at four different schools.

He is the National Advisor for the Education Committee of International Institute of Studies and Education Advisor for the Nevada Chapter American Medical Technologist Association.

Prior to his career in proprietary schools, he was the Medical ICU Patient Care Manager. Dr. Volpe received his diploma from Fairfield College Prep School, his Bachelor of Science in Biology /Pre-Medicine from Fairfield University and his Doctorate of Medicine from Ross University School of Medicine.

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### DIRECTIONS TO MAPCS WORKSHOPS Wednesday, March 9, 2005

The Crowne Plaza, 2 Forbes Road  
Woburn, MA 01801 Tel. (781) 932-0999

#### Traveling 93 North (from Boston area)

Take Exit 36, Montvale Avenue. Turn left off exit. At second set of lights, turn right onto Washington St. At second set of lights, turn right onto Cedar St. Take immediate right on Forbes Rd. Hotel is on left.

#### Traveling 93 South (from 495/Andover area)

Take Exit 36, Montvale Avenue. Turn right off exit. At lights, turn right onto Washington St. At second set of lights, turn right onto Cedar St. Take immediate right onto Forbes Rd. Hotel is on the left.

#### Traveling 128/I-95 North (from Waltham area)

Take Exit 36 (Washington Street). Turn right off exit. At second set of lights, take left onto Cedar St. Take an immediate right onto Forbes Rd. Hotel is on the left.

#### Traveling 128/I-95 South (from Salem area)

Take Exit 36 (Washington Street). Bear right off exit. Go up hill and take a right onto Washington St. At third set of lights, take left onto Cedar St. Take immediate right onto Forbes Rd. Hotel is on the left.

Arrive at 8:30 AM for the morning Recruitment Workshop  
Arrive by 2:30 PM for the afternoon Retention Workshop

## REGISTRATION FORM MAPCS March 9th, 2005 Recruitment & Retention Workshops

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Space is limited for these workshops, so please be sure to **REGISTER BY FEB. 22, 2005** to reserve seats. Certificates will be awarded to attendees.

Fill-out form below, include payment by check made payable to M.A.P.C.S., (no credit cards) and send to: MAPCS, PO Box 407, North Reading, MA 01864

Include the EXACT spelling of each attendee's NAME & their TITLE in CAPITAL LETTERS i.e., JULIE HILL-Owner, MIKE FINN-Admissions Rep., BOB COLE-Instructor. Use a separate sheet, if necessary. (Be sure to include ALL necessary contact info requested below AND a phone number, in case we need to reach you). Then mail payment with School Name and Contact Name on check to arrive by February 22nd. Fees are non-refundable.

YES, register me/us for the **RECRUITMENT** Workshop from 8:30am-1pm with R. Ashley:

\_\_\_\_\_  
\_\_\_\_\_

**Cost for Recruitment Workshop:** Each Member, \$45.  
Each Non-Member of MAPCS, \$69. **Total Due: \$** \_\_\_\_\_

YES, register me/us for the **RETENTION** Workshop from 2:30pm-7pm with Dr. Volpe:

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\_\_\_\_\_

**Cost for Retention Workshop:** Each Member, \$75.  
Each Non-Member of MAPCS, \$99. **Total Due: \$** \_\_\_\_\_

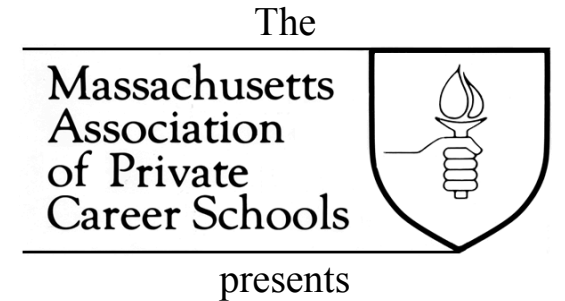
**ATTEND BOTH AND SAVE 10%:** Each Member, \$108.  
Each Non-Member of MAPCS, \$151. **Total Due: \$** \_\_\_\_\_

School Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Tel. (\_\_\_\_\_) \_\_\_\_\_

Contact: \_\_\_\_\_



## **TWO PROFESSIONAL DEVELOPMENT WORKSHOPS on Recruitment & Retention**

**MARCH 9, 2005**

### **NUTS & BOLTS OF RECRUITMENT Admissions Workshop**

and

### **RULES OF ATTRACTION: KEEP THE COMMITMENT ALIVE**

**Student Retention Workshop**

**Register by February 22<sup>nd</sup>  
for one or both workshops!**

**See inside for topics to be covered,  
speaker backgrounds & registration info.**

Call or write for more information

**MAPCS**

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